



RESEARCH ARTICLE

CONSUMER'S ATTITUDE FOR ACCEPTANCE OF ONLINE GROCERY SHOPPING IN INDIA

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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 and technical barriers that may foster or hinder the acceptance of OGS in India. 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. Speed of the internet and unfamiliarity of OGS websites are the technical barriers perceived by respondents.

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INTRODUCTION

Grocery shopping is regarded as routine buying behavior, not only because decisions are frequently made at regular intervals, but also the behavior 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). (Neilsen, 2011) found that consumers are likely to loose interest in a website. Further, (Selvidge et al., 2002) noticed that a longer waiting time (delay) leads to increased frustration,

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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 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. To identify the Issues and technical barriers perceived to be affecting the preferences to buy grocery online.

METHODOLOGY

The study follows quantitative methodology. Data was collected by sending questionnaire to the online shoppers 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 Delhi city of India.

Analysis and Interpretation

Table 1 shows the influence of demographic profile of customers on overall attitude towards online grocery shopping. In order to find out the influence of age on attitude towards

online grocery shopping, 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 and old aged people. Next, the table 1 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 table1 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 1 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 1 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 1 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.

Grocery Shopping Attitude

Table 2 shows the grocery shopping attitudes of respondents. The shopping frequency and average amount of money spent monthly by the survey participants were firstly assessed and also checked the relationship of these variables with attitude for OGS.

Table 1. Influence of Demographic Profile on overall Attitude towards online grocery shopping

Demographic Variables		N	Mean	SD	F	Sig.
Age	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		
	Total	100	1.746	0.576	4.486	0.013
Gender	Female	55	1.751	0.567		
	Male	45	1.740	0.594		
	Total	100	1.746	0.576	0.009	0.926
Qualification	Under Graduate	3	1.888	0.509	0.828	0.036
	Graduate	36	1.712	0.504		
	Post Graduate	56	1.708	0.609		
	Professional	5	2.333	0.527		
	Total	100	1.746	0.576		
Occupation	Business	4	2.166	0.333	1.983	0.162
	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		
	Total	100	1.746	0.576		
Marital Status	Married	63	1.761	0.540	0.066	0.797
	Unmarried	35	1.714	0.647		
	Divorce	2	1.833	0.707		
	Total	100	1.746	0.576		
Working Members	One	24	1.791	0.620	0.509	0.047
	Two	46	1.623	0.537		
	Three	20	1.966	0.470		
	Four	10	1.766	0.754		
	Total	100	1.746	0.576		
Family Income	Less than 5 Lac	48	1.902	0.583	11.62	0.001
	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		
	Total	100	1.746	0.576		

* p<.05

Table 2. Grocery Shopping Frequency and average monthly expenditure

Grocery Shopping Attitude	N	F	Sig.
Monthly Grocery Expenses			
Less than 2500	25		0.033
2500-5000	33		
5001-7500	24	2.540	
7501-10000	11		
10001-15000	5		
More than 15000	2		
Total	100		
Frequency of Grocery shopping			
Weekly	11		
Fortnightly	14		
Monthly	63		
Quarterly	12	2.342	0.048
Total	100		

* p<.05

Table 3. Average Time spent on Internet Access

Average Time Spent on Internet for personal usage			
	Frequency	F Value	Significance
Less than 1 hour	31		
1-2 Hours	55		
2-3 Hours	13		
More than 3 hours	1	1.923	.031
Total	100		

* p<.05

Table 4. Online shopping experience and awareness of OGS

Online Shopping	N	F	Sig
Product and services purchased via Internet*			
Apparels	62	1.009	0.43
Books/CD	43		
Electronics	45		
Food	23		
Footwear	32		
Services	65		
Others (jewellery, Watches, interiors, Cosmetics etc.)	13		
Awareness about OGS			
Yes	52		
No	48	1.1	0.297
Total	100		
Online Grocery Shopping Experience			
Yes	7		
No	93	2.432	0.024
Total	100		

*Multiple responses allowed

Table 5. Percentage of respondent for different product categories

Product Categories	Frequency	%age
Personal/Baby care products	40	40
Dairy Products	5	5
Vegetable & Fruits	5	5
Household Items	38	38
Meat & Poultry	1	1
Sweets & Snacks	5	5
Beverages	6	6

The findings demonstrates that around 63% of the participants purchase groceries on monthly basis and only a minor group of respondent 14% and 11% purchase their groceries either fortnightly and on weekly basis. Since the majority of survey participants purchase groceries infrequently, it is therefore practical and efficient to have home deliveries that are normally facilitated by OGS. Thus this indicates the potential of online grocery shopping in India. It was also found that frequency of grocery shopping ($p=0.048$) are significant drivers for the attitude of respondents for online grocery shopping. With the average monthly expenditure the majority of respondents (82%) spent less than Rs.7500 per month in which 25 % spent less than Rs.2500 , 33% between Rs.2500 to Rs. 5000 and 24 % between Rs. 5000 to 7500 per month . Once again this finding suggest that OGS has potential to flourish in India since it will cost effective for Indian retailers to offer low fee and free home delivery to large chunk of buyers and this incentive will in turn foster the use of OGS by large number of consumers. Grocery expenses ($p=0.048$) is also significant drivers to influence the consumers attitude. The respondents were also asked to provide the information regarding time spent by them on internet every day. 55% of the respondents used internet 1-2 hours every day for personal usage followed by 31% respondents for less than one hour. This high level of internet usage frequency indicates the potential of OGS in India. Table 3 also indicates that time spent on the Internet Usage ($p=0.031$) also have the significant relationship with consumer's attitude towards online grocery shopping.

