



To cite this article: P. KHOUSALYA and GOWTHAMI DEVENDRA PRABHU. S (2026). A STUDY ON CONSUMER EXPERIENCE AND ATTITUDE TOWARDS ONLINE GROCERY SHOPPING, International Journal of Research in Commerce and Management Studies (IJRCMS) 8 (1): 341-354 Article No. 601 Sub Id 1047

A STUDY ON CONSUMER EXPERIENCE AND ATTITUDE TOWARDS ONLINE GROCERY SHOPPING

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DOI: <https://doi.org/10.38193/IJRCMS.2026.8130>

ABSTRACT

Over time, the Internet has emerged as an increasingly popular medium for information search, evaluation of alternatives, and purchase decisions. Business-to-Consumer (B2C) electronic commerce refers to the use of Internet technologies by firms to market and sell products and services directly to individual consumers. Prior research suggests that a clear understanding of the factors motivating consumers to engage in online shopping is crucial for formulating effective business strategies, technological innovations, marketing initiatives, and website design. Despite the substantial growth and optimistic future prospects of online shopping, several negative aspects continue to be associated with this mode of purchasing. Compared to physical shopping environments, online transactions are often perceived to involve higher levels of risk and lower levels of trust. This is primarily due to the inability of consumers to physically inspect products, the absence of tangible cues regarding product quality, and the lack of face-to-face interaction with sales personnel. In order to identify the consumers' experience and attitude towards online grocery shopping the study is conducted to explore various factors affecting online shopping and to analyze the factors influencing online grocery shopping Furthermore, concerns related to payment security and privacy protection significantly influence online purchase decisions. Consequently, consumers may experience a certain degree of perceived risk when purchasing products via the Internet.

KEYWORDS: Consumer experience, Attitude, Grocery, Online shopping

INTRODUCTION

In this era of globalization, the Internet has been increasingly used to facilitate online business transactions, not only between different business entities, but also between business entities and customers. Today's widespread access to the Internet has strongly impacted the worldwide marketing environment and the Internet has provided companies with the ability to expand their business reach through e-commerce. Companies also use the Internet to convey, communicate and disseminate



information, to sell the product, to take feedback and also to conduct satisfaction surveys with customers. Customers use the Internet not only to buy the product online, but also to compare prices, product features and after sale service facilities they will receive if they purchase the product from a particular store.

Online shopping was introduced twenty years back and then only Amazon.com entered the market. It sounds amazing when looked back 1994, in those day's people thought that online shopping would reduce physical work and it would be more convenient and it would be more customizable but at the same time there were various concern about fraud, security and hacking. People predicted that advertising would destroy internet through online shopping. The Internet is becoming an increasingly popular medium to facilitate information search, choice, and purchase. Business-to-consumer (B2C) electronic commerce involves the use of the Internet to market and sell products and services to individual consumers. Previous research has noted that clearly understanding what motivates consumers to shop online can inform strategy, technology, and marketing decisions, as well as web site design. Despite the significant growth and the optimistic future growth of online shopping, negative aspects are also becoming more frequently associated with this alternative shopping method. In an online environment, in contrast to a physical one, greater risk and less trust are expected due to the fact that there is major difficulty in evaluating a product or service as there are no visual or tangible indications about the quality of the product nor face-to-face interaction with sales staff, and the purchase is affected by security and privacy issues. Therefore, it is assumed that people may feel a certain degree of risk when purchasing a product through the Internet. However, according to 'India Online Retail Market Forecast & Opportunities 2016, India will witness changing shopping trends in the next few years. The online retail market in India is expected to grow immensely, given the rising middle class in India, with growing disposable income in hands and lesser availability of time to spend the same.

