



# A Study about Consumer Attitude towards Online Grocery Stores

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## ABSTRACT

Online grocery shopping has grown rapidly over the past few years. The purpose of this research is able to identify the concept of online grocery stores and to understand how the consumer feels about purchasing groceries from these online stores, also this paper is about determining the elements that might encourage or oppose consumers to purchase groceries from online stores. Basically, how consumers perceive online grocery stores. The findings would emphasize consumer attitudes towards online grocery stores and how online grocery shopping changes consumer behaviour and shopping pattern.

## Introduction

In this age of globalization, the Internet is being used more and more to enable online business transactions. These transactions are taking place not just between different business entities, but also between business entities and their respective clients. The ubiquitous availability of the Internet in this day and age has had a significant impact on the global business landscape,

offering businesses with the capability of increasing the scope of their commercial operations through the use of e-commerce (Pokhrel, 2021). Companies also use the Internet to convey, in order to market the goods; to communicate and spread information; to take feedback from customers; and also, to carry out client satisfaction polls and surveys. Internet shopping is popular among consumers. They will be able not just to purchase the item online but also to research costs, product

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characteristics, and customer reviews before making a decision on the after-sale service amenities that they will be provided with if they purchase the product from a specific retailer store. The Internet is quickly becoming one of the most common and widely used mediums to facilitate looking for information, making a selection, and making purchases via internet commerce between companies and end users (B2C). Internet marketing and sales of goods and services are examples of commerce that can take place on the web. Regardless of the considerable growth and optimism over the continued expansion of internet shopping's market share, negative Aspects are also becoming more frequently associated with this alternative purchasing. When compared to a physical setting, the level of danger in an online context is far higher. Because it is so difficult to judge the quality of a product, reliability and trust are factors that should be taken into consideration. Because of this, it is generally accepted that people may have a sense of vulnerability due to the inherent uncertainty of making a purchase over the internet. Nevertheless, this is not the case, as stated in the report titled India Online Retail Market Forecast & Opportunities 2016, In the coming years, India will see shifting patterns of consumer shopping behaviour. It is anticipated that the Indian market will expand significantly due to the country's growing middle class. It is anticipated that by 2023, it will reach \$56 billion, which would represent 6.5 percent of the whole retail industry. India's e-commerce volume has increased by 36% in the first quarter of 2020.. This sector is growing at the rate of 27% CAGR and grocery, fashion are the key drivers for the growth. The online grocery market is expected to reach \$24 billion by 2025. In 2020 this market size was \$2.9 billion. It is also estimated that the compounding growth rate will be 37.1% from 2021 to 2028 (Ibef.org, 2021).

The Online Grocery Shopping (OGS) industry has also created some space in the western and southern parts of India within the rapidly expanding industry of online retail. This space was created due to the ongoing development of the internet and mobile communications, rising disposable income, and working culture, among other factors. However, the rate of adoption by customers of the OGS is lower than expected (Lone et al., 2020). FMCG is served by a variety of websites in major metro cities including Mumbai and Hyderabad as well as Delhi, Chandigarh and Gurgaon, such as

AaramShop and Fresh N Daily.com, as well as Zopnow and Farm to Kitchen.com, Local Banya.com, Ekstop.com, BigBasket.com and Graofers.com. Many consumers are excited about the prospect of buying groceries online, yet they do not consider this to be a viable alternative to the more conventional practise of shopping in physical stores (Daniel, 2020). However, success will be contingent on satisfying customer expectations for increased choice, consistent quality, and convenience, as well as for more effective direct engagement in retail-consumer relationships. Anyhow Online shopping for groceries appears likely to be the next big thing in the world of e-commerce. The relatively low percentage of sales that are generated through online channels in comparison to the total sales generated by the grocery industry has already attracted widespread interest from the industry as it seeks to capitalize on the general experience that consumers have with shopping online. Despite this, the market is still facing significant obstacles in order to emerge from its niche status. The purchase of food online has a wealth of opportunity, but it also comes with some inherent dangers. After a few months to a few years of business, a great number of online stores have closed their virtual doors. Therefore, in order to find a solution to this issue, grocery store retailers need to gain an understanding of the elements that are pushing customers to adopt and utilize the online channel for grocery shopping (Lone, 2020).

