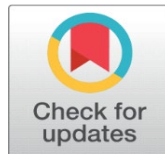


INFLUENCE OF ONLINE GROCERY SHOPPING BEHAVIOR AMONG WORKING WOMEN: A STUDY FOCUSED ON TIRUVALLUR DISTRICT

K. Shakila ¹, Anthony Rahul Golden. S ²

¹ Research Scholar, Periyar University-Salem (TN), India

² Assistant Professor, Loyola College (Autonomous), Chennai – 34, India



Corresponding Author

K. Shakila, shakilahasi0708@gmail.com

DOI

[10.29121/shodhkosh.v5.i6.2024.5419](https://doi.org/10.29121/shodhkosh.v5.i6.2024.5419)

Funding: This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.

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ABSTRACT

This study investigates the online grocery buying behavior of working women, focusing on key factors that influence their purchasing decisions, including convenience, product variety, trust, and time efficiency. As online grocery shopping gains traction, understanding these drivers is essential for e-commerce platforms aiming to capture this busy demographic. A survey was conducted with 295 working women in Tiruvallur District, and Structural Equation Modeling (SEM) was used to analyze the relationships between these factors and online buying behavior. The results indicate that convenience and time efficiency significantly impact online grocery shopping preferences, as they cater to the time constraints faced by working women. Additionally, a wide product variety and trust in online platforms are crucial for encouraging purchases and repeat transactions. The findings suggest that online grocery retailers can better engage working women by enhancing convenience features, offering diverse product options, building trust, and promoting time-saving tools, ultimately fostering customer loyalty and growth in this market segment.

Keywords: Time, Grocery, Product Variety, Trust, Buying Behaviour

1. INTRODUCTION

The rapid growth of e-commerce and digital technology has significantly transformed shopping patterns worldwide, including in the grocery sector. Online grocery shopping has become increasingly popular, particularly among working women, who often face time constraints and seek convenient options to balance their professional and personal responsibilities. This shift reflects broader changes in consumer behavior, with many individuals now valuing efficiency, flexibility, and convenience in their shopping experiences. Despite the increasing number of working women choosing online grocery platforms, there is still a gap in understanding their specific preferences, motivations, and buying behaviors, which are influenced by unique factors such as time management, ease of access, product availability, and personalized service.

This research paper aims to explore the online buying behavior of working women when purchasing groceries. The study seeks to identify the driving forces behind their choices, including factors such as pricing, delivery options, user interface of grocery apps, variety of products, and promotional offers. Additionally, the research will examine potential

barriers to online grocery shopping, such as trust in the quality of products, security of online transactions, and perceived reliability of services.

Through a combination of quantitative and qualitative research methods, this study endeavors to provide insights into the online grocery preferences of working women, contributing to a better understanding of their needs. The findings are expected to benefit e-commerce platforms and grocery retailers, enabling them to tailor their services and offerings to meet the expectations of this demographic more effectively, thereby enhancing customer satisfaction and fostering long-term loyalty.

2. REVIEW OF LITERATURE

The growing demand of the customers along with the varying other facilities have not only led to the emergence of shopping malls as a major source of buyouts but also given more weight age to comfort and enjoyment. Apart from giving more emphasis on value for money, reliability and branded products importance is also given to personal information and payment securities by the customers. (Devgan, D., & Kaur, M., 2010)

The study had portrayed four important customer expectations like staff adequacy, skill and competency and their responsiveness, store issues related expectations, store ambience related expectations and store location related expectations for selecting the organized retail outlets. The main expectation of the customer emerged from cluster analysis was identified as Store issue (Layout, product variety and availability) related expectations. (Chaubey, D.S., & Kumar, Sandeep., 2015)

Quality of product, choice of brands, easy availability, shelf display, cleanliness, shopping environment, entertainment for children and parking facilities were identified as major factors influencing the preferences of the consumers towards selecting the organized retail outlets. (Gupta, U. & Tandon, V. K. 2013).

The comparison of younger millennial willingness to buy with the brand's country of origin depicted that the brand had a positive and stronger impact on the willingness to buy. The study was conducted on three iconic brands Apple, Levi's and McDonald's. The purchase intention of the young millennial was highly influenced by the Self Brand connection. There was no direct influence by the country of origin on the young millennial willingness to buy the global brands but brand image mediated the effect of country image and affinity. (Moraes, Sergio Garrido., & Strehlau, Vivian Iara.)

