



A STUDY OF CUSTOMER PREFERENCES FROM OFFLINE TO ONLINE GROCERY SHOPPING IN UK

A Dissertation

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University of Wales: Trinity Saint David
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In Partial Fulfillment of the Requirements for the Degree of MBA

by

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PRIFYSGOL CYMRU
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Master's Degrees by Examination and Dissertation

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1. This work has not previously been accepted in substance for any degree and is not being concurrently submitted in candidature for any degree.

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Abstract

This research study aims at comprehending the change in customer's preferences of shopping of grocery in UK from offline to online. Shopping grocery online is a new way of buying products for household use. Customer's preferences depends upon convenience, quality of products, pricing policy, range of choices, time saving, discount and deals, easy and convenient shopping, friends and family's recommendations etc. any of these factors may switch customers preferences from offline to shopping grocery online . With new and great inventions in e-technology and rise of internet users make shopping online widely use in all over the world. Consumers who are less familiar with technological devices find it difficult to trust today's technology; these include, domestic housewives. This study provides the future insight of shopping online in many ways. Data is collected by a well-defined questionnaire showing the influencing factors of shopping grocery online. This research study provides the prevailing shopping online tendencies and perception of people towards shopping grocery online. Rise of scope of shopping online superseded traditional shopping (offline shopping) modern people think offline shopping is a tough and time taking. Awareness and knowledge of internet and e-technology can make shopping online more effective. Overall findings from the collected data highlighted some important points which would be helpful for both online shoppers and retailers. This also helped in understanding consumer's needs and preferences in shopping grocery online. Present tendencies shows that future of shopping grocery online is brighter and quite satisfactory.

Keywords: Consumer's preferences, shopping grocery online, UK (United Kingdom), convenience, traditional shopping (offline shopping), influencing factors, e-technology, awareness and knowledge

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Introduction

Shopping in all times is a very active and interested trend in the market all over the world. Shopping means buying of goods and products from any store or shop, these goods are regularly used items at home offices and at many other places. While shopping a buyer usually compares a variety of attributes, including suitability, quality, price and style along with many other things of consumer convinces and choice.

Normally shopping two main modes are adopted these are offline and shopping online. Each of them have its own prospects and challenges. Shopping online is increasing the output every passing year and is trending in the all over the world. Offline shopping where a customer need to move personally to every store and shop to shop items, while online is rather easy and comfortable mode of shopping for anybody. There are certain things that made shopping online more convenient are easy access, save time and manpower, no transport problem and most important is its 24/7 availability.

In late 90's and early 20th many economist, experts and companies believed that e-commerce (it is an activity of selling and buying of products online or over on internet) would have both positive and negative sides. It may flourish or threaten to the traditional retailers (physically visits the shops and store to buy the products with tangible and trial ability). They think that shopping online have significant superiority over traditional shopping in terms of more convenience, lower price and more information. Online retail spend will grow 14.9% this year (2018), to account for 20.6% of total retail and almost L96 billion (\$124 billion) [1]. Main aims and objectives of this research is to analyze the preferences of the customers while switching from offline to shopping online. Here, certain are the questions which need to be discussed to check the preferences of the customers.

Preferences of Customers

1. What are main factors that switch a customer from offline to online?
2. Does unavailability of the brand online change the customer's taste and preference?
3. Do they (customers) remain promising to the brand while shopping online?
4. What is most important for a customer while shopping offline or online, customer's choice or their convenience?
5. Do they change their taste or choice just because they don't have time to get it offline and online it is unavailable?

6. What type of customers are more interested in shopping online?

These are certain questions that need to be answered in this research paper. In other ways these can also be called the main aims or determinants of this research.

There are two sides of this research. On one side there is change in preferences and the actual reasons for change in preferences. On the other hand there is change in preference that caused due to any ignorance or lack of knowledge. Positive reason is that if any brand does not have any shopping online facility and the customer have not enough time to pay a physical visit and got that thing and use the alternate of that thing then the preferences may change, this cannot be counted as disloyalty to the brand. On the contrary if a person does not have enough knowledge of brand and the not aware of the browsing and web using and order differently every time. A person who have more interest in internet exposure he will shop online more than a person who don't have enough experience and interest in internet using.

As the area in this research is UK so to find out the preferences of the customers in shopping online we should keep in mind all the possible factors that may effects the mode of shopping or shopping. UK is a rich country with nominal GDP per capita \$42,681 (2018) with a growth rate of 1.4% and ranked 17th in 50 countries [2]. About 51% of consumers prefer shopping online than offline. Very few of them exactly knows what to buy while offline but many of them browse often and every time they shop, this is the main reason people said that they don't get the same as they order. Main reason of not getting same as they order is that they change the brand or they don't know what to buy while shopping. Shopping online can only be done successfully if a person have enough knowledge about the products [3].

Among all the trade done online, grocery trade has a lot of importance and use technology frequently to save time and seek convenience. The customers belong to new age and are better educated and are risk taking, they opt new things and try a new and easier solution to every problem regarding shopping grocery. Customer preferences may change while shopping from offline to online. This change may be due to some genuine reasons but some call this change disloyalty. For example if a brand does not offering online services and the customer don't have enough time to visit a store physically and get that product in these circumstances the preferences of the customers may change. Political and economic condition of the country may change the preferences of the customers. Today in UK the main issue that is effecting business either offline or online is Brexit. Due to Brexit business effected badly in UK. This Brexit may be beneficial for the people of UK in near future but in these days this make the economy of UK weak and unstable. Many economic activities have been stopped in UK.

21st century is the age of technology and digitization where everything is possible everywhere, where everything is available online from groceries to gadget. People way of living has changed, life is more vibrant. Everyone wants to seek ease and comfort in his life from shopping grocery to greatest business deals. E-technology has provided much ease and comfort to the modern man. This may change the person's preferences too, according to their ease. Loyalty to any brands in shopping grocery in UK depends upon the comforts of the people. In this world when modern man does not have enough time to make any relation to human beings a longer and durable then how can one expect that the people will remain loyal to a single brand when they had better option and easy access to other brands. Customer's preferences from offline to shopping online in UK can be change under certain possible atmosphere conditions and availabilities.

The suggestions of the people around us and the peer group is also a big factor to change the preferences and the way of communication to seek knowledge for the customer behavior and preferences. As Allsop, D. T. et al., (2007) [4] says that one of the peers to peer communication with high influential channel is the Word-of-mouth or e-word of mouth. This suggestions sometimes plays the role of e-word.

Aims and Objectives of the study

Following are main aims and objectives:

1. To determine influencing factors that switch customer's preferences in shopping grocery online in UK.
2. How far shopping grocery online remain successful in superseding traditional shopping (offline shopping).
3. To determine customer's loyalty in shopping online grocery.
4. To find customer's views about best retailer's website for shopping grocery.
5. To find who are more active in shopping grocery online male or female.

Literature review

Literature review is basically based on the concepts and researches done by other researchers on the following topic of concern. Here, topic is shopping grocery online and change in preferences of the people in UK. Many Researchers have done a lot on online grocery, how consumers adopt a new buying behavior and what compels them to change their behavior and preferences. Now the world is of e-commerce technology and everybody like to have an access on everything just within their touch. This increasing scope of digital boards has got many element and physical stores worried for digital presence as new digital players are taking away the place and money they made in the form of consumer's share the wallet and are making presence in consumers mind, just with the distance of one touch.

As Raijas and Tuunainen, (2000)[5] says for most customers shopping grocery is a routine activity repeated at regular and frequent time intervals and often involves a wide array of products. For everything a man needed for daily use is not self-produce and depends on the mortar stores to get all those products. The economic importance of shopping grocery tied with the indication regarding competition for customers between online and offline networks makes a consideration into motivations, attitudes and preferences of the customers both in the online and the offline shopping grocery is particularly relevant. However, (Boyer & Hult, 2005) [6] says that, when compared with in-store shopping, shopping online offers greater convenience by making shopping possible from anywhere, at any time, with competitive reduce food miles, saving time, convenience, prices, providing broad choice and it gives access to a large range of stores.

(Huang & Oppewal, 2006) says, [7] In terms of e-shopping grocery, some of the main factors that influence consumer's choice not to shop online for groceries are lack of internet access, delivery charges, less enjoyment, barrier to social aspect, time available for shopping and issues surrounding security and privacy.

While shopping groceries for home and daily uses, customers are very much concerned about the recognition, information and evaluation. In this context information gathered from online reviews is worth-mentioning. No decision can be made only by seeing the products but online reviews of the other customers also play an important role while making any decision about purchasing any product online. These information and reviews also play a critical role for change in preferences or making new preferences.

The quality of product at the online websites and offline stores vary a lot and then this controls the regularity of shopping online. Quality also carries good affecting nature over any kind of shopping that can't be compromised at any condition. For any consumer or buyer quality of the product is first concern as for this quality customers spent a sum of huge money on the product. Mahajan Supriya and Siani neelakshi (2018)[8] says, qualities are the primary needs over any kind of purchasing and it is somewhat secure or kind of guarantee about the product preferred or give a good sense of buying. Quality of any product is considered the main factor that can influence the preferences of the people. As Supriya Mahajan et al, indicate this quality as the primary need of the customers. Attainment of high quality products urge people to change the preferences.

There is no limit of offline or online, but when the customer have more access to number of brand just on one touch then preferences might be changed. In shopping online customers gathered information from websites but the information given in website may not be correct or may not be appropriate. Full information about quality of product may not reach to customer. Hence it will affect online buying of the customers (Mahajan Supriya and Siani neelakshi 2018) [8]. Another influencing factor is media today media and especially social media plays an important role in attaining information, this information directly affect the online buying of the customers, by switching their preferences. Consumers who purchase online groceries perceive that this mode of purchase is different from purchasing the same products from a brick and mortar store.

Hansen (2005) [9] says that, the experience consumers receive while shopping for groceries online is quite different as it provides consumers with several benefits including convenience, time saving and any time ordering facility from anywhere. Saleem mariam, muteen mariam et.al (2018) [10] explains, the four primary factors which can be studied in order to gauge the consumer's attitude towards online grocery are; Perception: How do local consumers perceive grocery online? Awareness: Are local consumers even aware of such a concept of buying online groceries? Readiness: On what readiness stage are the local consumers in terms of online grocery buying? Willingness: Are local consumers willing to try the grocery online? (Buying Readiness Stages: Awareness, Interest, Desire and Action) Attitude towards the grocery online buying can be said positive if aforementioned four factors are high/positive. That means for the attitude to be positive, a local consumer should have acceptable levels of awareness, the positive perception, and the positive willingness and should be at least the interested in doing online groceries. In light of these four factors the preferences of the customers also changed. With awareness the preferences also changed, when a customer is willing to buy a certain brand for grocery the preferences may also switched.

In grocery sector, online channel provides the additional purchasing mode which is complimentary to traditional in the store mode. Ring and Tigert (2001) [11] suggest that the customers will not necessarily replace one channel for other completely; in fact they argue that the customers will continue to shop as they have in past, regardless of existence of high technology and online environment. When a person is loyal to any brand nothing can change the preferences of the customers. In a way shopping online is only a compliment to the traditional mortar store shopping. McGoldrick and Andre, (1997) [12]; Knox and Denison, (2000) [13]; Koch and Cebula, (2002) [14] says that switching behavior patterns are widely observed in in-store grocery shopping research due to the several factors.

Degeratu, Rangaswamy and Wu's (2000) [15] suggests that comparison of the choice of consumer behavior in traditional and the online supermarkets is of particular interest. Harris, P. and Usuriaga, D (2017) [16] found that most of the shoppers of online grocery shop in a single or primary supermarket, thus the suggesting that switching between the retailers is less prevalent in the grocery online channel than in its equivalent to the offline.