In the rapidly growing online retailing industry, Online Grocery Shopping (OGS) industry has also created some space 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 OGS is slower than anticipated. However, according to "Ken Research Report" Indian Online Grocery Market is envisaged to grow and reach Rs.2.7 billion by FY'2019. 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, Graofers.com, Peppertap.com are operating in Metro Cities like Mumbai, Hyderabad, Bangalore, Delhi, Chandigarh, Gurgaon, Noida 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 grocery online, however, they don't feel it as an option for them to abandon the traditional in-store shopping. But success will be dependent on meeting



expectations of greater choice, consistent quality, convenience and more effective direct engagement in retail-consumer relationships. Anyhow Grocery shopping seems to be as next star performer of online retailing. The comparatively low percentage of the sales of online channels to the overall grocery industry has already captured wide interest in the industry trying to utilize consumers' general experience of shopping online. However, the market still faces key challenges in breaking out from niche status. Online groceries offer ample opportunities, but not without risks. Many online stores have been shuttered after operating for a few months to a few years. So to address this problem grocery retailers need to understand what factors are influencing consumers to adopt and use the online channel for Grocery Shopping

OBJECTIVES

- ❖ To study the attitude of consumer towards online grocery shopping.
- ❖ To identify the factors affecting while online shopping.
- ❖ To analyse the factors influencing online grocery shopping.

REVIEW OF LITERATURE

This chapter exposes the conceptual knowledge of consumer attitude towards online shopping. It includes dimensions like demographic, buying priorities and shopping priority experiences and factors and impact of online marketing and satisfaction level. It contains the statements which are produced by different scholars who attempted to study the same. It completely focuses on customer buying practices, priorities, and the shopping experiences during their purchase.

Ali, Kapoor and Janakiraman's (2010) Buying behaviour of consumers for food products in an emerging economy^{ll} is a study conducted on households of Gomtinagar area of Lucknow city. It analyzed a marketing strategy for a modern food and grocery market based on consumer preferences and behaviour. The researchers personally surveyed a total of 101 households having sufficient purchasing power using structured questionnaire. The results indicated that preferences of the consumers were their priority for cleanliness and freshness of food products followed by price, quality, variety, packaging, and availability of non-seasonal fruits and vegetables. It was found that the consumers' preferences of marketplace largely depend on the convenience in purchasing at the marketplace along with the availability of additional services, attraction for children, basic amenities, and affordability. Results also suggested that most of the food and grocery items were purchased in loose form from the nearby outlets, whereas fruits and vegetables are mostly purchased daily or twice a week due to their perishable nature.

Andrew and Currim (2004) conducted a study on Behavioural differences between consumers attracted to shopping online versus traditional supermarkets: Implications for enterprise design and



marketing strategy at Graduate School of Management, University of California, USA. This study uses data from both traditional supermarket scanners and an online supermarket to test expected differences in choice behaviours of such consumers. For two product categories, statistically significant differences are found between consumers attracted to shopping online versus traditional supermarkets with regard to the parameters describing the choice process. Compared to traditional supermarket consumers, online consumers are less price sensitive, prefer larger sizes to smaller sizes (or at least have weaker preferences for small sizes), have stronger size loyalty, do more screening on the basis of brand names but less screening on the basis of sizes, and have stronger choice set effects.

Aniali Panda's (2013) Customer Patronage towards Food and Grocery Retail- A Case Study said that Indian retail was witnessing a tremendous growth with the changing demographics and increase in income and quality of life of urban people. The study tried to find out the patronage behaviour of the customers towards traditional and modern food and grocery retailers. The primary data were collected from a sample of consumers visiting both organised and unorganised outlets in Odisha state. An important factor which can lead to increased patronage at the modern retailers is customer relationship management activities like loyalty bonus/discounts, special customer cards, and free- parking facility and so on.

Anna Louise (2019) The aim of this research is to investigate if positive attitudes influence the intentions to purchase groceries online. The analysed empirical findings presented overall positive attitudes as well as a strong correlation between positive attitudes and intentions within online grocery shopping. This answers the research question and fulfils the purpose of examining the influence that positive attitudes have on intentions within the field of online grocery shopping.

Anshu Gaur (2022) The study proposes a comprehensive model framework Online Customer Experience-Attitude Behaviour Context model for online grocery retailing in a digital scenario. Data was collected from 526 respondents buying groceries online. Analytical Hierarchy Process SPSS 23 AMOS 22 and PROCESS Macro were applied for further analysis testing the hypothesis and model formulation. The results reveal that the antecedent's convenience recovery and delivery experience impacted the attitude significantly.