With the entry of educated millennial women in to the job market coupled with increased income and independence have changed the buying scenario. Despite quality in preferences and choices by both the genders, the millennial men still connect themselves to the brand and stick on to it. With the digital era millennial buying have not only become a social status but also expression of personality to the outer world. (Rani, Meena N, 2020) R.Mayakkannan(2019)

The future will bring about more environment issues owing to the increasing pace of industrialization. Green marketing in the present times is not merely an approach to marketing with the social and environment dimension inherent in it. Green marketing has now acquired more strength as compared to traditional marketing. It should be realized that green marketing carries a lot with it than simple marketing strategies. The responsibility of protecting the environment lays on both the groups. Factors like quality conscious, brand conscious, novelty fashion conscious, recreational, hedonistic conscious, price conscious, impulsiveness and confused by over choice contributes towards the purchase of footwear in Vellore city. The demographics such as age, gender, education, marital status and income influence the decision making styles of the consumers. Educated consumers shop for usage rather than pleasure. Consumers between the age group of 19 – 25 are more brands conscious and are highly confused by over choice. Thus, the decision making styles and purchasing behaviour differ from consumer to consumer. (Aswini Priya, S., & Venugopal, Pulidindi. 2020).

A study on changing perceptions and buying behavior of working women in contrast to non-working women revealed that the employed married women are both price and quality conscious. The three significant features impacting the buying behavior were price consciousness, brand consciousness and quality consciousness. While the unemployed women having a lower family, income were more price conscious, the employed women were more brand conscious influence by their family members. (Guha, S. 2013).

2.1. OBJECTIVES

- To investigate the factors that influence online grocery shopping behavior among working women

2.2. RESEARCH HYPOTHESES

- H1: Convenience has a positive impact on the online grocery buying behavior of working women.
 H2: Perceived product variety positively influences online buying behavior.
 H3: Trust in online platforms has a positive impact on online grocery purchases.
 H4: Time efficiency is a significant factor in the online buying behavior of working women.

3. RESEARCH METHODOLOGY

This study will employ Structural Equation Modeling (SEM) to analyze the relationships between various factors influencing online grocery buying behavior among working women. SEM is a robust multivariate technique that allows for the examination of complex relationships between observed and latent variables, making it suitable for studying consumer behavior dynamics. A survey questionnaire will be distributed to a targeted sample of working women, collecting data on demographic variables, online grocery shopping habits, and factors influencing their purchasing decisions, such as perceived convenience, product variety, and trust.

3.1. SAMPLING DESIGN

This study will focus on 295 working women in Tiruvallur District, selected using purposive sampling. The sample will include working women who engage in online grocery shopping. Respondents will be approached through local workplaces, residential areas, and online platforms. Data will be collected using a structured questionnaire, distributed both online and in person. The purposive sampling technique ensures the sample specifically represents working women, providing relevant insights into their online grocery buying behavior.

4. ANALYSIS AND INTERPRETATION

Structural Equation Modeling (SEM) serves as a robust statistical approach, affording researchers the capacity to simultaneously assess and scrutinize intricate relationships among numerous variables.

Convenience

Table 1

Factor Loading for CFA measurement model for Convenience

S.No.	Statement	Loading
1.	I find it convenient to shop for groceries online rather than visiting physical stores.	0.64
2.	Online grocery shopping saves me time and effort compared to traditional shopping.	0.67
3.	The process of browsing and purchasing groceries online is easy and hassle-free.	0.72
4.	I prefer online grocery shopping because it is more convenient for my busy schedule.	0.71
5.	I can access online grocery stores at any time without any geographical constraints.	0.61
Convergent Validity (AVE) = 0.63		

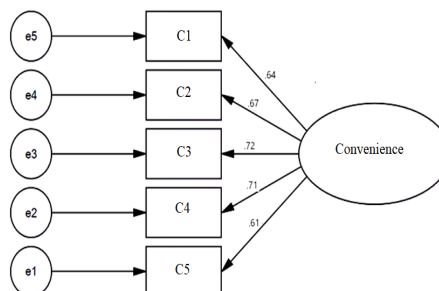


Table 2

Model fit indices of Convenience measurement model

Fit Indices	CMIN/DF	P	GFI	AGFI	NFI	CFI	SRMR	RMSEA	TLI
Model Value	4.14	0	0.98	0.96	0.97	0.97	0.06	0.06	0.98
Cut-off Value	≤ 5	> 0.05	>0.90	>0.90	>0.90	>0.95	≤ 0.10	<0.08	>0.95

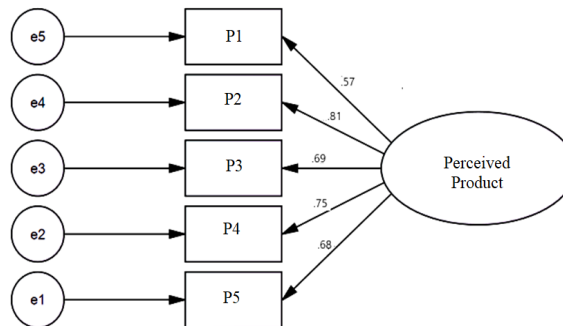
Source Computed from Primary Data

The construct validity is measured through the fit indices of the measurement model. The fit indices such as probability value, GFI, AGFI, CFI, NFI, SRMR and RMSEA have attained the required standard value. The normalized Chi-Square value is also minimum. Hence all the fit indices indicate the construct validity of the latent variable.