The expansion and advance of internet is as a stand for dealing makes it the possible to examine whether the cross buying patterns or changing behavior are present in existing forms of dealing such as online grocery trading. Alba *et al.*, (1997) [17]; Tat-Keh and Shieh, (2001) [18] suggests that shopping online for the food is particularly the different from any other products the trading online of food is different from shopping grocery and any other product as it have its differential features from any other online selling products, as it includes unpreserved properties and the other fast moving consumer goods.

Relatively little research has discussed the issue of faithfulness transfer from offline to shopping online grocery. An exception is the work of Rafiq and Fulford (2005) [19] which was the first study to assess how the offline loyalty transfers to online channel. Bhatnagar, Misra and Rao (2000) [20] measure how demographics, vender/service/ product characteristics, and the site quality influence consumer's attitude towards shopping online and consequently their online buying behavior. They report that convenience the Internet affords and the risk perceived by the consumers are related to the two dependent variables (attitudes and behavior) positively and negatively, respectively. Demographics characteristics and website quality also directly influence the behavior and preferences of the customers in UK. These are some important features of shopping online that tend our young generation toward shopping online. When a customer finds all the privileges regarding privacy and ease then preferences may also be switched.

Theoretical Framework

This research study focuses on the Behavior of consumer's in shopping online grocery. Normally, the process of services for consumer buying and products are regarded as the consumer behavior (Batra, 2017) [33]. The sales growth of an organization depends on the proper evaluation of consumer behavior and offers them the quality services and goods that positively affect the behavior of consumer (Kunkel and Berry, 2018) [34]. According to Batra (2017) [30], the behavior of consumer largely depends on economic condition of consumer, sociological condition of the consumers and psychological factors of the consumer.

Theory of EKB

EKB five stage model of the consumer behavior as decision process (Engel, Kollat and Blackwell, 1978) [35] helps to understand the consumer behavior while making the choice of purchase and decision. These five stages are the most widely accepted, as evidence in a majority of consumer behavior textbooks (see, for example, Assael, (1998) [36]; Blackwell, Miniard, & Engel, (2005) [37]; Hawkins, Best, & Cooney, (2005) [38].

The process of EKB model starts with need recognition, where any consumer faced an imbalance between the state of actual and desired need of any services and products which stimulate toward search for that need. After that consumer search for the information about various alternatives available to satisfy his/her need. After finding many alternatives consumer generate a set of preferred alternatives.

In this process consumer use information stored in his memory and in gathered through outside sources (media, friends and family, retailer's websites etc.) and make a choice.

This preferred choice help a consumer to make purchase, purchase is done on the basis of choice made by using information. This purchase bring an outcome (post-consumption consideration) which results into different responses.

This outcome may be a comfort level of satisfaction, dissatisfaction intensity, regret, process satisfaction or any other emotional response. All these possible outcomes guide any consumer in further purchase choice.

EKB Five-Stage Model of Consumer Behavior as Decision process

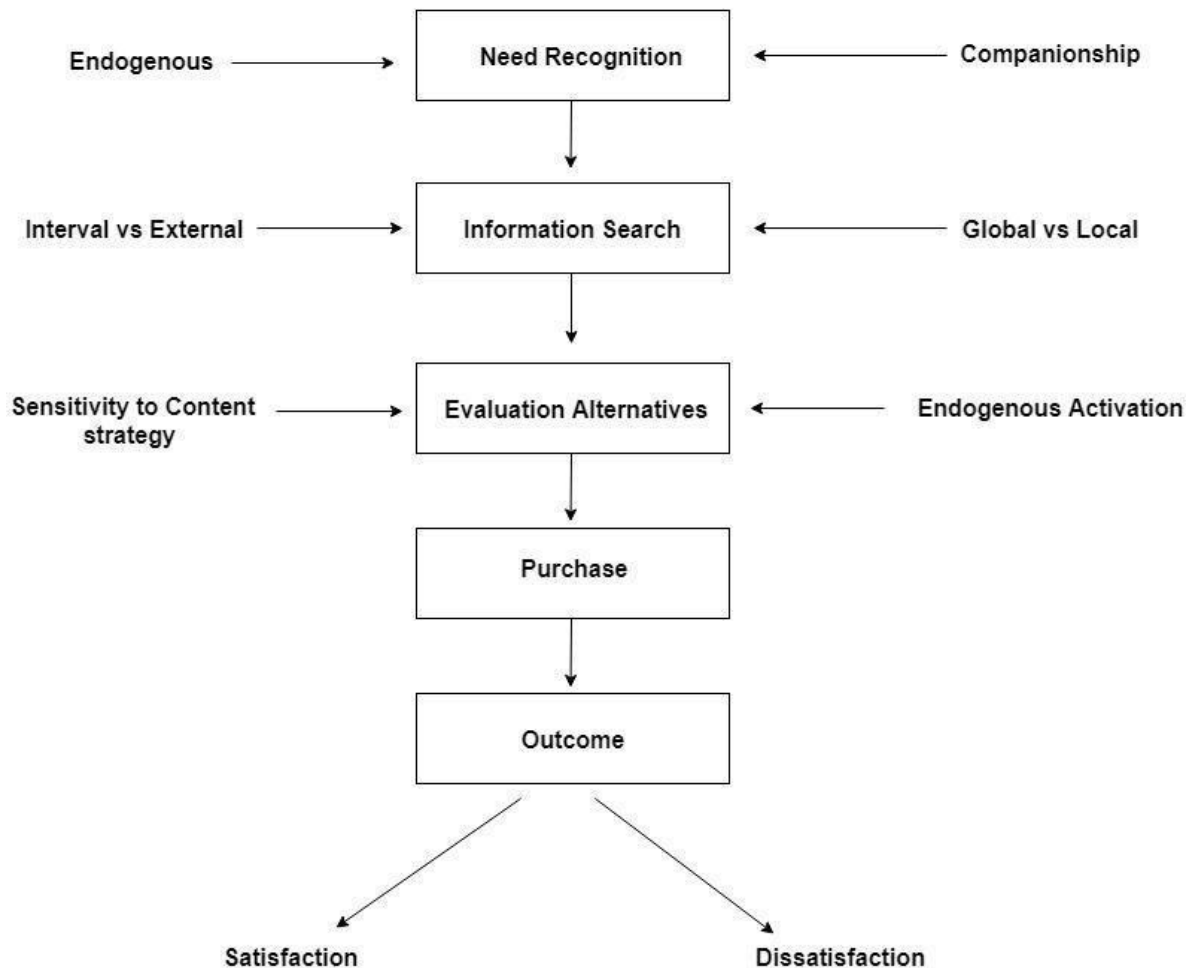


Figure 1EKB model of consumer behavior as decision making process in shopping online grocery.

This consumer behavior model is influenced by the many external factors in shopping grocery online in UK.

These external factors are categories in four parts;

1. Individual characteristics
 - a. Motives

- b. Values
 - c. Life style
 - d. Personality
- 2. Social Influences
 - a. Culture
 - b. Reference group
 - c. Family
- 3. Situational and Economic Factors
- 4. Online Environment
 - a. Web Site Quality
 - b. Web Site Interface
 - c. Web Site Satisfaction
 - d. Web Site Experience

All five stages of EKB model are under influence of all these external factors there making decision making process in shopping grocery online a tough phenomenon.

According to Yang, (2001) [39] EKB model has three advantages, which includes:

1. *Thoroughness.* The EKB model contains fairly complete variables, which are capable of explaining entire processing of consumer behavior.
2. *It is process oriented.* The EKB model has rather relevant variables, which are collected with signs, are easier for researchers to confirm the relationship of variables, and also benefit hypothesis development and research result interpretation.
3. *The dynamic feature.* The EKB model combines many scholars and experts' opinion towards consumer behavior and perform many revisions; therefore, is considered as fairly thorough consumer behavior model. The EKB model contain four major parts, which includes: information involvement; information processing; decision processing; and variables of decision processing.

Theory of Planned Behavior

Ajzen (2015) [40] describe about the Theory of Planned Behavior and said that “in the TPB, the immediate antecedent of a particular behavior is the “intention” to perform the behavior in question. This intention assumed to be determined by three kinds of consideration and beliefs”. The first is “behavioral belief” and refer to the perceived positive or negative consequences of performing the

behavioral and “subjective values or evaluations of these consequences. In their aggregate, behavioral beliefs that are readily accessible in memory lead to the formation of a positive or negative “attitude toward the behavior”. A second kind of consideration has to do with the perceived expectations and behaviors of important referent individuals or groups, combined with the person’s motivation to comply with the referents in question. These considerations are termed *normative beliefs*, and the normative beliefs that are readily accessible in memory combine to produce a perceived social pressure or *subjective norm* with respect to performing the behavior. The third type of consideration, *control beliefs*, is concerned with the perceived presence of factors that can influence a person’s ability to perform the behavior”.

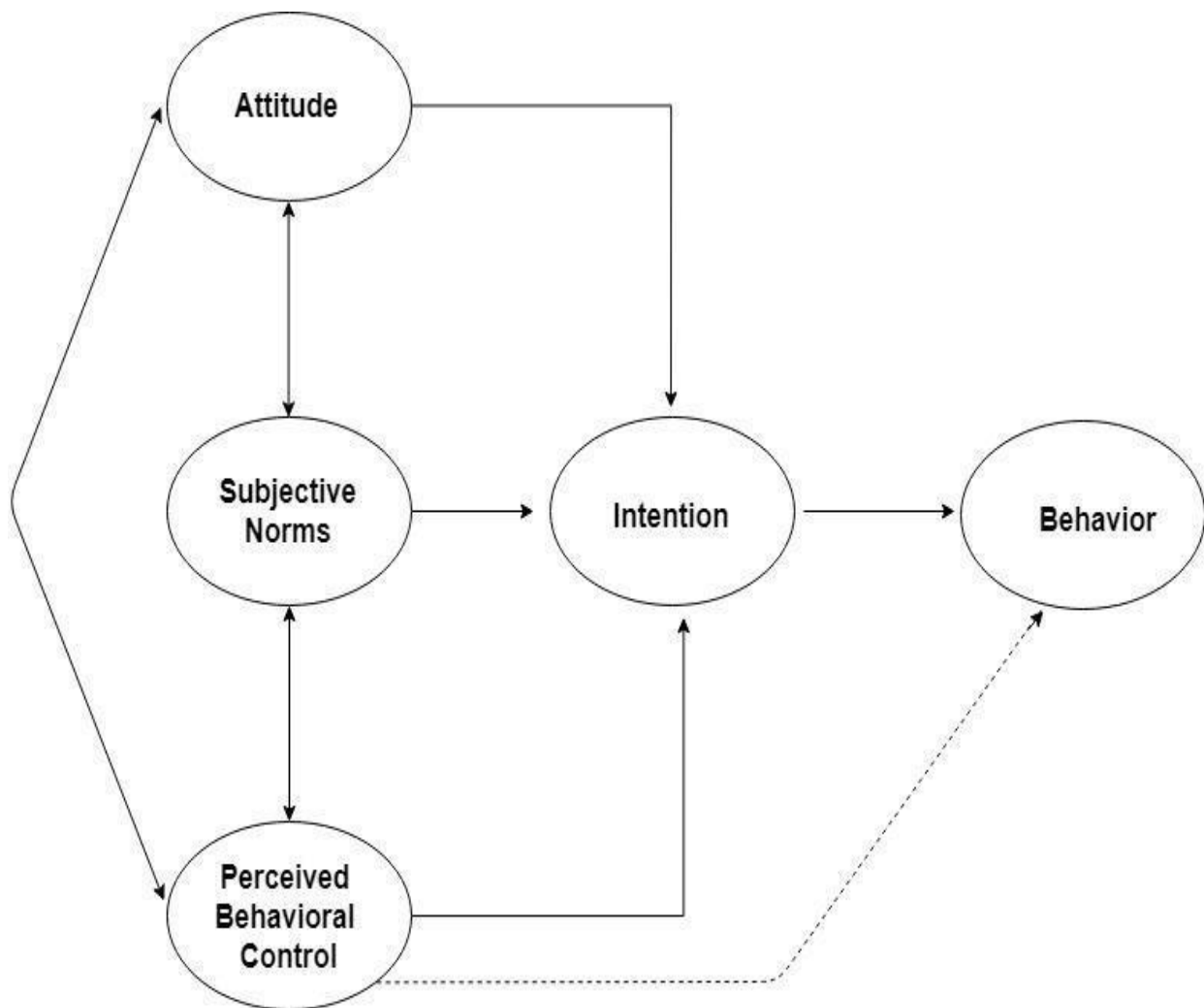


Figure 2 Theory of planned Behavior

Theory of the planned behavior explain that subjective norms, attitude and perceived behavioral control collectively shape the individual behavioral intention and behavior.

