



# A STUDY ON "GROCERY SHOPPING TRENDS POST COVID"

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## -----ABSTRACT-----

*This research paper aims at carefully analyzing the trends in grocery shopping. Post Covid-19, buying behaviors of customers have changed in almost every field. The businessmen and those who could find the opportunity in this change not only survived but thrived in the market. Today even basic grocery from salt to those in bulk are mostly purchased via online platforms like zepto, instamart, blink it etc. This has brought a noticeable change which is both positive and negative. In this paper we will study in depth about these changes.*

**KEYWORDS:** *Grocery, buying behavior, E commerce, online, shopping, business, change, convenience, COVID 19, pandemic, urban, rural, platforms, digital, social media, consumers, age factor.*-----

## INTRODUCTION

### Background of the study

It all started with our project on deciding a research paper topic for our PCL which stands for Project Centric Learning, we came up with the topic "Grocery Shopping Trend". As we know in today fast paced world, the dynamics of consumer behavior are constantly developing, especially in the land of grocery shopping. In this paper we are studying the different ways of grocery shopping and the trends which people follow to shop grocery. From the increase of online grocery shopping to the growing demand for sustainable products, the grocery industry is experiencing towards a new shift. This paper aims to lean-to light on the grocery shopping trends by contribution valuable visions for business looking for to stay in the competitive market.

**Research Questions** <https://forms.gle/infvA8CeTC48FEqu8>

### Need for the study

This research paper will not only help us as students but also everyone reading it. As we are highlighting how those businessmen who have matched with the pace are thriving in the market, how is online grocery shopping proving to become beneficial for consumers. It is about dynamics of marketing and practically applying all the theory that all of us have been studying. It is important to know how fast the preferences of customers change and hence it is very important for businessmen to find the opportunities in the changes. As a consumer going with the trend proves to be beneficial as it comes with many advantages be it of options, price, variety etc.

### Problem Statement

This paper deals with the emerging trends in grocery shopping behavior which has been seen through the technology advancement but not every individual are aware of it and can be the part of this trend. So the businesses should plan their strategy according to the customer preference and their buying behavior. And also this trend is taken ahead by the people living in urban areas and the rural people are not getting any benefit of this trend because of the lack of accessibility and awareness.

## REVIEW OF LITERATURE

### Customer behavioral trends in online grocery shopping during covid 19

The study "Customer Behavioral Trends in Online Grocery Shopping During COVID-19," led by Victor Chang and colleagues, investigated the shifting dynamics of online grocery shopping during the pandemic. Utilizing a sample of 28 respondents, the study employed various statistical methods including regression analysis, chi-square tests, and



Pearson's correlation to assess the significance of factors such as safety measures, convenience, and product quality on customer preferences. The research unveiled a substantial increase in online grocery shopping frequency driven by safety concerns, convenience, and government restrictions. Key factors influencing customer behavior encompassed delivery times, discounts, and product quality. Notably, customer satisfaction stemmed from safety measures, convenience, and flexible delivery options, with the integration of smart assistants or chatbots correlating positively with shifts in customer behavior. Overall, the study illuminated the critical role of safety, convenience, and product quality in shaping customer behavior within the online grocery shopping landscape during the COVID-19 pandemic, emphasizing the importance of adapting to these evolving preferences to meet consumer needs effectively.

### **The Influence of Quality of Work Life on Job Satisfaction of Online Grocery Store Employees**

"The Influence of Quality of Work Life on Job Satisfaction of Online Grocery Store Employees" by Nur Imtihanah and Lilis Ratnasari explores the correlation between quality of work life (QWL) and job satisfaction among e-grocery employees in Indonesia. Acknowledging the burgeoning e-commerce sector, particularly in e-grocery, the study emphasizes the importance of skilled labor in meeting consumer demands. Through purposive sampling and a Likert-scale questionnaire, the research involving 111 employees aged 22 to 40 reveals a significant positive relationship between QWL and job satisfaction, as confirmed by regression analysis using SPSS version 25. Factors influencing job satisfaction include fair compensation, supportive supervision, positive coworker relationships, and opportunities for growth, while issues such as irregular work schedules and delayed salary payments negatively impact satisfaction. The study rigorously assesses the validity, reliability, and discriminatory power of research instruments, enhancing the credibility of its findings. Ultimately, the article offers practical insights for e-grocery businesses to improve employee satisfaction and retention, emphasizing the importance of addressing QWL factors to foster a conducive work environment in the evolving e-commerce landscape.

### **Review of "Modelling Customer Satisfaction and Loyalty Using Structural Equation Modeling Based on Service Quality Measurement in the 10-Minute Online Grocery Delivery Industry"**

This study delves into the impact of service quality on customer satisfaction and loyalty in the realm of 10-minute online grocery delivery services in Kolkata. With data from 274 online grocery shoppers, researchers constructed a structural equation model to dissect the interrelationships among various service quality dimensions, customer satisfaction, and loyalty. The model encompasses seven dimensions, including app interface, information quality, grocery quality, delivery service, sales promotion, packaging, and customer service, hypothesizing their significant influence on customer satisfaction. The findings underscore the importance of enhancing app interface, grocery quality, delivery service, and customer support to elevate customer satisfaction levels. Moreover, a significant correlation between customer satisfaction and loyalty emerges, indicating that satisfied customers are more inclined to stay loyal to the service provider. While the study acknowledges limitations, such as its focus on the Kolkata population, it furnishes valuable insights for businesses vying for success in the competitive domain of 10-minute grocery delivery services, underlining the pivotal role of customer satisfaction and service quality in fostering loyalty and offering practical implications for service enhancement.

