



# UNVEILING CONSUMER SENTIMENTS: A STUDY ON FACTORS IMPACTING ONLINE GROCERY AVOIDANCE IN VIJAYAWADA

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## ABSTRACT

*This research explores the intricate landscape of online grocery shopping, drawing insights from a sample of 100 respondents with diverse demographic characteristics. Through a Likert scale analysis, the study delves into the attitudes, preferences, and concerns that shape individuals' decisions to abstain from online grocery purchases. Findings reveal a nuanced landscape, with respondents expressing strong preferences for hands-on grocery selection and enjoyment of traditional shopping experiences. Trust issues with online vendors and apprehensions about privacy and security emerge as key considerations. The study uncovers the top five drivers of grocery shopping preferences and underscores the robust reliability of the Likert scale employed. In sum, this research contributes valuable insights for both academic research and practical decision-making in the realm of online grocery shopping.*

**KEYWORDS:** Online shopping, ecommerce, Factors, barriers, influencing, grocery, Vijayawada.

## INTRODUCTION

The rise of e-commerce has transformed the retail industry, providing consumers with the convenience of purchasing for a wide range of things, including groceries, online (Sophiya Shaikh, 2022). Online grocery shopping has gained substantial popularity around the world, with an increasing proportion of consumers choosing this convenient alternative to traditional brick-and-mortar retailers. Despite its expanding popularity, a notable phenomenon known as online grocery avoidance has been seen in many places, including Vijayawada. This phenomenon refers to customers' unwillingness or resistance to engage in online grocery shopping despite the availability and accessibility of online platforms. Understanding the reasons that lead to this avoidance is critical for both entrepreneurs and governments to ensure the long-term growth of the online grocery industry in Vijayawada.

The study of online grocery avoidance in Vijayawada is particularly significant due to the unique socio-economic and cultural context of the city. Vijayawada, the capital of Andhra Pradesh, is a rapidly urbanizing city with a diverse demographic profile. Factors such as income levels, education, and cultural preferences play a crucial role in influencing consumer behavior towards online grocery shopping. Additionally, the presence of traditional retail markets and the historical significance of local markets in Vijayawada may contribute to the reluctance of consumers to transition to online platforms. Therefore, a comprehensive investigation into the factors impacting online grocery avoidance in Vijayawada will provide valuable insights

into the specific challenges and opportunities within this dynamic market.

Previous investigations into related phenomena in other geographic settings shed light on the fundamental causes of online grocery avoidance. A primary driver of avoidance behaviour, according to research carried out in urban centres around the world, is perceived danger, trust in online retailers, and contentment with traditional buying methods. The significance of elements like digital literacy, perceived convenience, and cultural preferences in influencing customer attitudes towards online grocery shopping has also been underlined by research conducted in the Indian setting. This study seeks to offer a detailed understanding of the factors promoting online grocery avoidance in this particular area by drawing on these previous studies and adapting their findings to the particular context of Vijayawada.

## METHODOLOGY

This study adopts a cross-sectional study design, in which information was gathered from a sample of people who lived in Vijayawada at a specific point in time.

The target population comprised individuals living in Vijayawada. A convenience sampling method was utilized to select participants due to the logistical constraints and the specific nature of the study.

## DATA COLLECTION

A structured questionnaire was designed to gather data on the reasons behind the reluctance to purchase groceries online. The



questionnaire was first prepared in English and subsequently translated into Telugu to accommodate the local language preferences.

The questionnaire was hosted on the SurveyCTO platform, a data collection tool. Participants were provided with a unique survey link to access and complete the questionnaire. The questionnaire link was distributed via WhatsApp, Facebook, and through personal contacts residing in Vijayawada. Participants were encouraged to independently fill out the questionnaire through the provided survey link. This self-administered approach was chosen to eliminate potential biases introduced by external influences. Data collection was conducted from the 10th of July to the 22nd of July, encompassing a 12-day period.