Theory of Maslow's Hierarchy of Motivational Need

Maslow's hierarchy of motivational need (1954) [41] explain the effects of need on the buying of the consumers. According to this theory people act to fulfil their need based on five-part priority system including; psychological needs, safety needs, survival needs, esteem and self-actualization.



Figure 3 Maslow's hierarchy of motivation-need

This theory explain the needs of the consumer which are an important factor in defining their behavior towards any product and brand. Usually consumer buy any product and services to fulfil one or another need from the hierarchy of motivation need. During shopping consumers make choice and purchase products which satisfy their different needs.

Theory of Hawkins Stern Impulse Buying

Hawkins stern impulse buying (1962) [42] explain the consumer behavior in sudden buying impulses. "Hawkins established four categories of impulse buying which are driven directly by external stimuli and have no relationship to traditional decision making". These impulses are pure

impulse, reminded impulse, suggested impulse and planned impulse. During shopping these four impulses play important role in making choice and in purchase.

Hawkins Stern Impulse Buying Theory

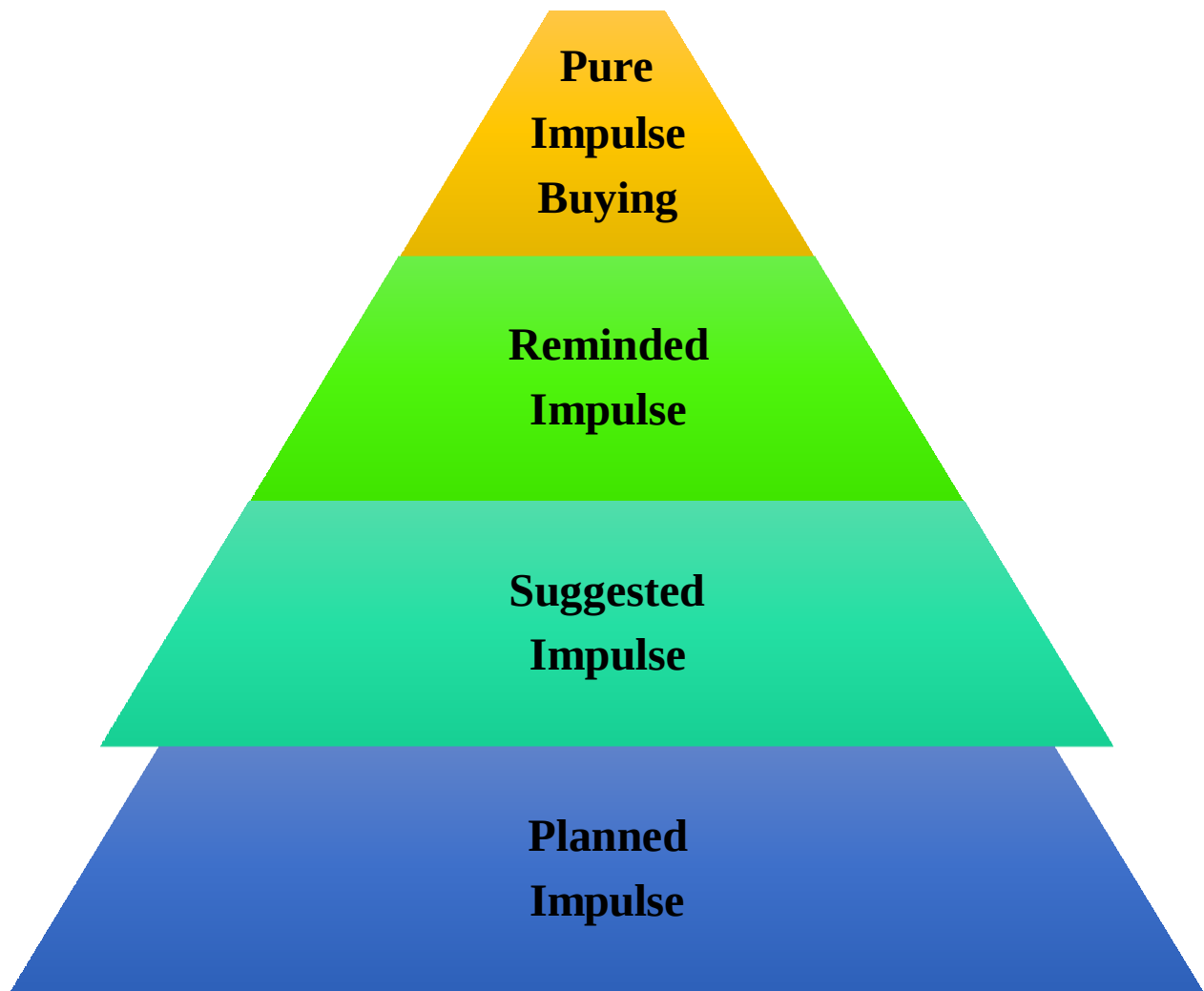


Figure 4 Hawkins stern impulse buying theory

These impulses are directly describes the consumer behavior while shopping. Mattila and Wirtz (2008) [43] found that store environmental stimuli such as social factors (perceived employee friendliness) positively impact impulse buying.

All these consumer behavior theories explain the behavior of the consumer, how consumer making purchasing decision and show retailers how to satisfy the needs of consumer according to their predictable behavior.

This consumer's behavior is the result of following factors:

Psychological factors

Psychological factor include thinking process of the consumer in which motivation, liking disliking, personality, attitude of the consumer, interaction of friends and family and also cost and feature of the product are also included. When a customer make choice and purchase anything based on his personal experience or habitually used to do the same thing it is his personal factor.

Internal factors

Internal factors of the consumer's behavior involves demographics, lifestyle, personal belief and attitude toward any product.

External factor

External factors of the consumer's behavior includes reference groups of the consumers, culture and social status of the consumers. Sometime a group of people, friends and family recommendations and in modern day social media culture and social status influence the consumer's behavior in making choice and switching preferences whether in online or offline shopping.

This research is based on the all factors which influenced consumer's behavior.

Research Methodology

Sources of data

For this research both primary and secondary data is used. The primary data is collected by the customers both residents and non- residents of UK by using a well-constructed questionnaire. While secondary data is collected from related work done on this subject; in the form of Books, Journals and from various well known websites.

Qualitative Research method

Research method used in this research is qualitative research method. The reviews of the customers in switching customer's preferences are based on quality framework. Questionnaire set for this piece of study is comprised of the qualitative analysis determining the reviews of the customers in quality i.e. agree, strongly agree, neutral, disagree and strongly disagree. Customer's preferences is better analyzed by qualitative research method.

Research Design

Descriptive Research Design has been used in this research, as by using this research design desired aim and objectives of the study can be achieved.

Sampling Size

For this study, 50 customers have been taken as the sample. The sample has been collected from both residents and non-residents of UK belong to different age group, profession and varying monthly income.

Sampling Technique

Convenience sampling technique has been used in this study. Customers are selected according to convenience sampling technique.

Questionnaire:

Gender:

- a. Male
- b. Female
- c. Other

Age?

- a. 15-20 years
- b. 21-25 years
- c. 26-30 years
- d. 31-35 years
- e. Above

Education?

- a. High school
- b. Bachelor's degree
- c. Master degree
- d. PhD degree

Occupation?

- a. Student
- b. Professional
- c. Housewife
- d. Other(s)

Monthly Income?

- a. 200-300 GBP
- b. 300-500 GBP
- c. 500-800 GBP
- d. More than 800 GBP

Residency?

- a. Residence of UK
- b. Non-residence of UK

Which one is most appraised online grocery store in UK?

- a. AmazonFresh
- b. Sainsbury's
- c. Tesco
- d. Asda
- e. Ocado

Questions	Agree	Disagree	Neutral	Strongly Agree	Strongly Disagree
1. There are some factors of switching preferences from offline to online i.e price factor, time saving, convenience and choice etc. These factors influence the customer preferences in shopping online grocery?					
2. Shopping online is more convenient i.e. free product delivery and save time?					
3. Shopping grocery online provides range of choices to any customer this range of choice switch the preferences from offline to online in UK?					
4. Shopping grocery online provides good deals and discounts on products this may influence the customer and switch their preferences?					
5. Promotion ads of the grocery products and brands on web is an influencing factor in switching preferences?					
6. The description of any grocery product on the website is much accurate to satisfy a customer?					
7. In shopping online wrong products are delivered as ordered i.e it varies size, color and sometimes product is completely changes?					

8. In shopping grocery online products received are often damaged this affect customers Preferences from offline to online?					
9. In online grocery shopping the products received are too near to expire than to use?					
10. Customers prefer online shopping grocery only because the prices are lower than actual prices?					
11. Friend's recommendations is more influencing in switching preferences in shopping online than information got on web or any other media?					
12. One switch the preferences in shopping online as customer saw the benefit of the products or seen someone doing the same thing in its neighbors?					
13. People does remain loyal to the brands while shopping online i.e customers do not switch their preferences from offline to online?					
14. Shopping grocery online is more secure than offline shopping, there is issue of cash and carry this may switch customer's preferences from offline to online?					
15. Shopping online with all its benefit, will eventually supersede traditional shopping (offline shopping)?					

16. New online grocery stores with every new day switch customer's preferences from offline to online in UK?					
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Findings

This section contains the analysis of data collected during the survey. Different questions are set which are often seen as the influencing factor in the online and the offline shopping and also switch the preferences of the customers. Results of those questions are discussed in this chapter. Data is analyzed by using Google form. By using Google form, data is evaluated with high accuracy and very low chances of inaccuracy

Demographic Profile of Respondents

Gender:

- A. Male
- B. Female
- C. Other

50 responses

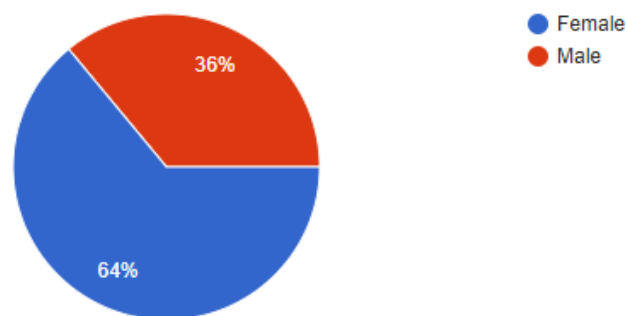


Figure 5 Gender of Respondents

Figure 5 shows Gender of the respondents, it describes that in our research sample (64%) are females and (36%) are males from which data is collected. Views of female in this shopping grocery are more important than male. It is common notion that females are more indulge in shopping, whatever way they adopt either offline or online.