### **Evolution of the Online Grocery Shopping Experience during the COVID-19 Pandemic: Empiric Study from Portugal**

The study from Portugal investigates the impact of the COVID-19 pandemic on online grocery shopping behavior and the intention to continue such behavior post-pandemic. Analyzing data from 358 Portuguese consumers engaged in online grocery shopping during the pandemic, the research underscores several key findings. Firstly, it suggests a correlation between heightened health consciousness during the pandemic and increased engagement in online grocery shopping, driven by convenience and safety considerations. Secondly, sociodemographic factors such as age, education, and income significantly influence online shopping behavior, with younger, higher-educated, and higher-income male consumers showing greater inclination towards online supermarket shopping. Lastly, the study emphasizes the importance of a positive online shopping experience in shaping consumers' intentions to continue shopping online post-pandemic, highlighting the role of satisfaction as a predictor for sustained online shopping habits. These insights illuminate the intricate dynamics between sociodemographic factors, consumer behavior, and satisfaction in the context of online grocery shopping, offering valuable guidance for retailers and policymakers to adapt to evolving consumer preferences effectively.



### **Understanding the Factors Influencing Customer Engagement in Online Grocery Shopping: A Multi-dimensional Approach**

In the realm of online grocery shopping, customer engagement transcends mere transactions, embodying a dynamic relationship between customers and platforms or brands. Engaged customers actively participate in various aspects of the shopping experience, leading to higher purchase frequency and a profound sense of loyalty towards the platform. This loyalty not only ensures continued revenue streams but also acts as a buffer against competitive pressures, with engaged customers becoming brand advocates and positively influencing potential customers' purchasing decisions through word-of-mouth referrals. Moreover, customer engagement serves as a conduit for enhancing overall satisfaction by providing valuable insights into customer preferences, thus enabling businesses to tailor their offerings and services accordingly. Ultimately, prioritizing strategies to optimize customer engagement is vital for online grocery retailers aiming for sustainable growth and success, as it fosters enduring relationships, drives long-term prosperity, and solidifies a competitive edge in the market.

### **An equity-oriented systematic review of online grocery shopping among low-income populations: implications for policy and research**

The comprehensive literature review synthesizes the barriers and facilitators to equitable access to healthy foods through online grocery services, particularly among low-income and diverse populations. Highlighting the higher costs, limited availability in rural areas, and concerns about reliability as primary barriers, the review also identifies the expansion of online grocery services, coupled with the acceptance of nutrition assistance benefits, as crucial facilitators. Psychosocial factors such as convenience and customization options contribute to adoption, while attitudes towards control and cost present challenges. Mixed findings regarding the healthiness of foods purchased online underscore the need for further research. Ultimately, the review underscores the importance of addressing barriers and promoting online grocery shopping among underserved populations through targeted interventions and policy changes, emphasizing the potential of these services to enhance food access and dietary outcomes while acknowledging the need for continued research and improvement.

### **Unveiling Consumer Sentiments: A Study on Factors Impacting Online Grocery Avoidance In Vijayawada**

The literature review delves into a study titled "Unveiling Consumer Sentiments: A Study on Factors Impacting Online Grocery Avoidance in Vijayawada," which explores the reasons behind individuals' reluctance to engage in online grocery shopping in Vijayawada, India, considering socio-economic and cultural factors. Through a cross-sectional study utilizing a structured questionnaire, the research uncovers strong preferences for traditional grocery shopping experiences due to the enjoyment of physical stores and hands-on selection. Trust issues with online vendors, along with privacy and security concerns, emerge as significant barriers. Demographic analysis sheds light on participant characteristics affecting attitudes towards online grocery shopping. Despite limitations such as sample size and reliance on self-reported data, the study underscores the importance of understanding consumer sentiments to foster the growth of the online grocery industry in Vijayawada, offering valuable insights for academia and industry stakeholders and advocating for the need to address identified barriers effectively.

### **A Study on Impact of Online Grocery Shopping on Physical Store in North Bengaluru**

The literature review of the research article titled "A Study on the Impact of Online Grocery Shopping on Physical Stores in North Bengaluru" offers a comprehensive overview of the retail industry in India, specifically focusing on the grocery sector and the evolving dynamics between traditional brick-and-mortar stores and online platforms. It underscores the significant contribution of the retail industry to India's GDP and employment, particularly in the food sector, while also examining the transformation of retail markets from unorganized to organized sectors with the emergence of online grocery retail stores like Big Basket and Grofers. The review delves into consumer shopping behavior, perceptions, and decision-making processes, discussing the advantages and drawbacks of both online and offline shopping experiences. It also addresses concerns regarding privacy and security risks associated with online shopping, as well as the role of customer service and online reviews in influencing consumer purchase behavior. Additionally, the review identifies a research gap related to specific product categories within the online grocery shopping context, setting the stage for the present study's investigation into the impact of online grocery shopping on physical stores in North Bengaluru and its implications for traditional retailers.