ARPITA NAMGAY (2019) The main purposes of this study are to provide a comprehensive relationship between consumer attitudes toward online food ordering. This study adopted quantitative research with primary data collected through a questionnaire with online food delivery platforms and customer based on their knowledge attitudes perspectives and needs of online food delivery services. In this research paper the reserachers examined the growth of food aggregator industry.



Azhar Bashir (2018) the purpose of this research is to examine and understand the mediating role of e-satisfaction on e-loyalty in context of online grocery shopping. The proposed model was tested on a sample of 351 online shoppers through the database of two large online grocery stores in Pakistan. The results were measured through regression analysis. Findings suggest that there is no significant relationship between any of the variables under study.

Baldevbhai (2015) studied factors influencing online shopping behaviour of consumers. The study examined one hundred and fifty online consumers' demographic variables in Gujarat. ANOVA results revealed that there was no significant difference among gender and online shopping behaviour. Further, the study proved that respondents belonging to different age, income and education groups behaved differently while shopping online.

Bhatt (2014) conducted an exploratory study about attitude of consumers towards e-shopping based on consumers' behavior, beliefs, preferences and opinions. The researcher analyzed the pattern of online buying and examined the influence of purchase perception on consumer attitude in Gujarat. The study found that perceived usefulness, perceived enjoyment and security/privacy were the factors that influence consumer perceptions towards online purchases.

Chakraborty's (2010) a Study of Selected Discount Store Retail in Hyderabad for the Purpose of Identifying Factors in Regards to Shopping Motives, Store Attributes, Shopping outcomes and Perceived Shopping Costll, a study conducted in Hyderabad, India identified the driving shopping motives of Indian consumer for Discount store formats. Factor analysis extracted three shopping motives, two of which related to hedonic shopping motive and one to utilitarian. The factors were named as diversion, socialization and utilitarian. Other three dimensions of the study were store attributes, shopping outcomes, and shopping perceived cost. Under each dimension, factors related to Discount store were identified. The identified factors could be the key for discount stores for understanding their shoppers.

ANALYSIS AND INTERPRETATION

Analysis and Interpretation:

Table 1
Gender Wise Classification of the Respondents

Sl. No	Gender	No. of respondent	Percentage (%)
1	Male	16	20
2	Female	64	80
3	Others	0	0
Total		80	100

Source: Primary data

From the above table out of 80 respondent’s 20 percent of the respondent are male, and other 80 percent of the respondent are female.

Figure 1 Gender Wise Classification of the Respondents

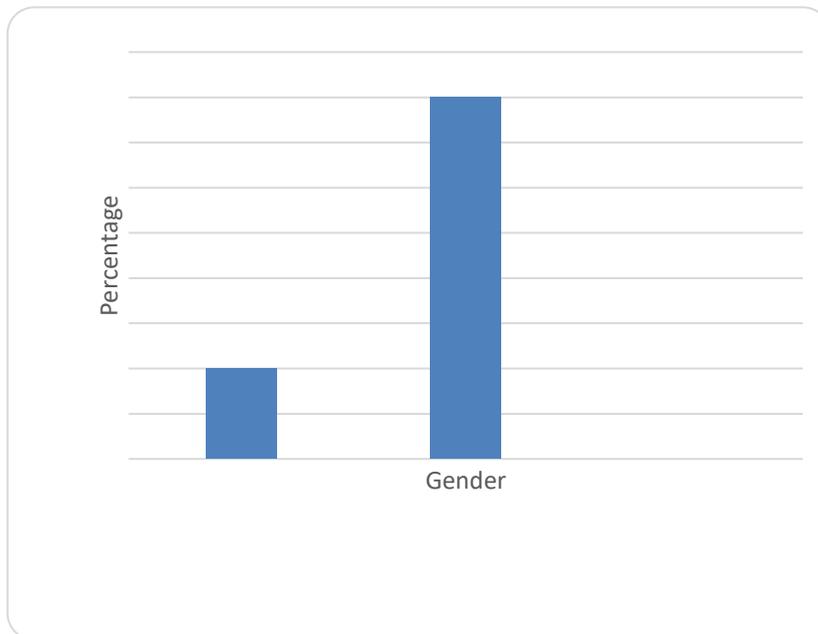


Table 2 Age Wise Classification of the Respondents

Sl. No	Age	No. of respondents	Percentage (%)
1	Below 20	19	24
2	20-25	37	46
3	25-30	20	25
4	Above 30	4	5
Total		80	100