Age?

- A. 15-20 years
- B. 21-25 years
- C. 26-30 years
- D. 31-35 years
- E. Above

50 responses

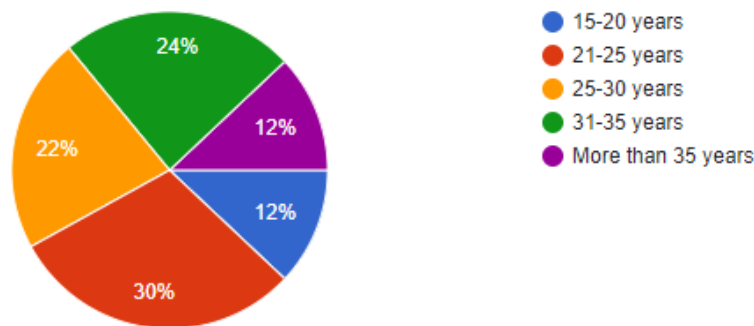


Figure 6 Age of Respondents

Figure 6 analyze age of the respondents, from the collected data we analyzed customers from different age groups. These varying age groups analyzed that people from which age group are more respondents and are active in shopping online. In this data customers from age group 15-20 years are (12%), age group from 21-25 years are (30%), age group from 26-30 years of age are (22%), age group from 31-35 years are (24%) and customers more than 35 years of age are only (12%). The respondents of age 21-25 years are greater in number of all other. The respondents of age 15-20 years and more than 35 years are in lowest number having same ratio i.e 12% of each of the data.

This also analyze that customers less than 20 years and more than 35 years are not much interested in shopping either online or offline. Majority of the customers of age between 20- 35 years are mostly active in shopping offline and online. Customers between this age group is also very much conscious for the best quality and standard of the product and often seen switching preferences for better quality and high standard. Therefore we selected maximum number of customers between age group 20-35 years, having maximum percentage of data i.e 76% of the data.

Education?

- A. High school
- B. Bachelor's degree
- C. Master degree
- D. PhD degree

50 responses

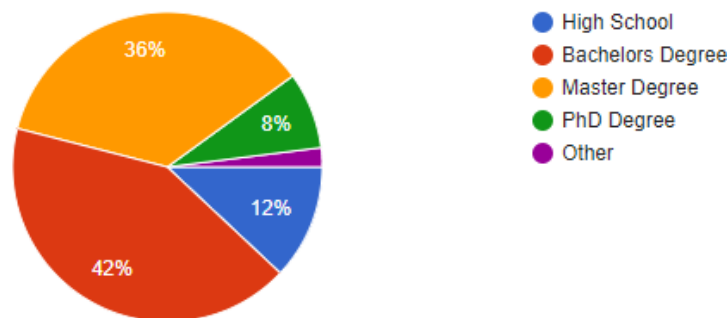


Figure 7 Education of the Respondents

Figure 7 shows the education of the respondents. Here we selected respondents from different education standards i.e high school, bachelor's degree, master's degree, PhD degree and others. The percentage of all these respondents are as follows. The respondents from high school are only (12%), respondents from bachelor's degree program are (42%), which is the highest number of the respondents. The respondents from master's degree program are (36%) and the respondents having PhD degree are only (8%) in numbers. There are some respondents from some other kind of education may be some diploma or less than high school of education. The percentage of these respondents are only (2%) which is the lowest percentage of the respondents.

The respondents from bachelor's degree program are in highest number (42%). At this age group and education standard customers are more interested in shopping. They chose different method for shopping and also switch preferences as they seen new brands and products in their surroundings and also by the influences of their family and friends. By the above data collected it is clear that type of education and standard of education are also very much influencing factor in shopping. Customers from bachelor's degree and master's degree are maximum percentage of the respondents (42% + 36% = 76%).

Occupation?

- A. Student
- B. Professional
- C. Housewife
- D. Other(s)

50 responses

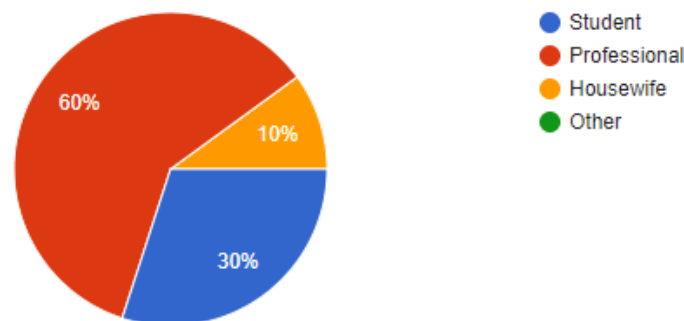


Figure 8 Occupation of the Respondents

Figure 8 describes the occupation of the respondents. We selected respondents from different occupations i.e some are students, some are professionals, and some are housewives and others.

The percentage of all these respondents belonging to different occupation are; respondents who are students are (30%), respondents who are professional in our data are (60%) and is it the highest percentage of the respondents in our collected data. Respondents who are housewives are only (10%) and this is the lowest percentage of the respondents in our selected data.

Professional are in highest percentage. This data shows that how much occupation participate in switching preferences from offline to shopping online in UK. Professionals are not busy person and don't have enough time to move to each and every store for shopping and therefore they prefer to shop online with more ease and comfort in less time. For professionals their job type and their way of living are most influencing factors in switching preferences. In our collected data students are (30%) for students their friends and family along with social media they use are influencing factor in switching their preferences from offline to online.

Monthly Income?

- A. 200-300 GBP
- B. 300-500 GBP
- C. 500-800 GBP
- D. More than 800 GBP

50 responses

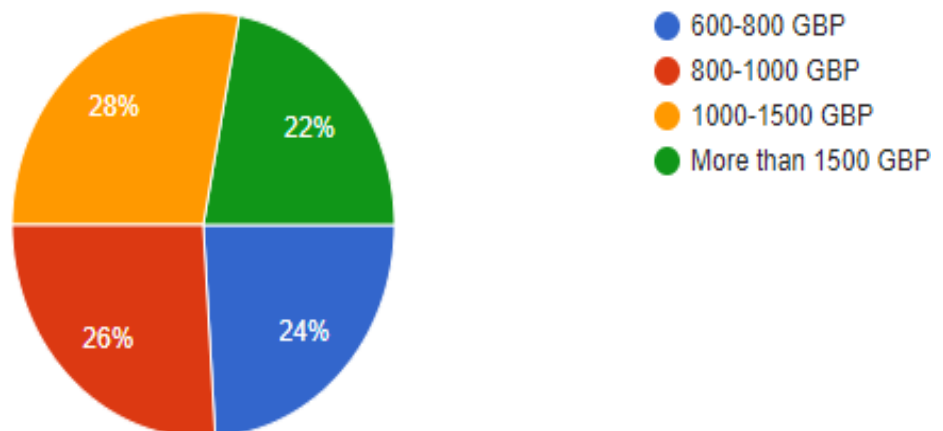


Figure 9 Monthly Income of the Respondents

Figure 9 analyze the monthly income of the Respondents. Different range of income has been set in questionnaire for analyzing. These income groups are; 600-800 GBP, 800-1000 GBP, 1000- 1500 GBP and income more than 1500 GBP. Percentage of the respondents belonging to these income groups are; percentage of the respondents having income group from 600-800 GBP are (24%), percentage of the respondents having income group from 800-1000 GBP are (26%), parentage of the respondents having income group from 1000-1500 GBP are (28%) and the percentage of the respondents having income group more than 1500 GBP are (22%). Income is most important of all, without money there can be done nothing. In shopping also Income is the most prominent and influencing factor. What customer shop and what mode of shopping they adopt depends upon the money they have in their hand. People with lavish income spend more on shopping and choose costly brands with high quality goods and standards. On the other hand a customer which have 600-800 GBP per month, and live hand to mouth, he/she does not dare to choose a costly brand with high quality and better standards of the products. Income is most influencing factor in switching preferences from offline to shopping online grocery. It is money that define everything.

Residency?

- A. Residence of UK
- B. Non-residence of UK

50 responses

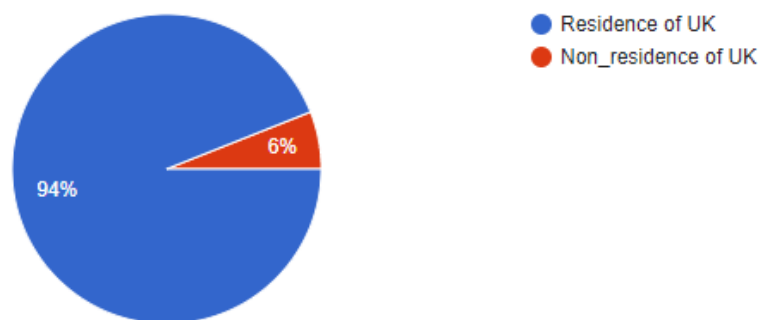


Figure 10 Residency of the Respondents

Figure 10 describes the residency of the respondents. Our research is basically concerned to the people of UK. In our research we are determining the customer's preferences of shopping of grocery in UK from offline to online. Our subjects are the people of the UK. Therefore we selected respondents which are both residence of UK and non-residence of UK. Percentage of customers which are residents of UK are (94%) and the respondents which are non-residents of UK are (6%) which is very low percentage as compared to the respondents residents of UK. People of UK can explain the very well about how preferences changes of shopping of grocery in UK from offline to online. These people are well aware of the factors influencing in switching preferences.

Which one is most appraised retailer's website in UK?

- A. AmazonFresh
- B. Sainsbury's
- C. Tesco
- D. Asda
- E. Ocado

50 responses

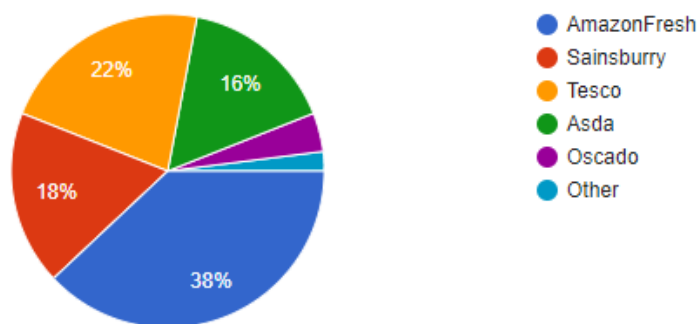


Figure 11 most appraised retailer's website in UK

Figure 11 analyze most retailer's website in UK. Some websites like AmazonFresh, Sainsbury's, Tesco, Asda, Ocado, and other are set for analyzing which website is best in UK. The responses of the respondents about these websites are as follows; percentage of the respondents which says

that AmazonFresh is best retailer's website are (38%), percentage of the respondents which says that sainsburry is best retailer's website are (18%), percentage of respondents which says that Tesco is best retailer's website in UK are (22%), percentage of respondents which are in view that Asda is best retailer's website in UK are (16%), percentage of respondents which analyze that Oscado is best retailer's website are (4%) and the percentage of respondents which says that some other are best retailer's website are only (2%). This data analyze that votes in favor of AmazonFresh are maximum in percentage (38%) and websites which acquire least percentage of votes is Oscado (4%) only. From this data we conclude that AmazonFresh is best retailer's website in UK. It is considered as most trusted and favored website according to the quality of the product and their standard. These are important thing which make any brand most favored and bestselling brand. If this website and brand compromise on the quality and standard of the product then it may switch the preferences of the customers. While switching from offline to online people remain loyal to the brand as far as the brand promise to provide their customer quality product and maintain standard of the products. In this way customer's behavior will automatically change. Customer's behavior and reasoned action toward any brand describe their preferences.

Who are more active in shopping grocery online in UK?