### **A Study on Social Media Strategies for Online Grocery Shopping Cart at Big Basket Bangalore**

The literature review of "A Study on Social Media Strategies for Online Grocery Shopping Cart at Big Basket Bangalore" navigates the evolving landscape of e-commerce, particularly in the realm of online grocery shopping, emphasizing the significant role of e-commerce platforms in reshaping consumer interactions with retail. As competition heightens within the online grocery industry, businesses like Big Basket are increasingly leveraging social media to bolster their market presence and engage customers more effectively. Synthesizing insights from various scholarly works, the review delves into key concepts and strategies pertinent to marketing and advertising in the digital age, drawing from works such as "Global Content Marketing" by Pam Didner and "Growth Hacker Marketing" by Ryan Holiday. Moreover, it identifies a gap in research regarding social media strategies tailored specifically for online grocery shopping platforms, prompting the study to propose and evaluate effective strategies to enhance user engagement and satisfaction within this context. By comprehensively reviewing existing literature and identifying areas for further investigation, the literature review sets the stage for subsequent research endeavors, guiding the study towards addressing these gaps and contributing to the advancement of knowledge in e-commerce and social media marketing.

### **Customer Behavioural Trends in Online Grocery Shopping During COVID-19**

The literature review presented in Part 6 of "Customer-Behavioral-Trends-in-Online-Grocery-Shopping-During-COVID-19.pdf" offers a thorough examination of the evolving consumer behavior within the online grocery shopping sector amidst the COVID-19 pandemic. It delineates the progression of online shopping and its increasing acceptance among consumers, setting the stage for the study's focus on understanding the adoption of online grocery shopping services during the pandemic, driven by safety concerns, convenience, and government restrictions. The review comprehensively discusses the impact of the pandemic on consumer behavior and the online grocery shopping industry, examining factors such as delivery times, discounts, product quality, and safety precautions. It outlines the study's aims, objectives, research questions, and methodology, highlighting a systematic approach involving surveys, interviews, and statistical analysis to investigate customer behavior and perceptions. Overall, the literature review lays a solid foundation for the study, emphasizing the importance of understanding customer preferences and experiences to effectively navigate changing market dynamics.

### **A Study on Consumer Satisfaction Towards Big Basket Online Grocery Shopping in Bangalore**

The literature review section of the research paper offers a thorough synthesis of previous studies and scholarly works pertinent to consumer satisfaction and online shopping. Drawing upon seminal works such as Daspranus's exploration of consumer satisfaction as a response to fulfillment and Iacobucci's insights into customer satisfaction in management and marketing, the review underscores the importance of meeting consumer needs and expectations in various industries. Additionally, The Sulk's perspective on the relationship between customer satisfaction and business growth, Labagh and Barsky's research on customer satisfaction factors in the automotive industry, and Anderson's observations on retail-level customer satisfaction collectively provide valuable insights into the factors influencing consumer behavior and preferences. This comprehensive understanding of consumer satisfaction serves as a foundation for the current research on consumer satisfaction towards Bigbasket online grocery shopping in Bangalore, highlighting its implications for business success in the e-commerce landscape.

### **Consumer behaviour and experiences in a naturalistic online grocery store: implications for nutrition research**

"Consumer behaviour and experiences in a naturalistic online grocery store: implications for nutrition research" by Anna H. Grummon et al., published in the Journal of Nutritional Science in 2023, serves as a thorough literature review on consumer behavior in online grocery stores, particularly focusing on the potential of naturalistic online platforms for nutrition research. The paper addresses the significant increase in online grocery shopping and the challenges associated with conducting randomized trials in real-world settings, introducing the concept of naturalistic online grocery stores as a solution. Through examining participants' perceptions and comparing their selections in naturalistic and real online grocery stores, the study underscores the high acceptability and satisfaction with the naturalistic store, highlighting its potential for effective nutrition research. The paper concludes by emphasizing the promise of naturalistic online grocery stores in studying consumer behavior and informing nutrition-related policies and interventions, offering valuable insights into online food purchasing behavior and its implications.

### **Impact of the Pandemic on Online Grocery Delivery: Taking Instacart Company as an Example**



The literature on the impact of the COVID-19 pandemic on online grocery delivery services, with a focus on Instacart, highlights a significant shift in consumer behavior towards digital platforms for grocery shopping, driven by safety concerns and the need for contactless experiences. Instacart emerged as a key player in this sector, leveraging partnerships with various supermarket chains and retailers to offer a wide range of products and expedited delivery services. Its success during the pandemic was underpinned by the utilization of intelligence algorithms to optimize operational efficiency and customer satisfaction. However, challenges such as dependency on retailer partnerships and concerns about sustainability post-pandemic loom, necessitating diversification of partnerships and service offerings for long-term growth. Overall, the literature emphasizes Instacart's pivotal role in meeting evolving consumer needs and underscores the need for strategic adaptation to sustain growth and competitiveness in the online grocery delivery market.