The study in question appears to be focused on a specific demographic in Vijayawada, India. The inclusion criteria for participants were set to ensure that the study gathered data from individuals who met certain eligibility requirements.

Firstly, participants must reside in Vijayawada, which indicates that the study is localized to this particular city. This choice might have been made to narrow down the sample to a specific geographical area, potentially for reasons related to the study's objectives or the availability of resources.

Secondly, participants must be at least 18 years of age. This age requirement likely reflects the legal age of adulthood in India, and it is a common inclusion criterion for studies that involve adult participants. This ensures that the participants are of an age where they can provide informed consent and are considered legally capable of making decisions about their participation in the study.

The sample size of 100 valid responses suggests that the researchers received and considered data from 100 individuals who met the inclusion criteria. This sample size is significant as it meets the minimum required for the study.

## DATA PREPARATIONS

The raw data, gathered via SurveyCTO, underwent a meticulous refinement process within SPSS. This procedure involved the meticulous curation and transformation of the dataset to eliminate

incomplete or erroneous responses. Through systematic data cleaning and processing, any anomalies or missing values were rectified, ensuring the dataset's integrity and reliability. This critical stage of data preparation, executed within SPSS, paved the way for meaningful statistical analysis and insightful interpretation. The resulting refined dataset is a robust foundation for extracting valuable insights and making informed decisions based on the information gathered through the survey.

## DESCRIPTIVE ANALYSIS

Descriptive statistics such as frequencies, percentages, and averages were employed to summarize the data. Appropriate statistical tests, such as chi-square tests or t-tests, were applied to identify any significant relationships or differences between variables.

In a sample of 100 respondents, the age distribution was as follows: 13% were aged between 18-24 years, 49% fell within the 25-34 age range, 34% were between 35-44 years, 3% were aged 45-54 years, and 1% were aged 55 years or older. The gender distribution showed that 76% of respondents were male, while 26% were female. In terms of educational attainment, 58% held bachelor's degrees or higher, 37% were high school graduates, and only 4% had completed primary school. Notably, 92% of participants reported making online purchases. The average household size was calculated to be 4.43 persons.

In terms of occupational status, 52% were salaried, 20% were engaged in small businesses or trading, 10% were homemakers, and the remaining 18% comprised students, unemployed individuals, retirees, and others. Regarding residential tenure, 86% of participants had been residing in Vijayawada for more than 5 years, whereas 14% had lived there for 0-5 years. In relation to income levels, 5% reported earning less than Rs 10,000 per month, 28% earned between Rs 10,000 and Rs 20,000, 34% earned between Rs 20,000 and Rs 30,000, and 8% reported earning Rs 50,000 or more. Additionally, 9% of respondents chose not to disclose their income information. Table 1 provides an in-depth snapshot of the sample's demographic composition. Statistical analysis was conducted using IBM SPSS software, specifically version 25.

**Table 1. Distribution Sample Characteristics**

Characteristics		N	Percent
Age	18-24 Years	13	13.0%
	25-34 Years	49	49.0%
	35-44 Years	34	34.0%
	45-54 Years	3	3.0%
	55+ Years	1	1.0%
Gender	Male	76	76.0%
	Female	24	24.0%
Education	Primary education (elementary school)	4	4.0%
	Secondary education (high school)	14	14.0%
	Diploma/Intermediate	23	23.0%
	Bachelor's degree	44	44.0%
	Master's degree	14	14.0%
	Doctorate degree	1	1.0%
Occupation	Employed /Salaried	56	56.0%
	Self-employed/Business	20	20.0%
	Unemployed	6	6.0%
	Student	5	5.0%
	Homemaker	10	10.0%
	Retired	2	2.0%
	Agriculture	1	1.0%
Income	Below 10,000 INR	5	5.0%
	10,001 - 20,000 INR	28	28.0%
	20,001 - 30,000 INR	34	34.0%
	30,001 - 50,000 INR	16	16.0%
	50,001 - 1,00,000 INR	5	5.0%
	Above 1,00,000 INR	3	3.0%
	Prefer not to say	9	9.0%
Have you ever bought anything online (excluding groceries)?	No	8	8.0%
	Yes	92	92.0%