- A. Male
- B. Female

50 responses

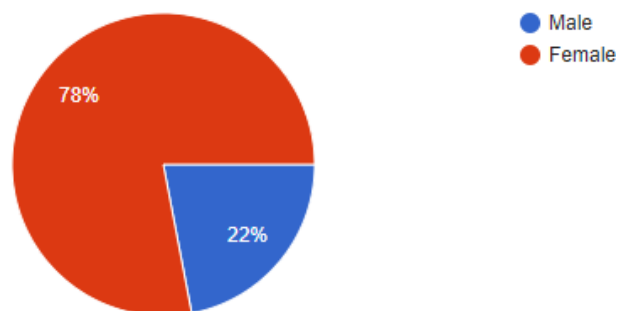


Figure 12 percentage of male and female more active in shopping online grocery

Figure 12 describes the percentage of male and female more in shopping online grocery. Above data analyzed that percentage of female is greater than male which shows that females are more active in shopping grocery online in UK. Percentage of male in shopping grocery online is only (22%) and percentage of female in shopping grocery online is (78%). There are many reasons behind higher percentage of female in shopping online grocery. Bridget Brennan [44]. “In virtually every society in the world, women have primary care-giving responsibilities for both children and the elderly (and often, just about everybody else in-between). In this primary caregiving role, women would themselves buying on behalf of everyone else in their lives”. Verdict (2004) [45] the inclusion of a male group reflects their relative importance in the market; men account for one third of the shopping online grocery. This data analyzed that female are regular buyers for groceries in shopping grocery online in UK.

1. **There are some factors of switching preferences from offline to online i. e price factor, time saving, convenience and choice etc. These factors influence the customer preferences in shopping online grocery?**

50 responses

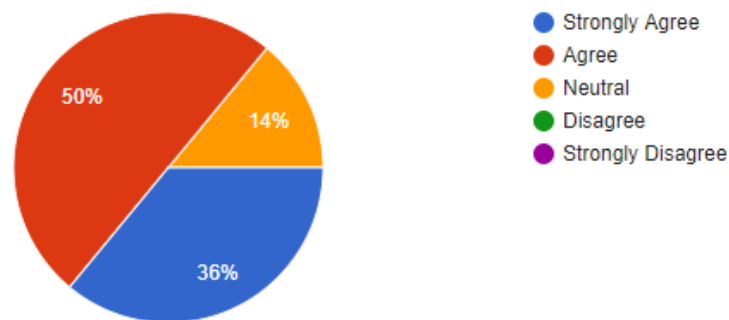


Figure 13 Price Factor, Time Saving, Convenience and Choice etc. how much effect shopping online in UK

Figure 13 shows the responses of the respondents that how much price factor, time saving, convenience and choice change customer’s preferences in shopping online grocery. Question is set as price factor, time saving, convenience and choice are switches preferences from offline to online in shopping online grocery. The analysis of the respondents are: (36%) respondents are strongly agree to it, (50%) of respondents are agree and a few percentage (14%) of the customers are neutral to these factors. No respondents shows any response to negative responses i.e. to

disagree and strongly disagree. From these results we analyze that (36%) respondents are strongly agree with that the factors mentioned above are influencing in switching preferences in shopping online grocery. (50%) of the respondents are agree to that. This explains that mostly respondents (36% + 50% = 86%) are in favor that these factors are influencing in switching preferences in shopping online grocery. William Reed (2017) [46] “Online retailers offer various schemes and incentives to entice repeat shops and drive loyalty; incentives which will either save the shoppers money, or time such as discounted prices when shoppers commit to regular, multiple orders of a product”. EKB five-stage model [35] also supports such external factors like time, convenience and ease and comforts etc. which influence the customer’s preferences in shopping online grocery.

2. Shopping online is more convenient i.e free product delivery and save time?

50 responses

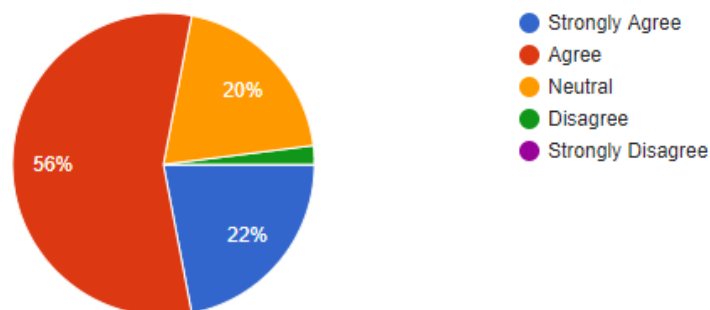


Figure 14 responses of the respondents in convenient shopping online in UK

Figure 14 explains the responses of the respondents that shopping grocery online is convenient than in-store shopping grocery in UK. Results of the data are as; (22%) respondents are strongly agree that shopping grocery online is convenient. (56%) of the respondent are agree that shopping grocery online is convenient. (20%) of the respondents are neutral they neither agree nor disagree with the point that shopping grocery online is convenient. While only (2%) of the respondents are disagree with the view that shopping grocery online is convenient. From the data collected we assess that (22% + 56% = 78%) of the respondents are in favor of convenient shopping online grocery. Shopping grocery online is convenient in many ways, it saves time and money. In shopping grocery online a customer can have many brands at a time without visiting one by one to every brick store. Shopping grocery online provides good sales and discount offers. In shopping grocery online there is no

issue of cash and carry, customer just order any product and product is delivered to the desired address without extra charges. By keeping in view all the plus points of shopping grocery online maximum percentage of the respondents are in favor of convenient shopping online grocery. Rest of (20%) of the respondents which remain neutral, are may be due to the reason that they don't have idea or have never experienced shopping online grocery. Therefore they remain neutral shows no concern. While no respondents in disagree with that shopping grocery online is convenient. This data shows that shopping grocery online is convenient in all. Ramus & Nielsen (2005) [47] online shops are always open and find shopping from home is relaxing, easy and time saving. Ajzen's theory of planned behavior [40] shows some perceived norms which explain consumer's behavior in shopping online grocery. Convenient, ease and comfort is also one of the perceived norms for modern people which shows consumer's behavior in shopping online grocery.

3. Shopping grocery online provides range of choices to any customer this range of choice switch the preferences from offline to online in UK?

50 responses

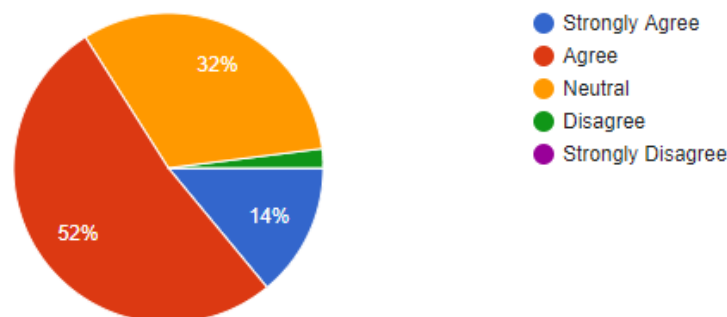


Figure 15 Responses of the Respondents that shopping online provide range of choices in UK

Figure 15 shows the responses of the respondents that shopping grocery online provides range of choices. The results collected from the respondents are as; among all those respondents only (14%) of the respondents are strongly agree that shopping grocery online provides range of choices. (52%) of the respondents are agree that shopping grocery online in UK provides range of choices. (32%) of the respondents are neutral that they do not show any response for that shopping grocery online provides range of choices. Only (2%) of the respondents are disagree and said shopping grocery online does not provide range of choices.

Maximum percentage of the respondents (14% + 52% = 66%) are agree with the idea that online shopping grocery provides range of choices. Those respondents who remain neutral neither agree nor disagree with the view that shopping grocery online provides range of choices. Those respondents either do not have proper knowledge of the website or do not know how to shop online. There may be multiple reasons behind their being neutral. This range of choices available in online grocery factor is main determinant in switching preferences from offline to online. This analysis shows the needs of the people, need for more and new quality product often switch them toward a different mode of shopping than they use. Moslow's motivational need theory of consumer's behavior [41] which of survival needs, esteem and self-actualization explain the same thing that need of a product tend customer's to change their preferences.

4. Shopping grocery online provides good deals and discounts on products this may influence the customer and switch their preferences?

50 responses

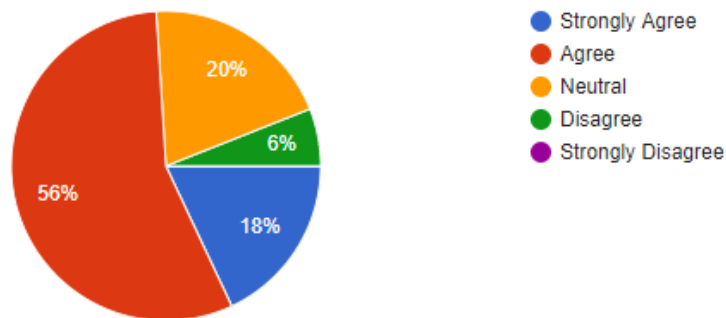


Figure 16 Responses of Respondents to shopping online provides good deals and discount on products in UK

Figure 16 analyze the responses of the respondents to shopping online provides good deals and discounts on the products. From the data collected following results are concluded. Among all the respondents (18%) of the respondents are strongly agree that shopping grocery online provides good deals and discounts. (56%) of the respondents are agree that shopping grocery online provides good deals and discounts. (20%) of the respondents are remain neutral they neither agree nor disagree with the view that shopping grocery online provides good deals and discounts. A very few percentage of the respondents (6%) are disagree that shopping grocery online in UK provides good deals and discounts. Maximum percentage of the respondents (18% + 56% = 74%) are agree with that online

shopping provides good deals and discounts. It is the strategy of the brand to give good deals to pull more customers from market and make them to visit again and again. It has seen in many researches that women prefer shopping in discounts and deals. It is concluded that shopping grocery online provides good deals and discounts and customer prefer discounted product while shopping. Ajzen's theory of planned behavior [40] of the consumer's behavior highlight the determinant that some people planed, they will shop on sales or will buy those products which are on discounts. Good deals and discounts also explains the consumer's behavior in shopping online grocery. Hawkins stern impulse buying theory [42] also support this determinant in a way that people abruptly rushed to buy products when they have good deals and discounts. This explain consumer's preferences in shopping online grocery.

5. Promotion ads of the grocery products and brands on web is an influencing factor in switching preferences?

50 responses

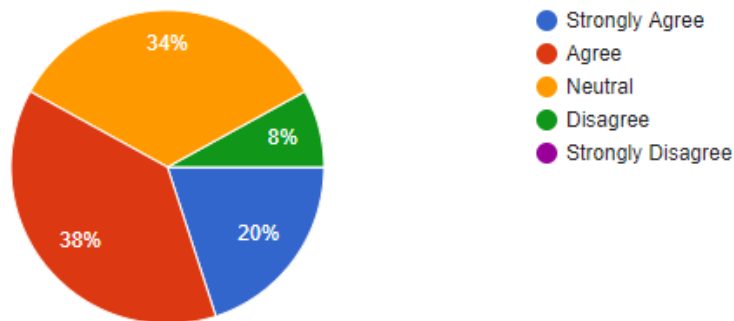


Figure 17 Responses of the Respondents that ads of the products on different websites is influencing factor in switching customer preferences in UK.