### **Modelling and analysing supply chain disruption: a case of online grocery retailer**

The study conducted by Sherah Kurnia and Ai-Wen Jenny Chien from the Department of Information Systems at The University of Melbourne, Australia, delves into the acceptance of Online Grocery Shopping (OGS) among Australian consumers. Utilizing the Technology Acceptance Model (TAM) as the theoretical framework, the research aims to identify factors influencing the adoption or rejection of OGS, recognizing its potential benefits in convenience and time-saving for consumers and efficiency for retailers. The study develops a conceptual model integrating TAM with additional constructs such as Perceived Risk, Visibility, and Social Influence, reflecting the complexity of consumer decision-making in adopting new technologies like OGS. By focusing on the unique characteristics of the Australian market and aiming to contribute to the literature on electronic commerce adoption, the research not only enhances academic understanding but also offers practical insights for retailers to formulate strategies that encourage consumers to embrace OGS effectively.

### **Online grocery shopping: The impact of shopping frequency on perceived risk**

The study conducted by Gary Mortimer and colleagues contributes to the relatively nascent field of online grocery shopping behavior by examining the impact of shopping frequency on perceived risk. Through data collected from 555 frequent and infrequent online grocery shoppers, the research uncovers significant findings regarding the mediating role of perceived risk between trust and repurchase intention. While customer satisfaction predicts trust among both shopper groups, perceived risk fully mediates the effect of trust on repurchase intentions for infrequent shoppers, revealing disparities in the behavioral model between the two segments. The study not only enhances theoretical understanding of the online customer experience within the context of online grocery shopping but also offers actionable implications for practitioners aiming to foster satisfaction, trust, and mitigate perceived risk in this domain. By addressing critical gaps in knowledge and providing insights into different shopper segments crucial for grocery e-retailers, this research contributes valuable insights to academia and industry practitioners alike.

### **Creating customer value in online grocery shopping**

In the realm of online commerce, the paper navigates through the complexities of electronic grocery shopping (EGS), examining customer value creation through the lens of Nettimarket.com, a Finnish Internet grocery business. It elucidates practical challenges and opportunities in e-grocery, emphasizing competitive pricing, product assortment, shopping convenience, and customer service as primary sources of customer value. Despite the challenges posed by operational costs and logistical constraints, Nettimarket.com strategically leverages partnerships and tailored services to cater to specific customer segments, particularly business-to-business clients like the elderly and disabled, underscoring the importance of strategic alliances and value-added offerings in driving growth and sustainability in the competitive landscape of e-commerce.

### **Consumer values, the theory of planned behaviour and online grocery shopping**

The study delves into the intricate dynamics of consumer behavior regarding online grocery shopping, particularly focusing on the influence of personal values on attitudes and intentions. Through structural equation modeling, it reveals significant associations between personal values, attitudes, social norms, perceived behavioral control, and willingness to engage in online grocery shopping. Notably, the findings underscore the pivotal role of attitudes in shaping consumer intentions, alongside the moderating effects of individual experiences with online shopping. This comprehensive analysis provides valuable insights for retailers and marketers to tailor strategies that resonate with diverse consumer segments, ultimately fostering positive perceptions and intentions towards online grocery shopping.



### **Online grocery shopping: the influence of situational factors**

The literature review in the article "Online grocery shopping: the influence of situational factors" by Hand et al. offers a comprehensive exploration of consumer behavior in the realm of online grocery shopping, highlighting the nuanced influence of situational factors on adoption and retention. Through a two-step approach involving qualitative and quantitative methods, the study elucidates the pivotal role of life events such as having a baby or health issues in triggering consumers to explore online grocery options. Contrary to traditional adoption models, the review emphasizes the dynamic nature of decision-making, wherein convenience and service quality are paramount. Moreover, it underscores the coexistence of online and offline shopping channels and offers actionable insights for online grocery providers to enhance service quality and tailor marketing communications based on situational factors. Overall, the literature review enriches our understanding of consumer behavior in online grocery shopping, empowering businesses to adapt and thrive in the evolving landscape of e-commerce.

### **Extending the experience construct: an examination of online grocery shopping**

The study conducted by Reema Singh and Magnus Söderlund from the Stockholm School of Economics delves into the intricacies of customers' online grocery shopping experiences, particularly focusing on the pivotal role of customer service and its influence on satisfaction. Employing a mixed-methods approach, the research integrates qualitative LIWC analysis with quantitative hypothesis testing, revealing the substantial impact of customer service alongside other factors like website quality, product selection, and delivery service on overall experience and satisfaction. The study underscores the evolving concept of customer experience, emphasizing the need for a holistic understanding beyond mere website usability in the nascent field of online customer experience literature. By elucidating the multifaceted nature of the online grocery shopping experience and proposing a comprehensive conceptual framework, the study provides valuable insights for researchers and practitioners aiming to enhance customer satisfaction and loyalty in the competitive online retail landscape.