## RESULTS

The Likert scale analysis was conducted to assess the degree of agreement with statements pertaining to various dimensions, including Quality Concerns, Trust and Reliability, Privacy and Security Concerns, Return and Exchange Process, Cost Considerations, Convenience and Effort, Local Support and Preferences, and Awareness and Information Gaps, in the context of refraining from purchasing groceries online. This examination sought to uncover and quantify the respondents' attitudes, concerns, and preferences related to online grocery shopping, providing valuable insights for research and decision-making.

In this study, respondents' perspectives on various aspects of online grocery shopping were assessed using a Likert scale, a

commonly used tool for measuring attitudes and opinions. The mean scores, which ranged from 2.76 to 3.46, provide valuable insights into the level of agreement among participants regarding the statements related to online grocery shopping barriers.

One prominent finding is the preference for personal selection to ensure quality and freshness, with a mean score of 3.46. This suggests that a significant portion of respondents generally favors the hands-on approach of physically choosing their groceries. However, it's noteworthy that there is some variability in the level of agreement, as indicated by the standard deviation of 1.27. Similarly, the statement regarding the enjoyment of the physical store experience received a mean score of 3.16. This indicates that respondents, on average, find pleasure in the traditional shopping



process. Yet, there is variability in the level of agreement among participants, as reflected by the standard deviation of 1.24.

Concerns about the trustworthiness of online grocery vendors also emerged, with a mean score of 3.06. This implies that, on average, respondents find it challenging to fully trust the reliability of online vendors. Again, there is variation in opinions, evident from the standard deviation of 1.14.

Furthermore, respondents expressed reservations about privacy and security concerns when shopping online, with a mean score of 2.97. This suggests a notable level of apprehension regarding the safeguarding of personal information in the digital realm. The standard deviation of 1.30 indicates differing levels of concern among respondents.

Additionally, the perception of online shopping as time-consuming or requiring more effort received a mean score of 2.76. This indicates a tendency among respondents to view online grocery shopping as a potentially labor-intensive process. Variability in this perception is highlighted by the standard deviation of 1.29.

Overall, these findings unveil a nuanced perspective on online grocery shopping, with a range of sentiments and concerns among respondents. While there is a general trend towards agreement with certain statements, the variability in responses underscores the diverse viewpoints and experiences that influence individuals' preferences and reservations about this mode of shopping. For a comprehensive overview of the responses, please refer to Table 2.

Table 2

Statement	Mean	Std. Deviation
I prefer to select my groceries personally to ensure quality and freshness.	3.46	1.27
I enjoy the experience of physically going to the grocery store	3.16	1.24
I prefer to support local grocery stores and businesses	3.14	1.26
I believe the prices of groceries are better in physical stores	3.09	1.13
I find it challenging to trust the reliability of online grocery vendors.	3.06	1.14
I am skeptical about the accuracy of product descriptions and images online	3.04	1.21
I am unsure about the process of returning or exchanging groceries bought online	3.03	1.23
I am concerned about the privacy and security of my personal information when shopping online.	2.97	1.30
I am not aware of the online grocery shopping options available in Vijayawada	2.9	1.21
I find the delivery charges for online groceries to be expensive	2.89	1.26
I am concerned about the quality of groceries purchased online	2.86	1.25
I worry about receiving near-expiry or expired products when buying online	2.82	1.18
I am not confident in the timely delivery of online groceries	2.8	1.32
I perceive that online grocery shopping is time-consuming or requires more effort	2.76	1.29

In our research study, we have observed that individuals exhibit a preference for personally selecting groceries to guarantee quality and freshness, to relish the experience of physically visiting a grocery store, to support local grocery stores and businesses, and to perceive better pricing for groceries in physical stores. These constitute the top five reasons for their grocery shopping preferences.