## **Problem Statement and Need of the Study**

The purpose of this research is able to identify the concept of online grocery shopping and its influence on consumer buying behavior. This paper aims to identify the opportunity to study customer perception in the past two years especially. Basically, how consumers perceive online grocery shopping.

“Because of what has been said, it is critical to understand how consumers feel about doing their grocery shopping online. Consumers' attitudes regarding OGS in Delhi, where the internet usage density is high, will be examined in this study to see if this new innovative distribution and service channels for the fulfilment of consumer's everyday demands can be accepted by the public. This study will examine the consumer's

perception of OGS as the online grocery sector continues to grow in India. As an alternative, this study aims to assess the amount of customer acceptance for OGS in the near future by analyzing the critical aspects that influence their decision-making process.

## Literature Review

Numerous studies have been conducted in an effort to understand how customers feel about and react to the option of doing their food shopping online (Pokhrel, 2021). The behaviours of customers who have already adopted online grocery shopping (Lone, 2020) and the attitudes of consumers who have already adopted online grocery shopping (Daniel, 2020) were both taken into consideration by the researchers (Watkins, 2020). The attitude and perspective of an individual can be used to predict their behaviour, according to social psychology research (Hui and Wan, 2009). You must first understand how consumers regard the practise of online grocery shopping in order to convince people to use this service. It is vital to learn how consumers feel about completing their grocery shopping online in order to identify their objectives. Studies in the last few of years have begun to use multiple models and theories as the foundation of their analysis of online grocery shoppers. Theories and models like the theory of planned behaviour and the technology acceptance model (TAM) are good examples of this type of thinking (TPB).

In technology adoption research, the TAM is frequently used to predict an individual's intention to use a specific information system (IS), as it offers a useful framework for the primary psychological qualities associated with technology use (Hui and Wan, 2009). As an example, (Kurnia and Chien, 2003) used TAM to explore how customers perceive the convenience of online food purchasing. They wanted to learn more about food shopping online. The study found that a person's attitude about doing their grocery shopping online was positively influenced by their perceptions of the perceived utility and ease of doing so. Both anticipated behaviour patterns and actual usage are influenced by this mindset in the same way. The TPB (Ajzen, 1985) theory (Ramus and Nielsen, 2005) was put to the test in order to find out what customers think

about online grocery shopping, as it is one of the most extensively utilized social psychology theories. To be more specific, they wanted to know why consumers purchase for groceries online and why they don't shop online. Furthermore, Hansen (2005) has argued that TPB is a great theory for analyzing and forecasting customer behaviour in relation to online grocery buying.

Due in major part to the proliferation of e-commerce businesses, consumers are now more inclined than they have ever been to purchase online than they ever were in the past. These responsibilities include of SMM (social media marketing), the administration of businesses and the incorporation of technology assistance, as well as the organization and management of social commerce (Wildman, 2020). This study places a primary emphasis on social media marketing (SMM), which encompasses user ratings and reviews in addition to recommendations and referrals, online communities, social shopping, and group purchasing (Tandom, 2020). These technologies make it possible to carry out a wide variety of SMMA, such as engagement, the sharing of crucial product information, the transmission of word-of-mouth (WOM) regarding current and trending products and services, and more. At this time, the use of social media in marketing for e-commerce is rather common, and it is only going to grow in popularity in the years to come.

A component of social media marketing is the inclusion of user ratings, reviews, suggestions, referrals, public Wishlist, and the act of sharing things that have been purchased through platforms like Facebook and Twitter. These capabilities are utilised extensively by major e-commerce players like Amazon and Flipkart, amongst others. The universal login option that Facebook offers, known as Facebook Connect, makes it simpler for online retailers to participate in social media marketing (Ghosh, 2020).