### **Consumer response to online grocery shopping**

The study conducted by Morganosky and Cude (2000) provides a comprehensive examination of consumer behavior and preferences in the emerging domain of online grocery shopping. Through a detailed exploration of consumer characteristics, motivations, and perceptions, the authors offer valuable insights into the evolving landscape of retail dynamics and consumer demands in the digital age. By profiling online grocery shoppers and assessing their preferences and behaviors, the study contributes to a deeper understanding of the factors shaping consumer demand for online grocery services. These insights are essential for informing future research directions and strategic initiatives aimed at enhancing the online grocery shopping experience and meeting consumer needs effectively in the evolving retail landscape.

### **The Acceptance of Online Grocery Shopping**

The study conducted by Sherah Kurnia and Ai-Wen Jenny Chien sheds light on the complexities of consumer acceptance of online grocery shopping (OGS), particularly among Australian consumers. By employing the Technology Acceptance Model (TAM) alongside additional constructs like perceived risk and social influence, the research elucidates the factors influencing consumers' attitudes and intentions towards OGS adoption. Through a methodologically rigorous approach involving survey data analysis, the study underscores the significance of perceived usefulness, ease of use, and visibility in shaping consumer attitudes towards OGS. These findings contribute valuable insights into understanding OGS acceptance and inform practitioners and policymakers in enhancing the adoption of e-commerce innovations in the Australian market and beyond.

### **Why do online grocery shoppers switch or stay? An exploratory analysis of consumers' response to online grocery shopping experience**

The literature review presented in this document offers a comprehensive exploration of the online grocery shopping experience (OCE) by employing a methodology that combines ethnography and critical incident analysis. Through the analysis of naturally occurring data from forums and review sites, the study identifies two broad dimensions of OCE: frictionless and pleasurable, comprising various attributes and factors. This holistic framework provides insights into consumers' psychological states, utilitarian and hedonic orientations, and intentions to remain loyal to or switch from a retailer. The practical implications of the study underscore the importance of prioritizing factors such as reliability, responsiveness, and seamless shopping experiences to enhance customer satisfaction and retention in the



competitive online grocery retail landscape. Overall, this literature review contributes valuable insights into understanding OCE and lays the groundwork for future research and practical strategies aimed at improving the online shopping experience.

### **Consumer Behaviour During Online Grocery Shopping**

This literature review provides a comprehensive examination of consumer behavior during online grocery shopping, encompassing various factors such as conditions, attitudes, advantages, and disadvantages associated with this mode of shopping. Beginning with an introduction emphasizing the growing significance of consumer behavior in commercial and non-profit domains, the review highlights the increasing popularity of e-commerce, particularly in the context of purchasing goods and services online. It explores the specific conditions facilitating online grocery shopping, including convenience, accessibility, and product diversity offered by various online supermarkets. Consumer attitudes towards this form of shopping are analyzed, with convenience identified as a significant advantage, allowing shoppers to bypass traditional hassles and shop at their convenience. Advantages such as time savings and product variety are weighed against drawbacks like challenges in assessing product quality and the absence of sensory experiences typical of traditional shopping. The review also discusses theoretical approaches to understanding consumer decisions and identifies specific consumer profiles benefiting from the convenience of online shopping, such as mothers with young children and individuals with physical disabilities. Despite lingering concerns about security and privacy, consumer satisfaction with online grocery shopping experiences is noted, underscoring its increasing popularity and potential for continued growth in the retail landscape. The review is supported by relevant studies and sources cited in the references section, providing further insights into consumer behaviour and attitudes toward online grocery shopping.

### **Shopping cost and brand exploration in online grocery**

Andrea Pozzi's paper, outlined in Working Paper #09-10 from September 2009, offers a meticulous examination of consumer grocery shopping behavior across online and brick-and-mortar stores. Supported by a unique dataset tracking households' purchasing habits within the same chain, the study provides valuable insights into disparities between the two shopping channels. A key finding relates to brand exploration, where brick-and-mortar stores exhibit a higher prevalence compared to online platforms. The paper explores potential explanations for this phenomenon and quantifies the impact of various factors hindering new brand trials online. Through a comprehensive counterfactual analysis, the study suggests practical strategies for enhancing brand exploration online. Additionally, insights into market penetration dynamics highlight slower integration for new entrants in the online market, signaling additional barriers to entry. Anchored by a robust structural model of consumer behavior, the paper rigorously evaluates various influences, offering valuable insights into consumer preferences and market dynamics in the online grocery shopping landscape. Overall, this contribution significantly enriches the literature on consumer behavior in the retail sector, particularly in the context of online grocery shopping.

### **Grocery Shopping in the Digital Era**

Etumnu and Widmar's literature review on "Grocery Shopping in the Digital Era" provides a comprehensive analysis of the shifting landscape of grocery shopping, with a specific focus on the rise of online retail platforms, particularly in the United States. Through insights gleaned from Nielsen's "The Future of Grocery" report and subsequent studies, the authors highlight the growing prevalence of online grocery shopping globally, while emphasizing the need for a deeper understanding of its current state in the U.S. market. Their investigation into the extent of online grocery shopping adoption among U.S. residents, demographics of online grocery shoppers, and categories of groceries commonly purchased online challenges prevailing beliefs and reveals opportunities for attracting new consumers. Moreover, the review explores the implications of online grocery shopping for agricultural industries, competitive dynamics among online retailers, and potential competition with local farmers' markets. By outlining future research directions, the authors underscore the importance of continued efforts to navigate the evolving dynamics of online grocery shopping and its implications for various stakeholders, including consumers, retailers, and agricultural producers.