Source: Primary data

From the above table out of 80 respondent’s 24 percent of the respondents are below 20 age group, 46 percent of the respondent are between 20 to 25 age group, 25 percent of the respondent are between are between 25-30 age group, and 5 percent of the respondent are between are between above 30 age group.

Figure 2 Age Wise Classification of the Respondents

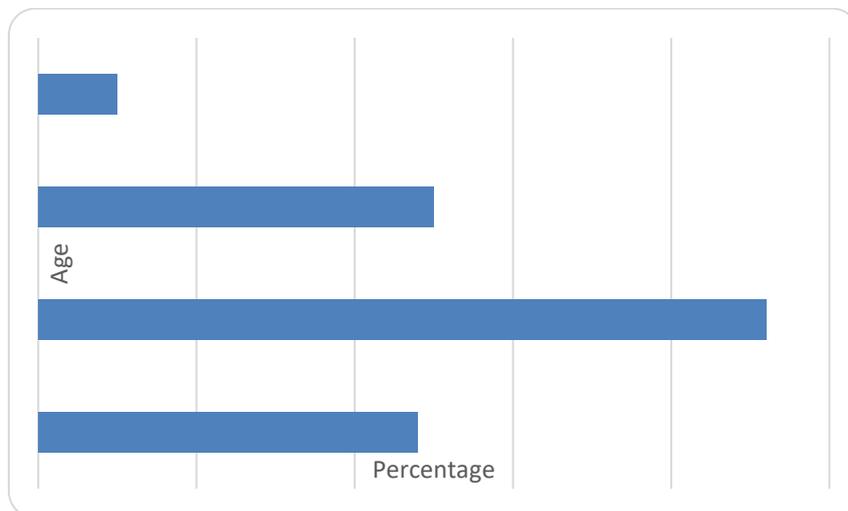


Table 3 Educational Qualification of the Respondents

Sl. No	Educational Qualification	No. of respondents	Percentage (%)
1	SSLC	11	14
2	HSC	4	5
3	Under Graduate	15	18
4	Post Graduate	42	53
5	Working	8	10
Total		80	100

Source: Primary data

From the above table out of 80 respondent 14 percent of the respondent are studied SSLC, 5 percent of the respondent are studied HSC, 18 percent of the respondent are studied Under Graduate, 53 percent of the respondent are studied Post Graduate, and 10 percent of the respondent are working.

Figure 3 Educational Qualification of the Respondents

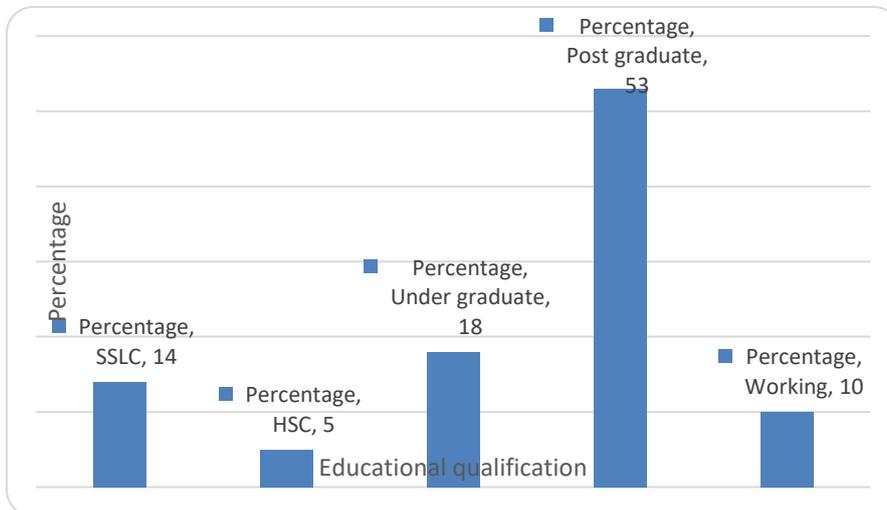


Table 4 Occupation of the Respondent

Sl. No	Occupation	No. of respondents	Percentage (%)
1	Student	52	65
2	Government jobs	10	13
3	Private employee	18	22
4	Home maker	0	0
5	Others	0	0
Total		80	100