Numerous studies, including several done by Wang, have been conducted on the topic of purchasing groceries online (12020). Researchers have also taken into account customers' behavioural intentions to make an online grocery buy based on their adoption of the technology (Omer, 2020). It has been discovered that an individual's perspective and attitude can provide insight into that person's behaviour (Kumar, 2020). To put it another way, it is essential to gain an understand-

ing of people's perspectives regarding online grocery shopping before you can successfully persuade them to try it for themselves. It is essential to do research into the perspectives of consumers regarding the practise of shopping for groceries online. In recent years, numerous models and theories, such as TAM (the technology acceptance model) and the theory of planned behaviour, have been utilised in the research that has been conducted regarding the behaviour of customers who shop for groceries online (TPB)

It is widely used in technology adoption studies to forecast an individual's intention to utilise a particular information system (IS) based on the fundamental psychological components of the TAM model (Padhan, 2021). Phelps (2020) conducted research to investigate consumers' perceptions of grocery shopping online in order to identify the various factors that influence customer acceptance of TAM. People's perceptions of how helpful and convenient it is to use an online grocery store have a positive impact on their attitudes about using the service, which in turn has a positive effect on people's likelihood of using the service. Both one's behaviour and attitude are influenced by one another. Behavior can change one's attitude. Ramus and Nielsen, 2005 (Ramus and Nielsen) Ajzen's theory of planned behaviour (TPB) (Kumar, 2020), which is one of the most widely used social psychology theories in examining the linkages between attitude and behaviour, was used to investigate the customers' perspectives on purchasing for groceries online through the internet.

A research project entitled A Study on Consumers' Attitude towards Online buying on Penang Famous Fruit Pickles was carried out in Malaysia by Fong Soo H (2014). The author emphasised that there is no question that buying online will become increasingly popular in the years to come. The popularity of online shopping in Malaysia is expanding, particularly in the areas of fashion and accessories, technological and electrical goods, and literature. According to the findings of a number of studies, the practise of buying online is still in its infancy in Malaysia; nonetheless, the potential for future expansion is unquestionable. Few studies have looked at whether or if regionally specific products, such the fruit pickles that have made Penang famous, may be purchased online and how customers' attitudes toward doing so are influenced. If consumers

are interested in purchasing Penang fruit pickles online rather than in person at a store, this study is designed to investigate whether or not that is the case. This will be accomplished by determining how consumers feel about the prospect of making such a purchase. In addition to this, it evaluated the influence of characteristics such as demographic profile, past experience with online buying, perceived benefits, consumers' lifestyles, and perceived trustworthiness of merchants on attitude. A questionnaire survey that was self-administered and contained a total of 34 questions was used to collect a total of 55 valid replies from participants. In order to test hypotheses, evaluate the significance of a link between dependent and independent variables, and gauge the degree of that association, we employed Pearson's Correlation as well as a one-way analysis of variance. The research and findings indicate that customers have a positive intention to make an online purchase in the future, and that attitude has a positive and strong correlation with both behavioural intention and a consumers' level of intention. According to the findings of the study, customers' attitudes are directly impacted by factors such as the perceived benefits of online buying, the perceived trustworthiness of merchants, consumers' lifestyles, and consumers' previous experiences with e-commerce. On the other hand, it was discovered that demographic profile, the frequency of online buying, and the duration of daily internet usage had no impact on attitude.

The research model that makes use of Theory of Reasoned Action (TRA) is one that is capable of being employed successfully to accomplish the major goal of this study.

## Objective of the Study

To identify consumer attitudes towards the online grocery store.

To evaluate consumer response towards buying groceries online.

## Methodology

Understanding the scope and significance of the study, mixed-method, (Primary & secondary data collec-

tion) will be implemented. Google form survey among consumers would be carried out. This form link will be distributed with the help of social media channels like Facebook, Instagram, LinkedIn, and WhatsApp. Around 200-250 consumer responses would be ana-

lyzed with the main objectives of the study. Positivism research philosophy along with a deductive approach will be considered. The analysis of the data will be done through SPSS through Factor analysis, descriptive variables, and regression analysis.