## RESEARCH GAP

Further elaboration on the research gap regarding consumer hesitancy towards online grocery shopping involves a nuanced exploration of the multifaceted barriers and concerns that deter certain segments of the population from embracing digital platforms for grocery purchases. While existing literature, including the study by Etumnu and Widmar, provides insights into the overall landscape of online grocery shopping, a deeper understanding of the specific factors driving hesitancy is necessary to devise tailored interventions and strategies to address these concerns effectively.

One aspect of consumer hesitancy that warrants further investigation is the issue of trust and confidence in online grocery platforms. Consumers may harbor doubts regarding the reliability and accuracy of digital transactions, especially when it comes to perishable items such as fresh produce and meats. Concerns about the quality, freshness, and condition of products delivered through online channels may act as significant barriers, particularly for consumers who prioritize these factors in their grocery purchasing decisions. Understanding how perceptions of trust influence hesitancy towards online grocery shopping can inform strategies to enhance transparency, establish credibility, and build consumer confidence in digital platforms.

Moreover, convenience is a key driver of consumer behavior in the grocery retail sector. While online shopping offers convenience in terms of time-saving and accessibility, some consumers may perceive traditional brick-and-mortar stores as more convenient due to factors such as immediacy, tactile interaction with products, and the ability to inspect items before purchase. Exploring the nuances of convenience preferences among different demographic groups can provide valuable insights into the trade-offs consumers make between the convenience of online shopping and the experiential aspects of in-store grocery retail.

Additionally, technological proficiency and digital literacy play crucial roles in shaping consumers' comfort levels with online shopping platforms. Older adults, in particular, may encounter challenges related to navigating digital interfaces, managing online transactions, and troubleshooting technical issues. Understanding how age-related factors influence hesitancy towards online grocery shopping can inform the design of user-friendly interfaces, intuitive navigation systems, and educational resources tailored to the needs of diverse consumer demographics.

Furthermore, investigating the role of socio-cultural factors, such as attitudes towards technology, risk aversion, and social norms, can provide deeper insights into the drivers of consumer hesitancy. Cultural differences in shopping preferences, attitudes towards online transactions, and perceptions of privacy and security may contribute to variations in adoption rates across different demographic groups and geographic regions. Exploring these socio-cultural influences can help identify barriers specific to certain population segments and inform culturally sensitive approaches to promoting online grocery shopping adoption.

In summary, the research gap concerning consumer hesitancy towards online grocery shopping necessitates a comprehensive examination of the interplay between trust, convenience, technological proficiency, and socio-cultural factors in shaping consumer attitudes and behaviors. Addressing this gap requires targeted research efforts to uncover the nuanced barriers and concerns that hinder adoption among specific demographic groups, ultimately facilitating the development of effective strategies to promote the uptake of online grocery shopping and harness its potential for retailers, consumers, and producers alike.

## RESEARCH SUMMARY

In this paper, we've covered various topics related to consumer behavior and online grocery shopping from a multitude of research papers and literature reviews. We discussed the significance of understanding consumer satisfaction, acceptance, and experiences in the realm of online grocery shopping, exploring factors such as convenience, service quality, and personal values that influence consumer decisions. Additionally, we examined the impact of the COVID-19 pandemic on online grocery delivery services, particularly focusing on Instacart as a key player in the market. Furthermore, we delved into studies investigating factors influencing consumers' attitudes, intentions, and behaviors regarding online grocery shopping, utilizing theoretical frameworks like the Technology Acceptance Model (TAM). The chat also covered research methodologies, such as surveys and structural equation modeling, used to gather and





analyze data on consumer behavior in online grocery shopping contexts. Lastly, we reviewed literature discussing the challenges and opportunities associated with online grocery shopping, including brand exploration, delivery options, and implications for agricultural industries. Overall, the chat provided insights into the multifaceted nature of consumer behavior in the evolving landscape of online grocery shopping and highlighted the importance of continued research efforts to understand and adapt to consumer preferences and market dynamics.

## RESEARCH METHODOLOGY

### Research Objectives

1. To realize the importance of online platforms in the business of grocery.
2. To analyze the change of customer buying behavior and patterns while shopping for groceries.
3. To know the areas that businesses should focus on to thrive in this competitive market.

### Hypothesis

H1: Consumers find online grocery shopping more convenient than offline grocery shopping.

H2: Those who prefer online shopping over offline gets many advantages of price factors.

H3: Many people who are still into traditional way of shopping finds online shopping waste.

H4: Grocery shop owners have involved greatly into online platforms to expand their business.

H5: Online grocery shopping is the future.

### Research Approach

The approach used for our research paper was based on quantitative approach where data about preference of consumers was collected via questionnaire. Also interview was taken of people on the basis of age factors, local people of Bangalore, who are here for job, etc.