Source: Primary data

From the above table out of 80 respondent 65 percent of the respondent are belongs to student, 13 percent of the respondents are belongs to government jobs, 22 percent of the respondent are belongs to private employee, and 18 percent of the respondents are belongs to home makers.

Figure 4 Occupation of the Respondent

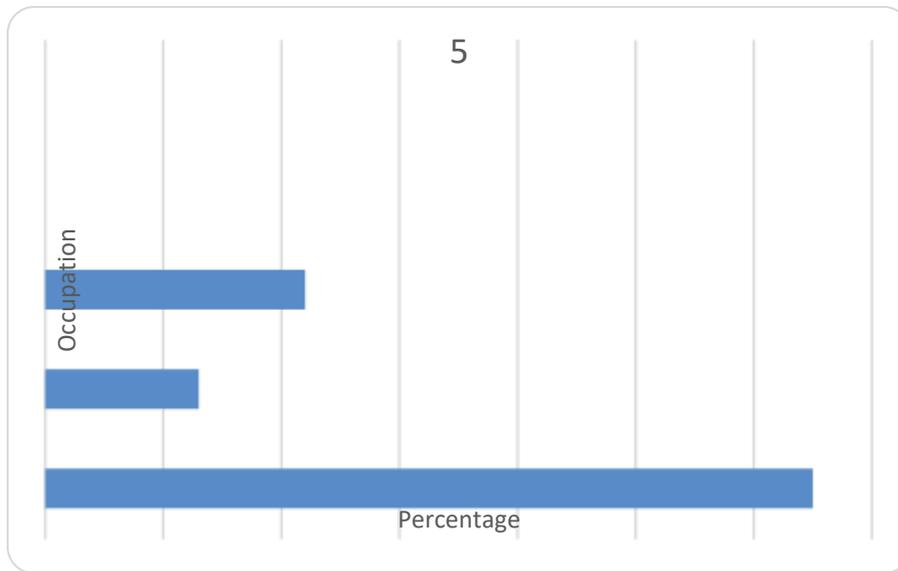


Table 5 Monthly Income of the Respondents

Sl. No	Monthly Income	No. of respondents	Percentage (%)
1	10,000-20,000	53	66
2	20,000-30,000	10	12
3	30,000-40,000	11	14
4	Above 40,000	6	8
Total		80	100

Source: Primary data

From the above table out of 80 respondent 66 percent of the respondent are belongs to monthly income group of Rs. 10,000-20,000, 12 percent of the respondents are belongs to monthly income group of Rs. 20,000-30,000, 14 percent of the respondents are belongs to monthly income group of Rs. 30,000-40,000, and 8 percent of the respondents are belongs to monthly income group of above 40,000.