Figure 17 explains the responses of the respondents that ads of the products on different websites and information given on the internet is influencing factor in switching preferences from offline to online in UK. The data collected from the respondents shows following results. (20%) of the respondents are strongly agree that ads on website help in switching preferences. (38%) of the respondents are agree that ads on internet are switching customer preferences from offline to online in UK. (34%) of the respondents are neutral that they neither agree nor disagree with the view of promotion ads on

websites are switching customer's preferences from offline to online in UK. (8%) of the respondents are disagree with the view, they do not think that promotion ads are helping or influencing customer's preferences from offline to online. While maximum percentage of the customers comprising (58%) are agree that promotion ads are determining factor in switching customer's preferences from offline to online. Along with promotions ads on website there are also many other sources of getting information about any product that switch customer's preferences. Second stage, 'information stage' of EKB's five-stage model [35] through light on the information got through different sources also plays an important role in determining consumer's behavior in changing preferences in shopping online grocery.

6. The description of any grocery product on the website is much accurate to satisfy a customer?

50 responses

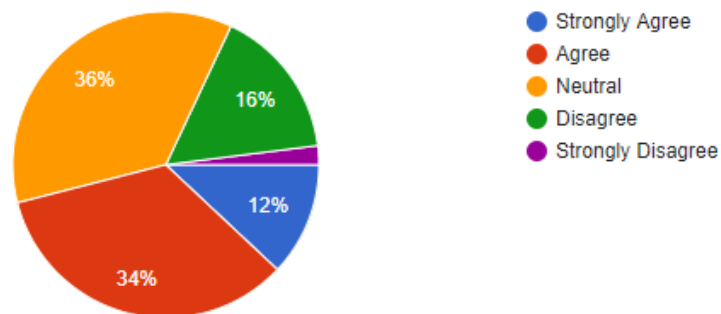


Figure 18 Responses of the Respondents that description of the product on website is much accurate to satisfy a customer in UK.

Figure 18 analyzes the responses of the Respondents that description of the product on website is much accurate to satisfy a customer in UK. The results of the data collected from the respondents are follows; (12%) of the respondents are strongly agree that description on the website is much accurate to satisfy a customer in UK. (34%) of the respondents are agree that description website is much accurate and (36%) of the respondents (acquiring highest percentage of all) are neutral, they neither agree nor disagree that how much of the information on the website is accurate or not. The reasons behind this highest percentage of neutral respondents are different; they either visited fake website of they don't have much knowledge of how to use internet and access on any website to acquire

information and most of all these may be such respondents who never buy anything online. (16%) of the respondents are disagree that description on website is accurate to satisfy a customer. Only (2%) of the respondents are strongly disagree that description on website is much accurate to satisfy a customer. Brands use fake information or some hidden clues for any product that a customer cannot judge and they think that description is not much accurate or fake information to satisfy a customer. EKB five-stage model of consumer's behavior [35] explains the importance of information on website or any other media in changing consumer's preferences.

7. In shopping online wrong products are delivered as ordered i.e. it varies size, color and sometimes product is completely changes?

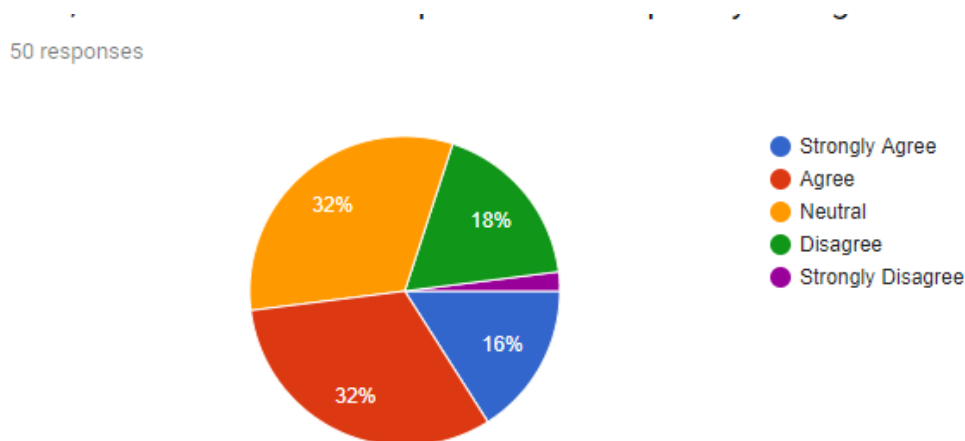


Figure 19 Responses of the Respondents to the wrong products delivered as ordered i.e it varies size, color and completely change product in UK

Figure 19 explains the responses of the respondents to the wrong products delivered. Customers are in view that wrong products are delivered it varies in size, color and sometimes complete product is change. The product received is completely different the product ordered. The results of the responses of the customers are as; (16%) of the respondents are strongly agree that wrong products are delivered while shopping online. (32%) of the respondents are agree that product varies in size, color and sometimes completely changed product are delivered while shopping online. Same percentage (32%) are neutral that they neither agree nor disagree about wrong delivery of the products. (18%) of the respondents are disagree they don't think that product changed or wrong products are delivered, perhaps these respondents have not experienced wrong delivery of the products. (2%) of the

respondents are strongly disagree that wrong products are delivered as ordered. These respondents have literally never experienced such type of wrong ordered delivered. (48%) of the respondents are in view that product that product are changed, (32%) are neutral and (20%) of the respondents are disagree that products delivered are changes in size, color and quality. This change in size, color and quality of the delivered products is a determinant in switching customer's preferences in shopping grocery online in UK. Perceived norms of Theory of planned behavior [40], shows that friends and family recommendation and quality of the products delivered explain the consumer's behavior in shopping online grocery.

8. In shopping grocery online products received are often damaged this affect customers Preferences from offline to online?

50 responses

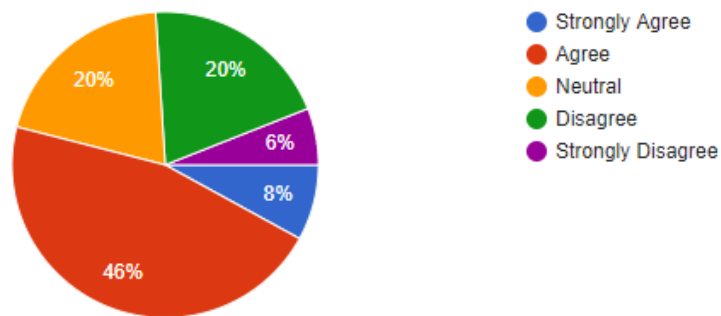


Figure 20 Responses of the Respondents about damaged products received affecting customer's preferences from offline to online in UK.

Figure 20 analyzed the responses of the respondents about delivery of damaged products and how far it affect switching customer's preferences in shopping online grocery. In shopping grocery online some perishable products like eggs, milk and vegetables are seen often damaged while delivery. Here is the data that will explain how far customers are agree that received damaged product switch customer's preferences in UK. (8%) of the respondents are strongly agree that damaged products delivered switch customer's preferences in shopping online grocery. (46%) of the respondents are agree that customers preferences ay switched due to managed products delivered. (20%) of the respondents are neutral they did not show any response neither agree nor disagree in this view that

customers preferences may be changes due to the delivery of the damaged products. (20%) of the respondents are disagree with this view they don't think that delivery of damages products is a factor in switching customers preferences from offline to online. (6%) of the respondents are strongly disagree that damaged products delivered may switch customers preferences in shopping online grocery, main reason behind this disagree may be that they never receive any damaged products in shopping online or they don't think it is very much important as compared to the standard of the brand. Majority of the respondents (54%) are agree that damage product may switch customer preferences in shopping online grocery. This analyze that delivery of damaged product may switch customers preferences in many cases. Maslow's motivational need [41] shows consumer behavior that if a consumer finds some damaged product it may leave some negative impact on consumer this may change consumer's preferences in shopping online grocery.

9. In shopping grocery online the products received are too near to expire than to use?

50 responses

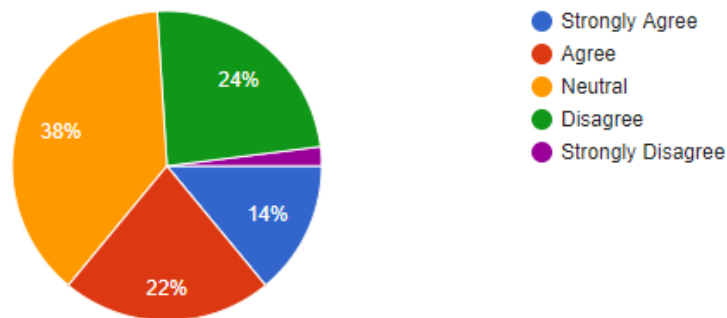


Figure 21 Responses of the Respondents about expiry date of delivered products in shopping grocery online in UK.

Figure 21 describes the responses of the respondents about the expiry date of the products delivered. It is claimed that products delivered in shopping grocery online is too near to expire than to use. Here is the results of the customer's responses about expiry date of the products delivered. (14%) of the respondents are strongly agree that deliver products in shopping online mostly near to expire than to use. (22%) of the respondents are agree that deliver products in shopping online mostly near to expire. (38%) of the respondents remains neutral they did not show any response to expiry of the products.

Perhaps these neutral respondents never bother to check the expiry date of the product and use without noticing the expiry date of the product or those respondents avoid to order such products that have any expiry issue. (24%) of the respondents are strongly disagree they don't think that delivered products are near to expiry date than to use. Only (2%) of the respondents are strongly disagree that product deliver are near to expire than to use. This data analyzed that very few (26%) customers are disagree that products delivered are near to expire than to use in shopping grocery online in UK. Maslow's Motivational needs theory [41] explains that if the product is near to expire and of not in any use then customer will automatically switch to another better product which will fulfil consumer's need.

10. Customers prefer shopping grocery online only because the prices are lower than actual prices?

50 responses

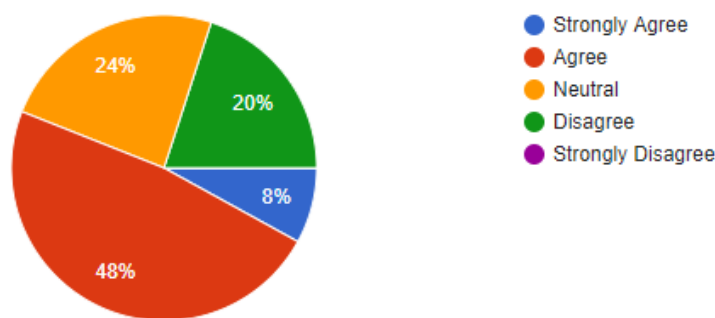


Figure 22 Responses of the Respondents about lower prices of the products in shopping grocery online in UK.

Figure 22 explains responses of the respondents about lower prices of products in online grocery. It is considered that discount deals and lower prices than actual prices in shopping online attracts more customer to shop online. Here are some responses of the respondents that shows that how much respondents are agree that shopping online is discount shopping. How much the lower prices at shopping online switch customer's preferences from offline to online. From above data it is calculated that (8%) of the respondents are strongly agree that prices are lower than actual prices in shopping online and switch customer's preferences from in shopping online grocery. (48%) of the respondents are agree that prices are lower than actual prices in shopping online. (24%) of the respondents are

neutral they did not show any response neither agree nor disagree, perhaps they don't have any idea of shopping grocery online or nor aware of discount deals on internet. (20%) of the respondents are disagree they think that there is no change in prices on internet, prices in shopping online remain same as offline shopping. From the above discussion we analyzed that majority of the respondents are in favor that prices are lower than actual prices in shopping online and this may switch customer's preferences in shopping online grocery. In shopping online shopper do not need to set up a brick store and maintenance service hence they offer lower prices of the product while shopping online excluding all those taxes. External factors in EKB five-stage model [35] explains that lower prices of the products also an influencing factor in changing customer's preferences from offline to shopping online grocery.

11. Friend's recommendations is more influencing in switching preferences in shopping online than information got on web or any other media?