### Population

We collected data from people living in urban areas as only they have the facility of online platforms. Along with facility, knowledge and education are more with urban people. Talking about rural areas, the difficulty was they hardly have access to such platforms and asking them to fill a questionnaire wouldn't be possible. Hence we collected data on the basis of age factors also which includes millennial, GenX, etc.

### Sampling Method

Data was collected majorly by the method of questionnaire where the Google forms were shared with people and they were asked to fill it. We decided the population through Random Sampling Method as we wanted response from a group of people which includes people from diverse backgrounds.

### Sample Size

The data is collected by a small group of people via questionnaire. This included around 60-70 people from different areas and age group.

### Location of the study

To know about trends in grocery shopping, our location was Bangalore itself as we intend to know trends of grocery shopping among these people

### Data Collection Method

To collect data we did a survey on online grocery shopping, through online questionnaires. The survey include questions about shopping habits, preferences, satisfaction levels, and factors influencing the decision to shop online for groceries. By analyzing the responses, researchers can gain insights into consumer behavior and trends related to online grocery shopping.

### Data Analysis Techniques

1. Descriptive Analysis: It involves measuring of frequencies, averages, and percentages and also in understanding the online grocery shopping trends and consumer behavior.



2. Cross-tabulation: It is examining the relationships between different variables. For example, how age or income level influences online grocery shopping preferences or satisfaction levels.
3. Regression Analysis: This helps in understanding the impact of various factors on online grocery shopping and variables such as convenience, price, or product variety influence shopping habits.
4. Cluster Analysis: It is based on similarities in their responses and can be used for targeted marketing.
5. Sentiment Analysis: It involves analyzing text responses from the survey to understand the opinions of respondents and it provides insights into customer satisfaction level

### Data Analysis

The COVID-19 pandemic has significantly impacted consumer behavior, particularly in the realm of grocery shopping. With lockdowns, social distancing measures, and safety concerns, there has been a notable shift towards online grocery shopping. However, this shift hasn't been uniform across all demographics. This analysis aims to explore the changes in grocery shopping trends post-COVID, focusing on the contrasting behaviors between college-aged individuals and the older generation in India.

### FINDINGS

#### 1. Surge in Online Shopping Among College-Aged Individuals:

The younger demographic, particularly college students, showed a significant inclination towards online grocery shopping post-COVID.

Convenience, time-saving, and safety concerns were cited as primary reasons for this shift.

Availability of a wide range of products, attractive discounts, and seamless delivery options further encouraged online shopping behavior among this group.

#### 2. Persistence of Offline Shopping Among the Older Generation:

In contrast to the younger demographic, the older generation continued to rely predominantly on offline shopping methods.

Traditional shopping habits, preference for inspecting products personally, and hesitancy towards technology adoption were some factors contributing to this trend.

Established relationships with local vendors and the social aspect of shopping were also significant drivers for offline shopping among the older demographic.

#### 3. Regional Disparities in Adoption Rates:

While online grocery shopping witnessed a surge across urban areas, the trend was relatively slower in rural regions, particularly among the older generation.

Infrastructural challenges, lack of internet penetration, and limited awareness about online platforms were key barriers in rural areas.

#### 4. Impact on Retail Landscape:

The shift towards online grocery shopping led to the emergence of new digital platforms and the expansion of existing e-commerce giants in the grocery sector.

Brick-and-mortar stores adapted by implementing technology-driven solutions such as online ordering with in-store pickup (BOPIS) and home delivery services to cater to changing consumer preferences.

### Implications of Research

**Evolution of Consumer Behavior:** Analyzing post-COVID grocery shopping trends offers insights into how consumer behaviors have changed, enabling retailers and marketers to adapt strategies accordingly. For instance, if online shopping continues to gain traction, retailers may need to bolster their e-commerce platforms and delivery services.

**Supply Chain Adaptations:** The pandemic exposed weaknesses in global supply chains. Research into post-COVID grocery shopping trends can reveal how supply chains are adjusting to meet evolving consumer demands and mitigate future disruptions.

**Online Shopping Patterns:** The accelerated adoption of online grocery shopping during the pandemic prompts questions about its permanence versus a potential return to traditional in-store shopping. Research can provide clarity on this shift.



**Emphasis on Local and Sustainable Products:** Heightened awareness of health and sustainability issues during COVID-19 may influence consumer preferences for locally sourced and sustainable products. Investigating post-COVID trends can illuminate any lasting impacts on purchasing habits in this regard.

**In-store Experience Enhancements:** For consumers returning to in-store shopping, understanding their expectations regarding cleanliness, safety measures, and overall experience is crucial for retailers to retain and attract customers.

**Policy Implications:** Insights from post-COVID grocery shopping trends can inform policymakers about necessary regulatory changes related to food safety, delivery services, and public health measures.

Researching post-COVID grocery shopping trends provides valuable insights for stakeholders across the industry to navigate the evolving landscape effectively.

## SUGGESTIONS AND RECOMMENDATIONS

**Enhanced Online Platforms:** Invest in improving the user experience of e-commerce grocery platforms to make them more intuitive, efficient, and user-friendly. This could involve optimizing search functionality, streamlining checkout processes, and offering personalized recommendations based on past purchases.