To enhance the reliability and robustness of our research findings, we conducted a reliability assessment for Likert scale questions. This involved presenting respondents with a set of statements and a Likert scale to gauge their level of agreement. We evaluated the internal consistency reliability of our scale.

All items exhibited positive Corrected Item-Total Correlations, affirming their positive correlation with the total score, as anticipated. The Cronbach's alpha values were notably high, ranging from approximately 0.956 to 0.961. These values indicate an outstanding level of internal consistency reliability. This implies that the items in our Likert scale effectively measure the same underlying construct. The Scale Mean and Scale Variance if Item Deleted offer supplementary insights into how the removal of each item might impact the overall scale statistics. Table 3 below presents the reliability statistics.



**Table 3: Reliability Statistics**

Item	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I prefer to select my groceries personally to ensure quality and freshness.	38.52	175.747	0.639	0.961
I am concerned about the quality of groceries purchased online	39.12	170.288	0.829	0.957
I worry about receiving near-expiry or expired products when buying online	39.16	176.075	0.685	0.96
I am skeptical about the accuracy of product descriptions and images online	38.94	173.006	0.769	0.959
I find it challenging to trust the reliability of online grocery vendors.	38.92	170.579	0.901	0.956
I prefer to support local grocery stores and businesses	38.84	170.116	0.823	0.957
I am concerned about the privacy and security of my personal information when shopping online.	39.01	172.394	0.726	0.96
I am unsure about the process of returning or exchanging groceries bought online	38.95	169.018	0.881	0.956
I find the delivery charges for online groceries to be expensive	39.09	171.78	0.769	0.959
I enjoy the experience of physically going to the grocery store	38.82	170.634	0.825	0.957
I believe the prices of groceries are better in physical stores	38.89	174.523	0.772	0.959
I am not confident in the timely delivery of online groceries	39.18	168.755	0.827	0.957
I am not aware of the online grocery shopping options available in Vijayawada	39.08	175.812	0.672	0.961
I perceive that online grocery shopping is time-consuming or requires more effort	39.22	168.577	0.855	0.957

Considering this item analysis, our Likert scale demonstrates robust reliability and effectiveness in assessing attitudes and perspectives pertaining to online grocery shopping. These findings affirm the sound construction of our survey instrument, affirming its suitability for our research objectives.

**DISCUSSION**

This research presents a comprehensive exploration of consumer perspectives on online grocery shopping, shedding light on the multifaceted dynamics of this growing retail sector. The study's demographic composition, methodology, and key findings offer valuable insights into the preferences and concerns of individuals who abstain from online grocery purchases.

The sample, comprised of 100 respondents, provides a diverse cross-section of the population. The age distribution reveals a preponderance of individuals aged 25-34, reflecting the demographic trends of the digital age. A notable majority of respondents are male, and a substantial proportion hold bachelor's degrees or higher. These demographic features provide a holistic view of the sample.

Likert scale analysis was the primary tool employed to gauge

attitudes and opinions surrounding online grocery shopping. The mean scores obtained for various dimensions, such as Quality Concerns, Trust and Reliability, Privacy and Security Concerns, Return and Exchange Process, Cost Considerations, Convenience and Effort, Local Support and Preferences, and Awareness and Information Gaps, offer an insightful snapshot of the respondents' perspectives.

One striking finding is the strong preference for personally selecting groceries to ensure quality and freshness, emphasizing the tangible experience of traditional grocery shopping. Similarly, the enjoyment of the physical store experience suggests a continuing fondness for in-person shopping. However, variations in agreement levels within the sample underscore the diversity of viewpoints.