50 responses

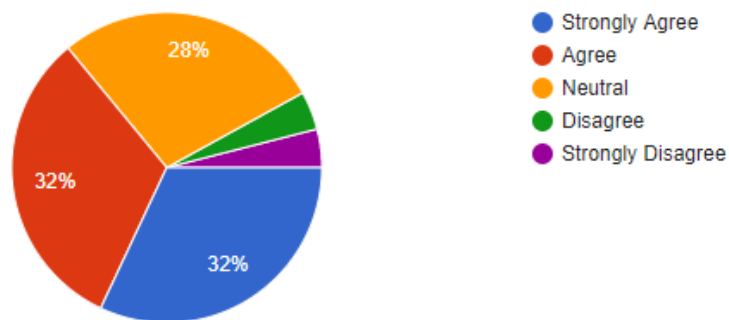


Figure 23 Responses of the respondents about friend's recommendation in shopping online is more influencing than any other media in UK.

Figure 23 describes that friend's recommendation is more influencing in shopping grocery online in UK than any other web or media. Usually people are more conscious about making choice for shopping. People use to search on internet and visit different website to know about the product they want to buy but all these didn't satisfied them. On the other hand when any product or brand is recommended by their friend they definitely rushed to get it, perhaps friends and family are the more trusted recommendation in any way. Here is the data which shows responses of the respondents about

how much friend's recommendation is influencing in shopping online grocery. (32%) of the respondents are strongly agree that friends recommendation is more influencing in switching customer's preferences in shopping online grocery. (32%) of the respondents are agree that friends recommendation is influencing than any other web or media in switching customer's preferences. (28%) of the respondents are neutral they neither agree nor disagree that friends recommendation plays any role in shopping online and switching preferences. (4%) of the respondents are disagree that friends recommendation are influencing in switching preferences in shopping online grocery. (4%) of the respondents are strongly disagree that friend's recommendations are more good than any other web or media. Majority of the respondents (32% + 32% = 64%) are agree that friends recommendation are playing important role than any other media in selection and switching preferences in shopping online grocery. External factors like friends and family recommendations in EKB five-stage model [35] is considered as the more influential factor in changing customer's preferences in shopping online grocery.

12. One switch the preferences in shopping online as customer saw the benefit of the products or seen someone doing the same thing in its neighbors?

50 responses

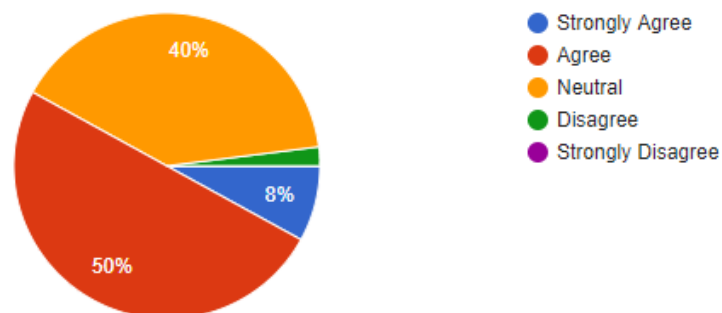


Figure 24 Responses of the Respondents about switching preferences after seeing benefit of the products in shopping grocery online in UK.

Figure 24 analyzes the responses of the respondents about switching preferences in shopping grocery online after they saw the benefit of the product or seen happening same thing in its neighbors. It is a common practice that when any customer saw that his/her neighbor is doing a thing or using a product

which is beneficial he/she rushed to get it. Here is the data collected from respondents, from these respondents (8%) of the respondents are strongly agree that any customer may switch preferences when he saw the benefit of the product. (50%) of the respondents, half of the respondents are agree that customer may switch preferences in shopping grocery online as he/she saw someone using same product in its neighbor. (40%) of the respondents are remain neutral in this view they show no response neither agree nor disagree. Perhaps such neutral respondents have never adopt such influencing factor to switch preferences in shopping grocery online or have no idea of shopping grocery online at all. Only (2%) of the respondents are disagree with this view. From this discussion we can conclude that this may be an influencing factor in switching preferences in shopping grocery online because majority of the respondents are in favor of switching preferences after seeing the benefit of the product. Peer group as external factor [40] in shopping grocery online is also influential in explaining customer's behavior in changing customer's preferences.

13. People does remain loyal to the brands while shopping online i.e. customers do not switch their preferences from offline to online?

50 responses

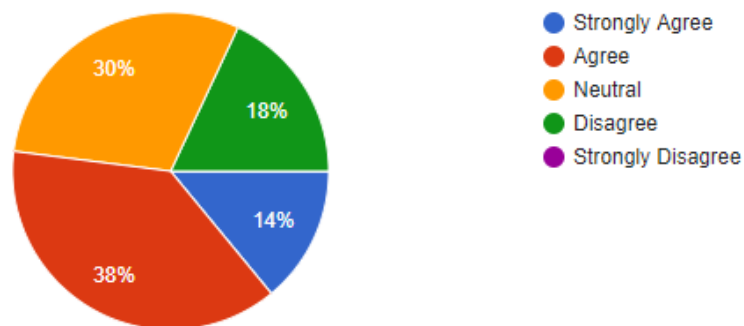


Figure 25 Responses of the Respondents about brand loyalty of customer from moving offline to online in shopping grocery online in UK.

Figure 25 analyses the responses of the respondents about brand loyalty. This figure shows that how far a customer is remain loyal to any brand while moving from offline to shopping online. In this case there may be some customer who does not remain loyal to the brand while shopping online, the reason behind this is that sometimes some brands are not offering shopping online and

in this way preferences switched in shopping online grocery. Here are some results from data collected. (14%) of the respondents are strongly agree that customers remain loyal to the brands while shopping online or offline. (38%) of the respondents are agree that customers donot switch their preferences in shopping grocery online and remain loyal to the brand. (30%) of the respondents are remain neutral they did not show any response in brand loyalty, they neither agree nor disagree. Such customers don't have much knowledge of the brands they only buy thing without considering which brand they are going to choose. (18%) of the respondents are disagree they think that a customer may switch any brand according to their need. Sometime customer may find another more good and high quality brand this may switch customer's preferences. Sometimes a brand don't offer shopping grocery online and in busy life customers have no enough time to visit offline to get any product and switch preferences.

14. Shopping grocery online is more secure than offline shopping, there is issue of cash and carry this may switch customer's preferences from offline to online?

50 responses

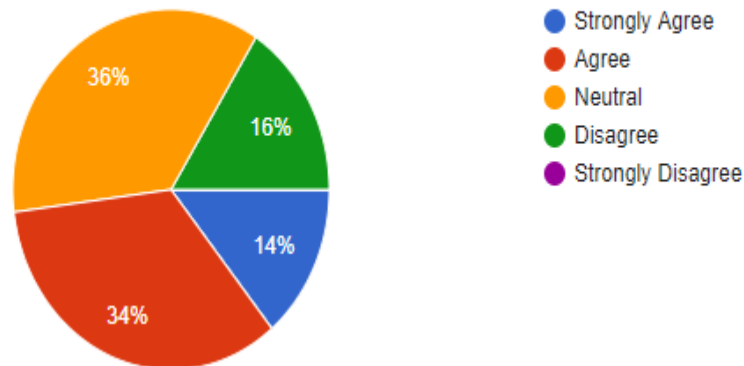


Figure 26 Responses of the Respondents about the security of the shopping grocery online and switching customer's preferences in shopping online in UK.

Figure 26 explains the responses of the respondents about the security of shopping online, and how far

this security concerns switch customer's preferences in shopping online grocery. From the data collected we analyzed, (14%) of the respondents are strongly agree with the view that shopping grocery online is more secure and there is no issue of cash and carry in shopping online grocery.

This security concern is a contributing factor in switching customer's preferences in shopping online grocery. (34%) of the respondents are agree with that shopping online is more secure than offline shopping. (36%) of the respondents are neutral they didn't show any response about security of shopping online, these respondents neither agree nor disagree with the view. (16%) of the respondents are disagree with that shopping online is more secure shopping and there is no issue of cash and carry in shopping online grocery.

These disagreed customers think that shopping online may hack important information related to bank account or credit card pin code. Of all the respondents (48%) of the respondent are agree that it is more secure, (36%) are neutral and (16%) are disagree. Ajzen's theory of planned behavior [40] shows security as one of the influential factor in explaining consumer's behavior to change customer's preferences, if a customer doesn't feel secure while shopping he/she will definitely switch to another mode of shopping.

15. Shopping online with all its benefit, will eventually supersede traditional shopping (offline shopping)?

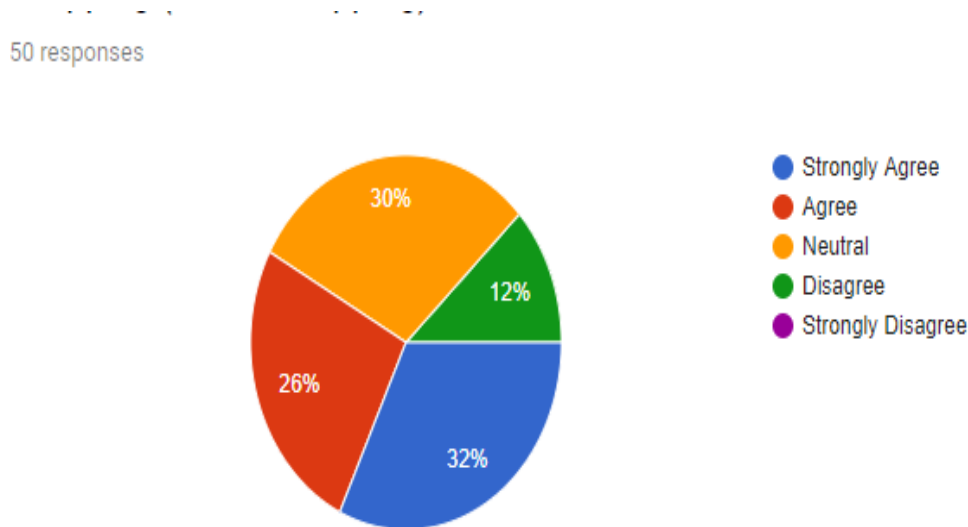


Figure 27 Responses of the Respondents that shopping online eventually supersede traditional shopping in UK

Figure 27 describes the responses of the respondents that shopping grocery online eventually supersede the traditional shopping. With the growing ratio of shopping online brands and customer preferences towards shopping online it is evident that shopping grocery online will supersede traditional shopping. Shopping online in more better, convenient, and satisfied way of shopping. With busy life routine when nobody have enough time to stand and stare people prefer to do such things (shopping online) which take less human energy and time. From data we collected following results are traced (32%) of the respondents are strongly agree that shopping online will eventually supersede traditional shopping. (26%) of the respondents are agree that with new e-commerce technology shopping online will replace traditional shopping. (30%) of the respondents are neutral they did not show any response these respondents are neither agree nor disagree with the view that shopping online will supersede shopping grocery. (12%) of the respondents are disagree, they think that shopping online will not supersede traditional shopping. Majority of the respondents (32% + 26% = 58%) agreed, they are well aware of the future of the shopping online. New advancements in field of e-commerce technology paving new ways for shopping online and are switching customer's preferences in shopping online grocery.