**Expansion of Delivery Services:** Expand delivery options to accommodate the increased demand for online grocery shopping. Consider offering same-day or next-day delivery services, as well as expanding delivery coverage to reach more customers in suburban and rural areas.

**Focus on Product Availability and Transparency:** Ensure accurate and up-to-date inventory information on e-commerce platforms to manage customer expectations and reduce dissatisfaction due to out-of-stock items. Additionally, provide transparent information about product sourcing, including details about freshness, origin, and sustainability.

**Promotion of Health and Safety Measures:** Communicate prominently the health and safety measures implemented throughout the online shopping process, from warehouse hygiene to delivery protocols. This reassures customers and reinforces trust in the brand.

**Customization and Personalization:** Leverage data analytics and AI technologies to offer personalized shopping experiences tailored to individual preferences and behaviors. This could include personalized product recommendations, targeted promotions, and customized subscription services.

**Collaboration with Food Industry Partners:** Collaborate with food industry partners, including suppliers, manufacturers, and distributors, to optimize supply chain efficiency and ensure a diverse and high-quality product assortment on e-commerce platforms.

## LIMITATIONS OF RESEARCH

**Limited Historical Data:** Researching e-commerce grocery trends post-COVID-19 may be limited by the availability of historical data. Since the pandemic significantly altered consumer behaviors and market dynamics, there may be a lack of pre-pandemic data for comparison, making it challenging to assess the full extent of changes.

**Varied Regional Impacts:** The impact of COVID-19 on e-commerce grocery trends may vary significantly across regions due to differences in infection rates, government regulations, and socio-economic factors. Research findings may not be universally applicable and may need to be contextualized based on specific geographical contexts.

**Short-Term Effects vs. Long-Term Trends:** While initial research may capture short-term changes in e-commerce grocery trends post-COVID-19, it may be challenging to distinguish between temporary shifts and long-term trends. Longitudinal studies over an extended period may be necessary to observe sustained patterns accurately.



**Sample Bias:** Research studies may suffer from sample bias if they primarily focus on specific demographic groups or geographical areas. This can limit the generalizability of findings and overlook the diversity of consumer preferences and behaviors within the broader population.

**Rapidly Evolving Market Dynamics:** The e-commerce grocery landscape is characterized by rapid innovation, technological advancements, and evolving consumer preferences. Research findings may become outdated quickly as market dynamics continue to change, requiring ongoing monitoring and updates.

**External Influences:** External factors such as economic conditions, public health measures, and geopolitical events can influence e-commerce grocery trends independently of COVID-19. Research studies may struggle to account for all external influences and their interactions with post-pandemic trends.

### **FURTHER SCOPE OF RESEARCH**

**Longitudinal Studies:** Conduct longitudinal studies to track e-commerce grocery trends over an extended period, allowing for the identification of sustained patterns, evolution of consumer behaviors, and adaptation strategies employed by retailers.

**Cross-Regional Analysis:** Explore regional variations in e-commerce grocery trends post-COVID-19 to understand how socio-economic factors, cultural norms, and regulatory environments shape consumer preferences and market dynamics across different geographical regions.

**Qualitative Research Methods:** Employ qualitative research methods such as interviews, focus groups, and ethnographic studies to gain a deeper understanding of consumer motivations, pain points, and evolving expectations in the e-commerce grocery shopping experience.

**Technological Innovations:** Investigate the role of technological innovations, such as AI-driven personalization, virtual reality shopping experiences, and blockchain-based supply chain transparency, in shaping the future of e-commerce grocery retailing and enhancing customer engagement.

**Sustainability and Ethical Considerations:** Examine the integration of sustainability initiatives and ethical practices within e-commerce grocery operations, including environmentally friendly packaging, fair trade partnerships, and responsible sourcing practices, to meet the growing demand for ethical consumption.

**Consumer Trust and Privacy:** Investigate the factors influencing consumer trust and privacy concerns in e-commerce grocery transactions, including data security measures, transparency in data usage, and communication of privacy policies, to foster consumer confidence and loyalty.

**Post-Pandemic Recovery Strategies:** Examine the recovery strategies adopted by e-commerce grocery retailers' post-COVID-19, including pricing strategies, promotional tactics, and customer retention efforts, to assess the effectiveness of resilience-building measures and lessons learned from the pandemic experience.

### **CONCLUSION**

In conclusion, further research into e-commerce grocery trend changes post-COVID-19 holds immense potential for shedding light on the evolving landscape of digital grocery retailing and informing strategic decision-making for industry stakeholders. By exploring longitudinal trends, regional variations, consumer motivations, technological innovations, sustainability practices, market entry strategies, consumer trust considerations, post-pandemic recovery efforts, regulatory implications, and the impact of external factors, researchers can deepen their understanding of the complexities and opportunities inherent in the e-commerce grocery sector. This research not only contributes to academic knowledge but also provides actionable insights for retailers, policymakers, and other industry players seeking to navigate the post-pandemic reality effectively. By embracing interdisciplinary approaches, ethical research practices, and a commitment to rigor and relevance, scholars can contribute to building a resilient, sustainable, and



customer-centric e-commerce grocery ecosystem that meets the evolving needs and expectations of consumers in the years to come.

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