## Analysis and Interpretation

**Table 1.** Detailed Data Set analysis

Demographic Variables		N	Mean	Std. Deviation	F	Sig.
Age (Years)	15 to24	30	1.587	0.562		
	25 to 34	40	1.247	0.588		
	35 to 44	13	1.78	0.602		
	45 to 54	10	1.88	0.567		
	More than 55	7	1.833	0.717		
	<b>Total</b>	<b>100</b>	<b>1.76</b>	<b>0.589</b>	<b>4.54</b>	<b>0.015</b>
Gender	Women	40	1.78	0.588		
	Men	60	1.72	0.612		
	<b>Total</b>	<b>100</b>	<b>1.735</b>	<b>0.587</b>	<b>1.08</b>	<b>0.988</b>
Qualification	Not Graduate	5	1.9	0.487		
	Completed Bachelor	34	1.74	0.488		
	Master	50	1.73	0.614		
	Professional	11	2.11	0.618		
	<b>Total</b>	<b>100</b>	<b>1.77</b>	<b>0.605</b>	<b>0.774</b>	<b>0.078</b>
Occupation	Business Sector	5	2.22	0.358		
	Govt. Sector	12	1.77	0.6		
	Private Sector	60	1.8	0.612		
	Student	11	1.49	0.67		
	Home Worker	5	1.98	0.708		
	Self business	7	1.47	0.398		
	<b>Total</b>	<b>100</b>	<b>1.84</b>	<b>0.602</b>	<b>2.11</b>	<b>0.189</b>
Marital Status	Married	70	1.82	0.531		
	Unmarried	25	1.8	0.655		
	Divorce	5	1.89	0.714		
	<b>Total</b>	<b>100</b>	<b>1.76</b>	<b>0.597</b>	<b>0.07</b>	<b>0.879</b>

(Table continued)

(Table continued)

Demographic Variables		N	Mean	Std. Deviation	F	Sig.
<b>Working</b>	1	25	1.75	0.64		
	2	50	1.67	0.57		
	3	15	1.88	0.49		
	4	10	1.8	0.768		
	5	<b>100</b>	<b>1.76</b>	<b>0.617</b>	<b>0.624</b>	<b>0.058</b>
<b>Family Income (Lakhs)</b>	<5	40	1.914	0.605		
	5 to 9.99	40	1.748	0.536		
	10 to 20	15	1.312	0.478		
	>20	5	1.458	0.801		
	<b>Total</b>	<b>100</b>	<b>1.778</b>	<b>0.599</b>	<b>10.88</b>	<b>0.002</b>

The information presented in the table above demonstrates how the respondents' perspectives on doing their grocery shopping online have evolved as they have become older. We were able to determine the significance of the influence by employing an analysis, and the results showed that the influence was significant ( $F = 4.54$ ,  $p = 0.015$ ). To put it another way, people of different ages have very divergent perspectives about the practise of doing their grocery shopping online. According to research conducted by Mintel (2009), those under the age of 45 are the ones who have the greatest interest in performing their grocery shopping online. When looking at the mean values, it is easy to see that the respondents between the ages of 25 and 34 (mean = 1.24; SD = 0.588) are significantly different from those between the ages of 15 and 24 (mean = 1.58; SD = 0.562) and 35 and 44 (mean = 1.78; SD = 0.602). According to the findings of this study, adults of a middle-aged age had a more positive attitude toward shopping for groceries online than younger people did.

After that, a table will illustrate the influence that qualification has on consumers' general sentiments regarding the use of the internet for food shopping. The examination into the impact yielded a result that was found to be statistically significant ( $F = 1.08$ ;  $p = 0.988$ ), according to the results. As a result, a respondent's level of education can have an effect on their perspective regarding the practice of shopping for groceries online. It is possible to draw the conclusion, based on the mean value, that people who hold a post-graduate certificate (Mean=1.73, SD=0.614) or a degree

(Mean=1.74, SD=0.488) are more likely to do their grocery shopping online than those who hold a bachelor's degree (Mean=1.9, SD=0.487) or a professional degree (Mean=2.11, SD=0.618)

Aside from that, the data presented in the table illustrate the impact that respondents' occupations have on their attitudes regarding shopping for groceries online in general. The results of the analysis of variance show that there is no significant result ( $F = 2.11$ ;  $p = 0.189$ ). That is to say, there is not a significant difference in opinions toward buying for groceries online based on the jobs of the respondents.

One more fascinating discovery was made when researchers discovered that people's marital status had an effect on their perspectives regarding the practise of food shopping online. The findings of the analysis of variance do not show any significant differences. That is to say, there is no discernible difference in participants' attitudes toward shopping for groceries online based on their marital status among those who took part in the study.