Figure 5 Monthly Income of the Respondents

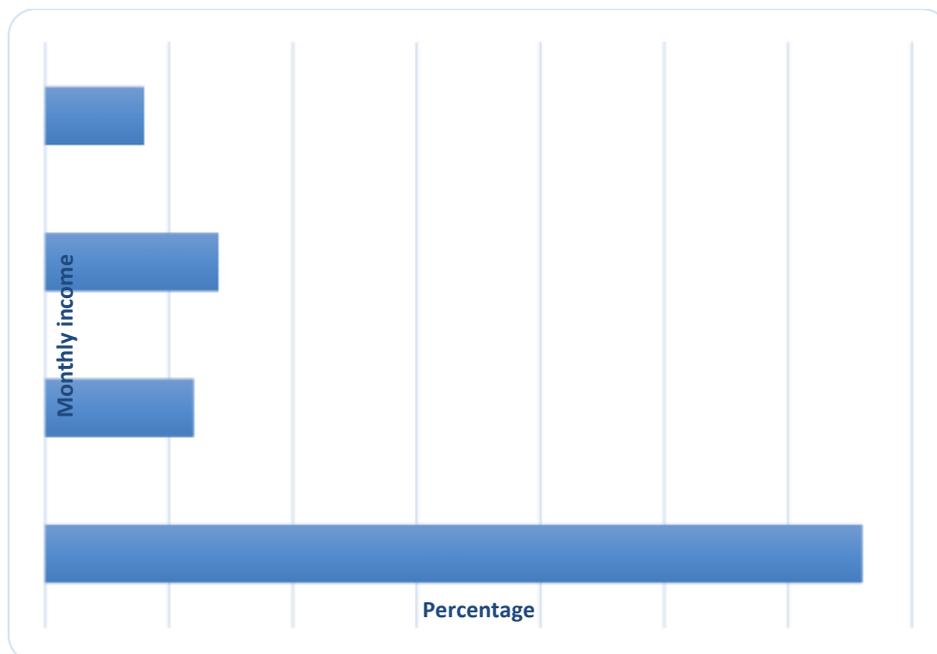


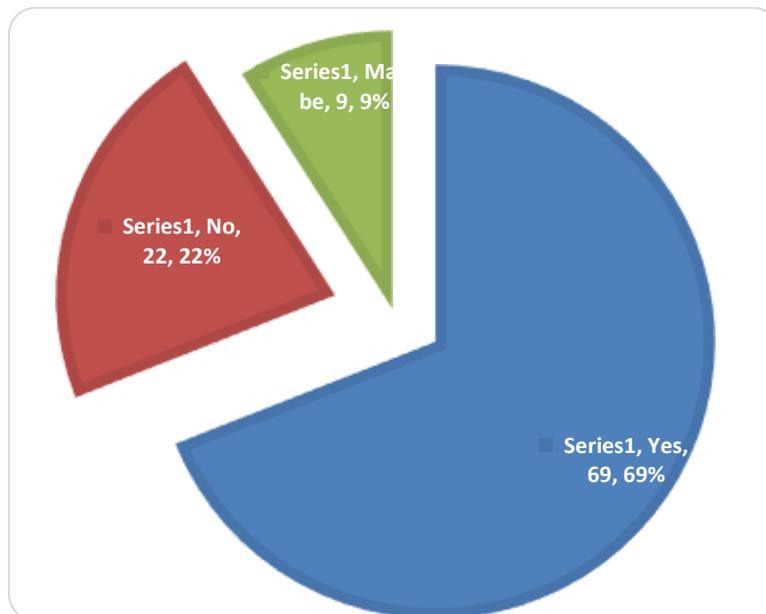
Table 6 Aware of Online Grocery Shopping of the Respondent

Sl. No	Particulars	No. of respondents	Percentage (%)
1	Yes	55	69
2	No	18	22
3	May be	7	9
Total		80	100

Source: Primary data

From the above table out of 80 respondent 69 percent of the respondents are says yes to aware of online grocery shopping, 22 percent of the respondents are says no to aware of online grocery shopping, and 9 percent of the respondent are says may be too aware of online grocery shopping.

Figure 6 Aware of Online Grocery Shopping of the Respondent



SUMMARY OF FINDINGS, SUGGESTION AND CONCLUSION

Findings of the study:

This research work is an empirical study based on primary data collected from people in Chennai. Empirical study has been made after adequate theoretical analysis. The lead findings of empirical analysis have been given below.