Online shopping Experience

Participants with experience in online shopping were requested to specify products and services they purchased over internet. They were allowed to choose multiple responses based on the options listed in Table 5. Apparels were the major products and service purchased by participants (62%) and (65%) over the internet. Though consumers also prefer to buy others products such as footwear, electronics, books and CD, cosmetics, jewellery etc.

But only 7% of the respondents buys the grocery products through internet inspite of it that 52% of the respondents were aware about the online grocery websites. This indicates that online grocery shopping has not been widely used in India and retailers can capture this share of market very easily by different marketing strategies. However, awareness about the OGS (0.297) websites have not significant relationship with the acceptance of online grocery shopping but the experience of the OGS ($p=0.024$) have significant relationship with attitude. It means positive experience in online shopping may foster the use of OGS.

Online buying Intension towards different product categories

Participants were also asked to choose the product category preference during online grocery shopping. Personal care products (40%) and household items (38%) have almost equal preferences of the respondents. However, respondents have not shown much interest in the dairy products, vegetable and fruits, meat and poultry , sweets and beverages which indicates that respondents does not have confidence to buy perishable products through online grocery shopping.

MEAN and Standard Deviation of Indivi Dual Factor

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;

Table 6. Mean and Standard Deviation of the individual Factors

Measurement Items	Mean	Std. Deviation
Personnel convenient Factors		
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
Overall Personnel Convenient Factors	1.70	0.728
Website Designing Factors		
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
Overall Website Designing Factors	1.33	0.567
Delivery Factors		
Free Delivery	1.33	0.570
same day delivery	1.37	0.544
Time slot options	1.16	0.420
Over all Delivery Factors	1.29	0.511
Add-on Services Factors		
Customer Care services	1.30	0.560
Loyalty Bonus Schemes	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
Overall Add-on Services	1.34	0.577
Social Influence Factors		
Friends	2.09	0.805
Customer Reviews	1.77	0.750
Relatives	2.11	0.803
Family	2.09	0.805
Overall Social influence	2.02	0.791
Fear/Issues Factors		
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
Overall Fear/Issues Factors	1.50	0.630
Technical Barriers		
Speed of Internet	1.45	.687
Unfamiliarity of Website	1.56	.641
Transfer of Money Problem	1.61	.709
Complicated Design of website	1.68	.680
Heavy Websites	1.70	.595
Internet Accessibility	1.75	.783
User ID	1.78	.786
No Mob Apps	1.78	.746
Forget Password	1.88	.832
Overall technical barriers	1.68	.717
Consumer's Attitude Factors		
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
Overall Attitude Factors	1.74	0.570

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

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 seem 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 do 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 expect 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 customer's 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; Bhatnagar 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 technical barriers in the Table 6 the mean and standard deviation of factors related to perceived technical barriers which are influencing the attitude of respondents for the online grocery shopping on different parameters. Respondents perceived that speed of the internet (Mean=1.45, SD=0.68) is the main obstacles to prefer the OGS, followed by unfamiliarity of OGS websites (Mean=1.56, SD=0.64). However, respondents found that transfer of money problem (Mean=1.61, SD=0.70), complicated design of websites (M=1.68, SD= 0.68) and Heavy websites (M=1.68, SD=0.68) also seem to be obstacles for the preference of OGS. Though, internet accessibility, (M= 1.75, SD=0.78), compulsory user ID (M=1.78, SD=0.78), No MobApps (M=1.78, SD= 0.74) does not have that much influence on consumer's attitude towards OGS in terms of perceived technical barriers and respondents least bother about the forget password (M=1.88, SD=0.83) in terms of perceived technical barrier. This mean score indicates that respondents do not find the factors of technical barriers as an obstacle for the acceptance of OGS.

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 consumer's 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), Technical Barriers (M= 1.68 SD= 0.71) and 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 behavioral 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 AND 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 seem 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 implications 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 technical barriers it was noticed that the internet access speed is not at par with the expectation of the respondents. For that, as the telecom companies are making drastic changes in the internet and mobile technology through 3G/4G, internet speed would not remain the obstacle as technical barriers in near future. So OGS companies should adopt the various marketing strategies for the familiarity of OGS among consumers and give the option of cash on delivery and also try to make the simple websites.

Apart from it frequency of the grocery shopping, time spent on the internet and awareness about the online grocery shopping have direct association for the acceptance of online grocery shopping. 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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