5. PERCEIVED PRODUCT VARIETY

Table 3

S.No.	Statement	Loading
1.	I feel that online grocery stores offer a wide range of products to choose from	0.57
2.	The variety of products available in online grocery stores meets my expectations.	0.81
3.	Online grocery stores provide more product options than traditional grocery stores.	0.69
4.	I am satisfied with the variety of brands and products available online for grocery shopping.	0.78
5.	The availability of niche or specialty products in online grocery stores attracts me.	0.68
Convergent Validity (AVE) = 0.61		

**Table 4**

Fit Indices	CMIN/DF	P	GFI	AGFI	NFI	CFI	SRMR	RMSEA	TLI
Model Value	3.19	0.04	0.94	0.91	0.95	0.96	0.02	0.06	0.97
Cut-off Value	≤ 5	> 0.05	>0.90	>0.90	>0.90	>0.95	≤ 0.10	<0.08	>0.95

Source Computed from Primary Data

The construct validity is measured through the fit indices of the measurement model. The fit indices such as probability value, GFI, AGFI, CFI, NFI, SRMR and RMSEA have attained the required standard value. The normalized Chi-Square value is also minimum. Hence all the fit indices indicate the construct validity of the latent variable.

Trust

Table 5

S.No.	Statement	Loading
1	I trust the online grocery platforms to deliver products as described.	0.62
2	I feel confident that my personal and payment information is secure when shopping online.	0.71
3	I believe online grocery stores provide high-quality and authentic products.	0.76
4	The online grocery platforms I use have a good reputation for reliable service.	0.48
5	I trust the customer reviews and ratings on online grocery platforms when making purchasing decisions.	0.6

Convergent Validity (AVE) =
0.69

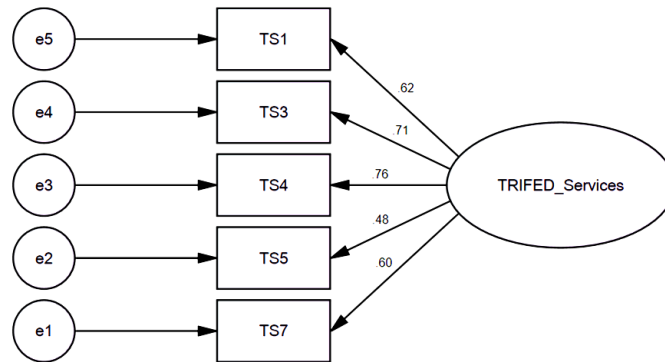


Table 6

Fit Indices	CMIN/DF	P	GFI	AGFI	NFI	CFI	SRMR	RMSEA	TLI
Model Value	4	0	0.91	0.96	0.95	0.99	0.04	0.036	0.96
Cut-off Value	≤ 5	> 0.05	>0.90	>0.90	>0.90	>0.95	≤ 0.10	<0.08	>0.95

Source Computed from Primary Data

The construct validity is measured through the fit indices of the measurement model. The fit indices such as probability value, GFI, AGFI, CFI, NFI, SRMR and RMSEA have attained the required standard value. The normalized Chi-Square value is also minimum. Hence all the fit indices indicate the construct validity of the latent variable.

Time Efficiency

Table 7

S.No.	Statement	Loading
1.	Online grocery shopping allows me to purchase products quickly without wasting time.	0.59
2.	I save significant time when I shop for groceries online compared to in-store shopping.	0.62
3.	Online grocery shopping enables me to complete my shopping in a shorter time.	0.67
4.	I can easily find the items I need in an online grocery store without wasting time searching.	0.58
5.	Online grocery shopping allows me to make purchases without having to leave my home, saving time.	0.72
Convergent Validity (AVE) = 0.57		