- ❖ From the study, we understand out of 80 respondent's 20 percent of the respondent are male, and other 80 percent of the respondent are female.
- ❖ This study reveals that, out of 80 respondent's 24 percent of the respondents are below 20 age group, 46 percent of the respondent are between 20 to 25 age group, 25 percent of the respondent are between are between 25-30 age group, and 5 percent of the respondent are between are between above 30 age group.
- ❖ From the above study, out of 80 respondent 14 percent of the respondent are studied SSLC, 5 percent of the respondent are studied HSC, 18 percent of the respondent are studied Under Graduate, 53 percent of the respondent are studied Post Graduate, and 10 percent of the respondent are working.
- ❖ From the study, we understand out of 80 respondent 65 percent of the respondent are belongs to student, 13 percent of the respondents are belonging to government jobs, 22 percent of the respondent are belonging to private employee, and 18 percent of the respondents are belonging to home makers.
- ❖ This study finds that, out of 80 respondent 66 percent of the respondent are belongs to monthly income group of Rs. 10,000-20,000, 12 percent of the respondents are belonging to monthly income group of Rs. 20,000-30,000, 14 percent of the respondents are belonging to monthly income group of Rs. 30,000-40,000, and 8 percent of the respondents are belonging to monthly income group of above 40,000.
- ❖ This study reveals that, out of 80 respondent 69 percent of the respondents are says yes to aware of online grocery shopping, 22 percent of the respondents are says no to aware of online grocery shopping, and 9 percent of the respondent are says may be too aware of online grocery shopping.

SUGGESTION:

The research shows that the most important factor that influences the consumers in their grocery purchases is the location of the shop. Display of the product and quality and price of the product are next in importance. So, it is suggested to the providers to select, for their shop, a place which is easily accessible for the consumers, display their products in an attractive way to attract the attention of the consumers, and provide quality products for reasonable price.

Attitude of the salesman is another important factor that influences the consumers in their shopping. It is true that a consumer does not visit the store the second time if the salesman does not attend to the shopping needs of the consumer and if the consumer is not treated well and the necessary information needed by the consumer is not given. So, it is suggested that the owners of the stores appoint salesmen who have a good attitude towards their job, as attitude of the salesmen reflects on the behaviour of the salesmen with the consumers.



Advertisement also is important. So, it is important to spend a certain amount of money on quality advertisement to make the product reach the consumers. But it should not affect the price of the product because, consumers prefer quality product in reasonable price.

Family, past experiences, relatives, and children influence the purchase decision of the consumers. So the advertisement should be so effective that it reaches and impresses the people effectively and the product should be provided to the consumers that they get a good experience out of their purchase.

Consumers are well aware of the expiry date of the product. They are keen on watching the expiry date before purchasing the product. So, it is important that the products are sold with expiry date. Expiry date clearly printed on the cover and as soon as they are produced, as it will give longer period for the consumer to consume the product.

Consumers find packing, store opening and closing time, and availability of everything under one roof as important factors for the purchasing of products. Today, it is a fast-moving world and packed goods save time and people go for shopping as and when they find time. So, they wish that shops are kept open in their convenient time. Availability of everything under one roof saves time, energy and stress for the consumers.

In short, it is suggested that the shops are in a location that is easily accessible, the products are displayed attractively, advertisements reach people effectively in an impressive way, salesmen with a good positive attitude towards their job are employed in stores, products are sold with expiry date printed clearly on the cover and soon after the production, goods are sold in packs, and shops are kept open during the times convenient for the consumers.

CONCLUSION

This study has analysed the predominant factors influencing the consumers, their attitude towards the quality and price of the products, awareness of the consumers about the expiry date of the products, and the satisfaction level of the consumers with their grocery products. Suggestions are offered based on the finding and scope for further research in this field also is given. By this research, the research gap related to this field is bridged and the suggestions will be helpful for the grocery shop owners and grocery producers. It will be helpful to the government also, in its plans to make quality products available to the consumers.



SCOPE FOR FURTHER RESEARCH

- ❖ This research does not study adulteration in grocery products. So, research pertaining to this is possible.
- ❖ This study concentrates on the grocery retail purchase behaviour of the consumers. A similar study related to wholesale purchase behaviour can be carried out.
- ❖ The possibility for the government to provide quality grocery at low price can also be studied.
- ❖ A study related to fresh product availability and purchase will be helpful to the producers as well as purchaser.
- ❖ This study is limited to Namakkal district. So, a similar study in other areas also may be carried out.

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