The following chart illustrates how the overall attitude of the respondents regarding online grocery shopping is affected by the working status of members of the household. We are able to evaluate the impact by utilizing the significant finding from the Anova. Because of this, it has been discovered that the number of working members in a home is a significant factor in determining how individuals feel about doing their grocery shopping online. The mean indicates that families with

three working members ( $M = 1.88$ ,  $SD = 0.49$ ) and families with two working members ( $M = 1.67$ ,  $SD = 0.57$ ) are more excited about completing their food shopping online than families with just one working member. It's possible that they have a busy work schedule, and as a result, they don't have enough time to travel to the grocery shop. As a result, they choose to purchase their groceries online.

It can also be seen in the table that respondents' perceptions of the benefits of grocery shopping online are influenced by the amount of money their families earn. According to the findings of an Anova test ( $F = 10.88$ ,  $p = 0.002$ ), those who make more money have a preference for shopping online for groceries.

**Table 2.** Statistical analysis of the dataset

Measurement Items	Mean	Std. Deviation
<b>Personnel convenient Factors</b>		
No time	1.62	0.77
No Queues	1.53	0.74
health problem	1.64	0.72
Traffic problem	1.94	0.75
parking problem	1.9	0.789
Children	1.8	0.8
Convenience & Flexibility of 24*7	1.4	0.6
Supermarket far away	1.93	0.77
<b>Overall Personnel Convenient Factors</b>	<b>1.72</b>	<b>0.745</b>
<b>Website Designing Factors</b>		
User-friendly website	1.23	0.48
Adequate search options	1.39	0.64
Easy Ordering Process	1.34	0.6
product assortment	1.42	0.632
Display pics of products	1.3	0.48
comparison with other brands	1.42	0.64
Access of last shop list	1.45	0.66

(Table continued)

Measurement Items	Mean	Std. Deviation
<b>Overall Website Designing Factors</b>	<b>1.35</b>	<b>0.589</b>
<b>Delivery Factors</b>		
Free Delivery	1.35	0.6
same day delivery	1.4	0.56
Time slot options	1.2	0.45
<b>Over all Delivery Factors</b>	<b>1.34</b>	<b>0.523</b>
<b>Add-on Services Factors</b>		
Customer Care services	1.35	0.6
Loyalty BonusSchemes	1.45	0.645
Discount /Offers alert messages	1.34	0.6
Mobile Applications	1.37	0.6
Tracking of order option	1.33	0.53
<b>Overall Add-on Services</b>	<b>1.35</b>	<b>0.6</b>
<b>Social Influence Factors</b>		
Friends	2.12	0.824
Customer Reviews	1.8	0.78
Relatives	2.18	0.824
Family	2.11	0.824
<b>Overall Social influence</b>	<b>2.02</b>	<b>0.791</b>
<b>Fear/Issues Factors</b>		
Quality of Products	1	0
Refund on spoil items	1.24	0.5
Hacking of Personnel information	1.52	0.724
Mismatching of items ordered	1.42	0.647
Difference from actual image	1.55	0.75
Problem in Transferring Money	1.64	0.724
Delay Del of order	1.55	0.7
Extra Delivery Charges	1.59	0.726
Difficult ordering Process	1.8	0.7

(Table continued)

(Table continued)

Measurement Items	Mean	Std. Deviation
Delivery of products without add-on in scheme/offers	1.7	0.82
Out of Stock items	1.8	0.8
<b>Overall Fear/Issues Factors</b>	<b>1.55</b>	<b>0.67</b>
<b>Consumer's Attitude Factors</b>		
I would favour to buy grocery through online	1.82	0.8
I will go for Online grocery shopping on someone's recommendation.	1.85	0.758
I will go for purchase through online as soon as the facility will come to my reach.	1.67	0.705
<b>Overall Attitude Factors</b>	<b>1.77</b>	<b>0.6</b>

We assessed the median and range of people's estimates of how easy it is to get about. Shopping online for groceries is preferred by customers because of its convenience and flexibility (Mean=1.4, SD =0.60), followed by the fact that they don't have to wait in line at the billing counter (Mean=1.53, SD =0.74), and because it takes no time at all. According to US consumer market study people buy food online in order to save money (2000). convenience and time savings are two of the main reasons people buy food online. Because they don't have to wait in long lines or deal with crowds, consumers find online shopping convenient. It has been discovered that life events and situational variables (such as the birth of a child or health concerns) are the driving forces behind online grocery shopping. They don't appear to care much about parking issues, grocery stores that are too far away, or traffic congestion when it comes to their thoughts on online grocery shopping (M=1.93, SD=0.77)."