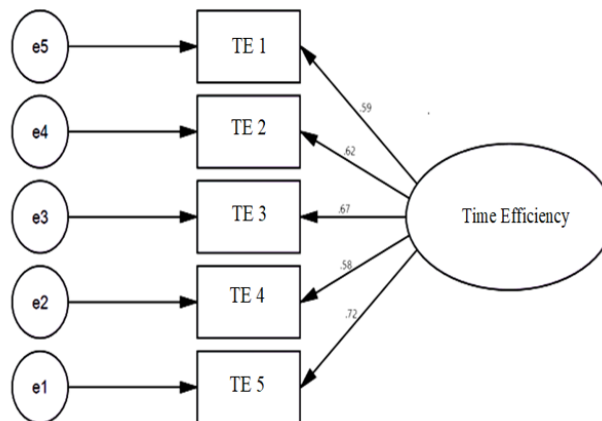
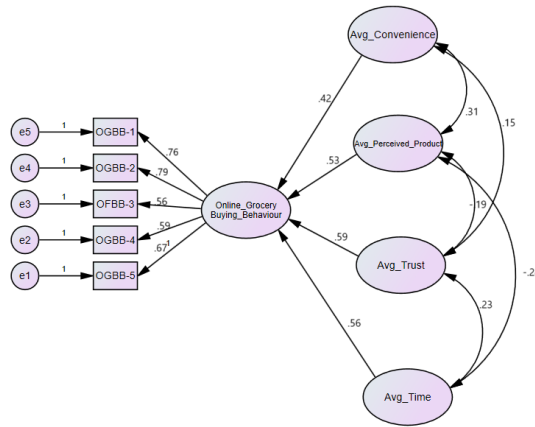


Table 8

Fit Indices	CMIN/DF	P	GFI	AGFI	NFI	CFI	SRMR	RMSEA	TLI
Model Value	4	0	0.91	0.96	0.95	0.99	0.04	0.036	0.96
Cut-off Value	≤ 5	> 0.05	>0.90	>0.90	>0.90	>0.95	≤ 0.10	<0.08	>0.95

The construct validity is measured through the fit indices of the measurement model. The fit indices such as probability value, GFI, AGFI, CFI, NFI, SRMR and RMSEA have attained the required standard value. The normalized Chi-Square value is also minimum. Hence all the fit indices indicate the construct validity of the latent variable.

6. IMPACT OF ONLINE GROCERY BUYING BEHAVIOUR AMONG WORKING WOMEN

**Table 9**

Model Value	3.76	0	0.93	0.93	0.94	0.97	0.05	0.07	0.96
Cut-off Value	≤ 5	> 0.05	>0.90	>0.90	>0.90	>0.95	≤ 0.10	<0.08	>0.95

Source Computed from Primary Data

The model fits and tests each hypothesis regarding online grocery shopping behavior among working women. Good model fit indices (like $RMSEA \leq 0.06$, $CFI/TLI \geq 0.90$, and $SRMR \leq 0.08$) suggest the structure accurately reflects the data. Each hypothesis (H1–H4) has an associated path coefficient showing the strength and significance of relationships: Convenience, Product Variety, Trust, and Time Efficiency should ideally have positive, significant impacts on Online Buying Behavior. Significant results for these paths mean each factor plays a meaningful role in encouraging online grocery shopping. If model fit or path significance is low, adjustments to the model may be necessary to enhance its explanatory power.

7. SUGGESTION

- Online grocery platforms should streamline the shopping process by offering user-friendly interfaces, quick checkouts, and flexible delivery options to attract busy working women.
- Increasing the range of available products, including niche and specialty items, can cater to diverse customer needs, making online platforms more appealing.
- E-commerce platforms should prioritize secure payment systems, transparent return policies, and reliable delivery services to boost consumer confidence in online grocery shopping.
- Highlighting time-saving features such as personalized recommendations, quick reordering options, and time-based delivery slots can appeal to working women managing busy schedules.

8. CONCLUSION

The study highlights key factors—convenience, product variety, trust, and time efficiency—that significantly shape the online grocery buying behavior of working women. As online grocery shopping continues to grow, particularly among busy professionals, understanding these drivers is essential for e-commerce platforms aiming to capture this market segment. Convenience is a top priority for working women balancing professional and personal responsibilities, making streamlined interfaces and flexible delivery options crucial for engagement. A broad product selection, including specialty and niche items, further enhances the appeal of online grocery shopping by offering diverse choices that may not be readily available in physical stores.

Building trust through secure transactions, transparent policies, and reliable service can foster loyalty and reduce hesitation in making online purchases. Additionally, platforms that emphasize time-saving features like quick reordering and efficient navigation are more likely to retain this demographic. By focusing on these aspects, online grocery platforms can build long-term relationships with working women, enhancing customer satisfaction and driving sustainable growth in the digital grocery sector.

CONFLICT OF INTERESTS

None.

ACKNOWLEDGMENTS

None.

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