16. New online grocery stores with every new day switch customer's preferences from offline to online in UK?

50 responses

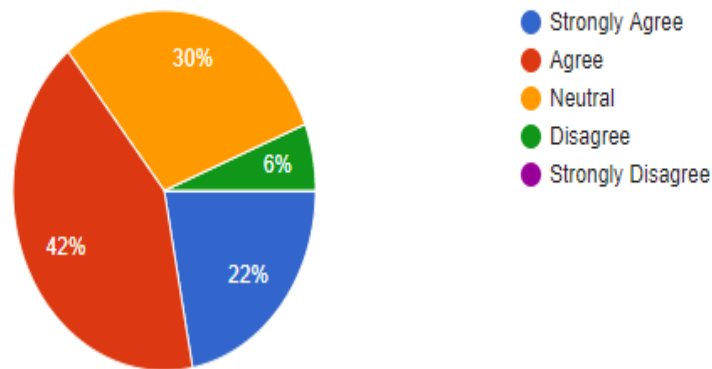


Figure 28 Responses of the Respondents about new emerging grocery stores are switching customer's preferences in shopping grocery online in UK.

Figure 28 describes the responses of the respondents about the view that new emerging grocery stores are switching customer's preferences in shopping online grocery. When new quality products and brands are launched in markets they often take place of the old grocery stores with less quality products. Collected data shows responses are as; (22%) of the respondents are strongly agree with the view that new online grocery stores take place of old grocery stores and switch customer's preferences. (42%) of the respondents are agree that new emerging stores are switching customer's preferences in shopping online grocery. (30%) of the respondents are neutral they did not show any positive or negative response, they neither agree nor disagree about the effects of new emerging stores in switching customer's preferences. (6%) of the respondents are disagree, these respondents don't think that new emerging stores are switching customer's preferences in shopping online grocery. Majority of the respondents ($22\% + 42\% = 64\%$) are agree that new emerging brands and stores are effecting customer's preferences, when customer's find new better product their choices may change. Perceived social norms in theory of planned behavior [40] support this view that

availability of new better choice and new products and brands may switch customer's preferences in shopping either offline or online.

Reasons for change in preferences of shopping of grocery in UK from offline to online

1. Unavailability of the product online.
2. Consumers now tend to pull information before purchase from web in the world of e-technology the authentication and correctness of online reviews is also an important factor.
3. People find another best alternate to that product.
4. To save time and to avoid any inconvenience people may rush to any brand during shopping grocery online in UK.
5. Political factors (BREXIT) may have some impact on the offline and shopping online with perspective to UK.
6. While switching from offline to online the information regarding the products that collected from the reviews play an important role in change in preferences.
7. An easy access to the variety of brands just in one touch may switch the preferences of the customers from offline to online.
8. Authentication of online reviews is also an important factor.

Competition between different brands in shopping grocery

A great number of grocery stores and brands are working in market and opting different competing strategies. Brand competition is the rivalry between the companies offering the similar line of products or services in the same target market and to the same target audience with the goals to have the higher market share, increased revenues, huge profits and growth as compared to the contemporary brands at the market place [48]. Different challenges are faced by different grocery brands and companies, these challenges runs a competition between grocery brands like large companies dominates, dependence on discounting and promotion, safety concern and shrinkage losses etc. [49]. Small companies struggle to survive due to a combination of intense price competition and low margins in the grocery retailing industry, companies have come to rely on price discount and promotions to drive volume, the risk of contamination especially in fresh foods is a significant liability for grocery stores [49]. As data analyzed in this research, AmazonFresh in respondents views is competing with other grocery brands 38% of the respondents said that it is best retailer's website competing all the challenges and pleasing its customer's in all way. Rest of the brands like Sainsbury's (18%), Tesco (22%) Asda (16%) and Ocado (4%) in consumer's views couldn't

compete with challenges and also doesn't able to please their customer's with best of the products as compared with AmazonFresh.

Different grocery brands are facing direct competition-direct competition is faces by the brands from the other companies in the market that offer the similar lines of the products having comparable features and benefits plus to the same target market and target customers[48]. Above mention brands are different companies offering same lines of products i.e. grocery products and same target market (UK) and same target customers.

Factors Switching Customer's Preferences in Shopping grocery online in UK

Convenience:

Shopping grocery online is much more appropriate than offline shopping. In shopping grocery online Instead of visiting the shop you can just sit at your place at home or office or any other place and do shopping. Once you have decided on what you want to buy the payment process is unified and the order is provided to your place. In shopping grocery online we can have a lot of choice and this great variety of choices help to switch customer's preferences in shopping online grocery. In shopping grocery online there is no waiting, asking and questioning about the product.

Pricing Policy:

Online vendors gets an intrinsic advantage in pricing as they don't have to tolerate expenditures like store rent, bills etc. They can pass their price directly to customers and usually offer a lower price to consumers than offline stores. Hence, this pricing policy controls the level of shopping online and also switch customer's preferences in shopping online grocery. Price of any product effects the buying power of any specific customer. Consumer generally attracts towards shopping when prices are lower with good quality products. So, price of any product directly affect the purchasing and selling and also switch customer's preference in shopping grocery online in UK.

Quality:

The quality of product matters a lot in any kind of shopping either online or offline, shopping grocery or shopping of any other product. Quality of the product influences customer's preferences in shopping online grocery. In shopping any customer spend huge sum of money so he/she in view every detail of the product and also can't compromise on the quality of the product as it is the primary need of the customers.

Online Trust:

Trust of the consumers have great influence in shopping. This trust depends on customer's discernment to whom they preferred any site or product and services. There are two type of customers

in shopping one who trust shopping online and prefer it and others who fear of doing shopping online. In order to develop a good relationship between customers and retailers one should develop attain customer's trust and shouldn't compromise on any such terms and condition which effect customer's trust. This trust switch customer's preferences in shopping online grocery.

Income:

Income is also one of the influencing factor in switching customer's preferences in shopping online grocery. The person with high income, spend more on shopping online as compared to the person with low income. Income plays a main role to buying online goods. Higher income people prefers shopping online more than offline as it offers them reliability and convenient. Higher the income higher shopping grocery online and vise-versa.

Information:

The information given in the site may not be correct or given information is not appropriate. The information about the product matters a lot in shopping online, and the information given in any site may not be true which will effect customer's preferences in shopping online grocery. It is also a determinant in determining customer's preferences in shopping online.

Variety:

It is observed that in shopping online there are variety of products, and often products purchased online don't match any product purchased offline. One thing noted in shopping grocery online is that all the variety are at same place and in offline shopping to get variety of the product customers have to visit different stores which is time taking and inconvenient. This availability of variety of products at same place switch customer's preferences in shopping online grocery. People generally choose such retailer's where they get variety of products at same place.

Discount Offers and Good Deals:

Online grocery retailer's offer products at lower price with good deals and discounts in association with bank, brand etc. offline shoppers offers different discount while clearance their stock and or when the manufacturers offers discount on products. Online retailers provide shopping all the time which attracts more customers than offline shopping. No doubt good deals and discounts are switching customer's preferences in shopping online grocery.

Instant Gratification:

In offline shopping customers buy the product at the same time when he/she paid for it but in shopping online customers have to wait a day or two. When the question is about high quality and greater variety this waiting isn't matter. Instant gratification is also an influencing factor in switching customer's

preferences in shopping online grocery.

Available product and Services:

Shopping online offer customers more products and services than offline shopping. This availability of products switch customer's preferences in shopping online grocery.

Factors Affecting Offline Shopping grocery

Some factors which affects offline grocery shopping are as follow:

Less Number of Choices:

Products available offline are very limited. When a customer want to buy a product but offline it is not available the customer rushed toward online grocery stores to have that particular product. This also influence in switching customer's preferences in shopping online grocery.

Time consuming:

Offline shopping grocery takes too much time to buying any product. Visiting many stores for selection, waiting in queues long distance grocery stores and many other problems. All these time consuming factors influence the customers to switch shopping grocery online in UK.

Information:

What generally happens in offline shopping grocery is that the information provided by a retailer isn't accurate. Also this doesn't garb our needs. And we buy products only based on the information provided by the seller. This false information also switch customer's preferences in shopping online grocery.

Relationship between Buyer and Sellers:

In shopping grocery online customer's does not intact with seller so there is no misunderstandings between both. Bad relationship between buyers and sellers in offline shopping grocery is also an influencing factor in switching customer's preferences.

Taste and Preference:

The taste and preferences of the customer change from time to time. While buying any product from a store we have are given choice to try out other products. But while buying any product from a website we don't have this facility. This effects offline shopping grocery.

Bargaining:

In offline shopping grocery "a customer can do physical bargaining to the vendor unlike shopping online. In shopping online a customer cannot do bargaining as the price of the product is fixed. Some of the customer purchased products depending upon bargaining so they do not go for shopping online as they feel shopping online is more costly than the market". The benefits of offline shopping grocery

are very low as compared to shopping online grocery. Keeping in view all these benefits of shopping grocery online customer's switch to online grocery stores. In doing so many a time preferences of the customers may switched.

Future of online Grocery Shopping in UK

Shopping grocery online is a remarkable step of e-technology and internet. People with busy routines and tough schedule don't have time to visit brick and mortar stores to get grocery products. So far shopping grocery online is very comfortable and easy way of shopping which is attracting millions of the consumers to their websites and online stores. There are some negatives points of shopping grocery online like some fake website and inappropriate information available on those website which leaves a negative image on the customers who visit very first and don't have enough knowledge of shopping online grocery. It need to be amended these drawbacks that are laying under its face for more progress. Theories of consumer behavior in shopping grocery online explain the behavior of the consumer in making choice for selection and in purchasing, through predictive consumer's behavior in shopping online, shopper, retailers and online websites many amend to get the desired result. It is very evident fact that future of shopping grocery online is very bright and influential. In UK, highly progressed country with high income rate and a strong market is making shopping grocery online more vibrant and on seventh sky. Present days shopping grocery online has placed itself in the minds and in pockets of the consumer and with this rapid progress in e- technology it is becoming brighter and influential.

Conclusion

This study is about consumer's preferences of shopping of grocery in UK from offline to online. This piece of writing delineate the importance of shopping grocery online and also highlights some important determinants like income, status, ease and comfort, friends and family, media especially social and electronic media, ad and advertisements, use of internet and access to internet etc. are the factors which switch consumer's preferences from offline to online. A précised questionnaire is set which explain the given topic and desired data set is gathered through this questionnaire.

Different behavioral theories are used in this research which analyses our desired topic, these are; EKB five-stage model as decision process, Hawkins stern impulse buying theory, Maslow's motivational need theory and Ajzen theory of planned behavior. These are the theories which helps to understand the consumer behavior while making purchase choice and decision. All these model are

designed according to the choice, preferences, motivational needs and influential factors that effects the consumer's preferences in any way.

Here, in this piece of writing the most important thing is the decision process of the consumers which may directly switch consumer's preferences from offline to online. EKB five-stage model as decision process, it is most widely accepted model of consumer's behavior. These five stages of EKB model depicts the consumer's decision making stages and factors which effects the consumer's behavior and decision at every stage. Need recognition, information search, evaluation alternatives, purchase and outcome with satisfaction and dissatisfaction all are the influential factors in changing customer's preferences from offline to online. At any stage consumer's preferences may switched by external determinants.

According to these stages of decision making and external determinants, the consumers may switch to different brands and mode of shopping which satisfy their needs. Evaluation alternatives also tends the consumer toward a better product and more easy and comfortable mode of shopping. In switching consumers preferences information provided is also very effective, from the above collected data it is seen that if a consumers is either satisfied with the information provided and the information is enough to satisfy a consumer, the consumers will tend to buy that product and vice versa. So, retailers and brands should be well aware of the fact that what kind of information is demanded by the consumers and what is needed to be provided to satisfy any consumer. As data analyzed in this research, AmazonFresh in respondents views is competing with other grocery brands 38% of the respondents said that it is best retailer's website competing all the challenges and pleasing its customer's in all way. EKB theory is implemented in explaining the online and the offline shopping grocery and switching consumer's preferences of shopping of grocery in UK from offline to online.

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