A variety of website design factors influenced respondents' views on online grocery shopping, as seen in the table above. Respondents judged product photographs on the website (Mean = 1.23, SD =0.48) and the ease of ordering on the website to be the most essential website design components. The majority of

consumers (M=1.39; SD=0.64) prefer search (M=1.42; SD=0.63) and product selection options (M=1.42; SD=0.63) rather than the opportunity to compare goods and brands (M=1.42; SD=0.64). To put it another way, clients want a user-friendly website that makes it simple to buy something from them.

The average and standard deviation of product delivery influence consumer attitudes on online grocery shopping acceptance, as seen in the statistics in the table above. More significant than free or same-day delivery options are convenient delivery times (M=1.35, SD=0.60). Many people avoid online food purchasing because of delivery time, delivery staff difficulties, and expense. Logistics costs for food purchases are not considered by consumers, and their willingness to pay extra for home delivery is unrelated to these costs. There are a number of additional services available, including customer assistance, purchase tracking, discount/offer alerts via phone, and mobile apps (M=1.37, SD=0.60). Support for customers (M=1.32, SD =0.56) is essential. Loyalty bonuses and programmes (M=1.45, SD=0.645) have no significance in the perspective of individuals surveyed. Customer service is a sought-after commodity by consumers.

Because of their stronger societal influence, customer ratings take precedence over personal recommendations from friends and family.

Consumers are most concerned about product quality (M=1.00, SD=0.00) when they do their food shopping online, believing this to be the largest source of danger. Customers should be able to order fresh meals from online businesses. According to research consumers are reluctant to buy food because they are concerned about its quality (2000). Refunds for poor quality and product mismatch (M=1.41, SD=0.63), a refund policy (M=1.24, SD=0.5) and low-cost access to the goods are three features that consumers are ready to pay more for. Customers' perceptions of online food buying are influenced by the average factor of personal information hacking (M=1.52, SD=0.724). That said, previous research shows that buyers are concerned about delivery delays and/or higher delivery prices (M=1.55, SD=0.70) Despite this, it is excellent news for online shoppers. According to this research, the majority of customers are willing to pay an additional delivery price for groceries and other value-added services.



Online grocery shoppers aren't affected by the minor difficulties of money transfer, delivery of products without an add-on in a scheme or offer ( $M=1.66$ ), and out-of-stock items in their opinions of online grocery shopping.

In that order, shipping, website design, and value-added services are the most significant considerations. Fear, personal convenience, and influence customer attitudes about online food buying, whereas social influence has the least impact.

Survey respondents were open to using the internet to shop for groceries, whether it was their first time or they had previously done so. Customer satisfaction was generally high, however a tiny percentage of those polled felt they needed the help of others in making their decision to start. Customers appear to be willing to shop for groceries online based on these average scores.

## Conclusion

Family income is the most important demographic factor in online grocery purchase intention, and age is also an important factor, according to this study. E-grocery shoppers' marital status and occupation did not appear to have an impact on their attitudes toward e-grocery purchase.

Another recurring issue seems to be the amount of time spent ordering, regardless of whether it's considered wasted time or time well spent. Online shopping can be done at any time because the internet has no constraints on when it may be accessed, according to the majority of respondents. Due to their working-class backgrounds, it appears that the majority of those who took the survey are willing to spend a little extra for faster delivery.

For Indian grocery retailers, the most important takeaway from this study is making their online grocery shopping websites helpful and easy to use for consumers. Website design, content, platform, and product photos may be more diverse and there should be an easy-to-use purchasing mechanism and a suitable search option, too. Even while perceived danger has been cited as a major barrier to e-commerce development, our research shows that people's attitudes toward

online food buying are unaffected (Ostlund 1974; Kurnia & Johnson 1999). Indians may be reluctant to use online grocery shopping because it is still relatively new in the country. With no substantial social push to use internet channels for grocery shopping, many consumers are unaware of the dangers.

This facility will be offered to customers when they are ready to utilize it, regardless of how long that may take. Because they are more than prepared to use this option, customers are less dependent on the counsel of others when making a decision. Online grocery shopping could become more popular as a result, as people are less concerned about risk and more concerned about saving time when doing a routine action.

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