Trust and reliability concerns with online vendors are evident in the mean scores, indicating the need for greater assurances in this domain. Privacy and security apprehensions are also significant, emphasizing the importance of safeguarding personal information. Additionally, the perception of online shopping as time-consuming or labor-intensive raises considerations for the user-friendliness of online grocery platforms.





Intriguingly, the analysis identifies the top five drivers of grocery shopping preferences, encompassing a preference for personal selection, enjoyment of physical store visits, support for local businesses, and perceived better pricing in physical stores. These findings present valuable insights for retailers and policymakers.

To ensure the reliability of our research findings, a thorough assessment of the Likert scale was conducted. Exceptionally high Cronbach's alpha values validate the internal consistency reliability of our scale, reinforcing the robustness of our conclusions.

In summary, this research enriches our understanding of consumer behavior in the online grocery shopping landscape, emphasizing the diverse perspectives and concerns that shape individual preferences. The study's findings have practical implications for both industry stakeholders and decision-makers, offering a nuanced view of this evolving retail sector.

## CONCLUSION

In conclusion, this research offers a comprehensive exploration of consumer perspectives on online grocery shopping. Through a detailed analysis of a diverse sample of 100 respondents, we have gained valuable insights into the attitudes, preferences, and concerns that influence individuals' decisions to refrain from purchasing groceries online.

Our findings highlight a strong inclination towards the traditional, hands-on approach of personally selecting groceries to ensure quality and freshness. Additionally, a significant proportion of respondents expressed a fondness for the physical store experience, emphasizing the enduring appeal of brick-and-mortar shopping. Trust and reliability emerged as paramount concerns, with many participants expressing reservations about the credibility of online vendors. Privacy and security concerns further underscored the need for robust safeguards in the digital shopping landscape.

Notably, our research identified the top five drivers of grocery shopping preferences, shedding light on the factors that hold sway over consumer decisions. These insights provide valuable guidance for retailers and policymakers seeking to enhance the online shopping experience. Furthermore, the exceptional internal consistency reliability of our Likert scale analysis reaffirms the effectiveness of our research instrument in measuring the underlying construct. This attests to the robustness of our findings and the validity of our conclusions.

In essence, this research serves as a valuable contribution to the field of online grocery shopping, offering nuanced insights into consumer behavior and preferences. As the digital landscape continues to evolve, understanding these dynamics will be instrumental in shaping the future of grocery retailing. We hope that our findings will not only inform academic discourse but also provide practical guidance for industry stakeholders, ultimately

enhancing the online grocery shopping experience for consumers.

## LIMITATIONS

While this research provides valuable insights into consumer perspectives on online grocery shopping, it is important to acknowledge certain limitations.

Firstly, the study's sample size of 100 respondents, while representative of the population under investigation, may not fully capture the diverse range of attitudes and preferences that exist within the broader consumer base. Future studies with larger sample sizes could offer more comprehensive insights. Secondly, the data collection process relied on self-reported responses, which may be subject to response bias. Additionally, the study focused on a specific geographic location (Vijayawada), which may limit the generalizability of the findings to other regions.

Furthermore, the study primarily utilized a Likert scale analysis to measure attitudes and opinions. While this method is effective, it may not capture more nuanced or complex dimensions of consumer behavior. Lastly, the research focused primarily on barriers to online grocery shopping. Future studies may benefit from exploring facilitators and incentives that could encourage consumers to embrace this mode of shopping.

## FUTURE RESEARCH

Building on the insights gained from this study, several avenues for future research emerge.

**Cross-Cultural Perspectives:** Conducting similar studies in different cultural contexts can provide comparative insights into how consumer attitudes towards online grocery shopping vary across regions.

**Qualitative Exploration:** Incorporating qualitative research methods, such as interviews or focus groups, can offer deeper insights into the underlying motivations and emotions that influence consumer preferences.

By addressing these areas, future research endeavors can further enrich our understanding of consumer behavior in the evolving landscape of online grocery shopping.

## REFERENCES

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