They Don’t Do What They Say
– The Attitude-Behavior Gap in Online and Offline Grocery Shopping for Organic Products

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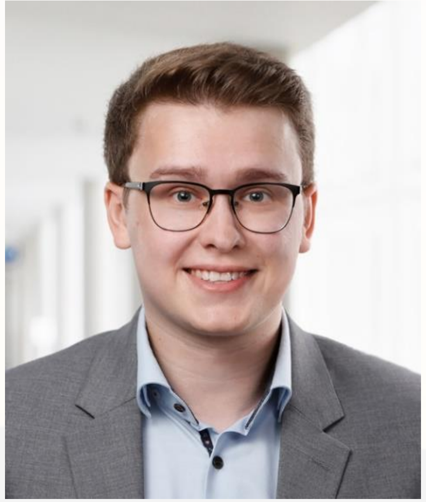
Presenters



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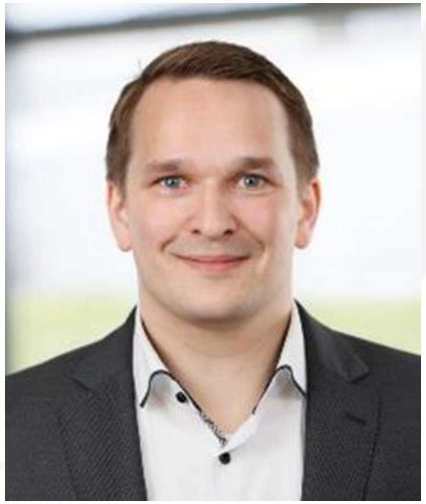

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Overview

1. Motivation

Growing relevance of

Online Grocery Shopping & Organic Products

Steady **increase** of **online grocery shopping** (OGS) over the last few years
(Driediger and Bhatiasevi 2019; Alaimo et al. 2020; Al-Hawari et al. 2021; Brüggemann and Pauwels 2022)

As the **relevance** of **environmentally friendly production grows**, so does the **market** for **organic products**
(McKinsey 2017; Yuh, Hartmann, and Hirsch 2018; Research Institute of Organic Agriculture and International Federation of Organic Agriculture Movement 2021)

Previous research stated a **discrepancy** between **consumer attitudes** and **purchase behavior** in **brick-and-mortar stores**
(Ajzen and Fishbein 1977; Moser 2016; Schäufele and Janssen 2021)

There are still **no insights** on **potential differences** regarding the **behavior** of **online** and **offline** shopping customers

→ **„Attitude-Behavior Gap" (ABG)**

2. Theoretical Background and Research Question

OGS will establish itself as a **new (complementary) sales channel**
(Grashuis et al. 2020; Pantano et al. 2020; Brüggemann and Pauwels 2022; Brüggemann and Olbrich 2023)

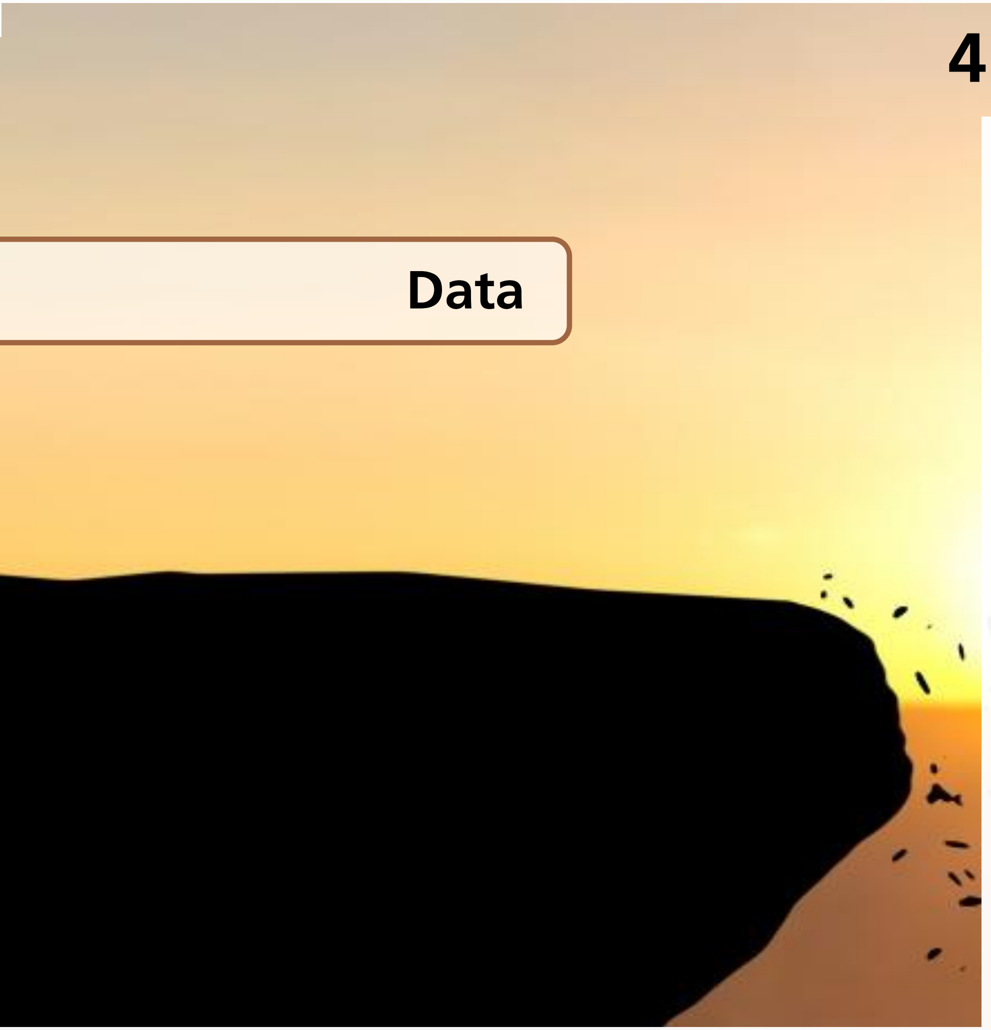
Significant **differences** regarding the **attitudes** and **purchases** of organic products between also-online and offline-only shoppers
(Brüggemann and Pauwels 2022)

The **existence of an ABG** in offline shopping has been demonstrated several times
(Moser 2016; Govind et al. 2019; Jung et al. 2020; Schäufele and Janssen 2021)

Major **differences** regarding the **ABG** for **different product categories**
(Schäufele and Janssen 2021)

(How) does the attitude-behavior gap (ABG) differ between also-online and offline-only grocery shoppers for organic products?

4. Empirical Analysis



Data

Household panel data from the GfK:

- **Ø 25,620 households** per year
- Data covers **2016-2020**
- **Four product categories** (coffee, chocolate, hair shampoo and laundry detergent)
- Containing **information** about **attitudes & behavior**

Households are divided into **also-online** (at least one online purchase per year) and **offline-only** purchasers

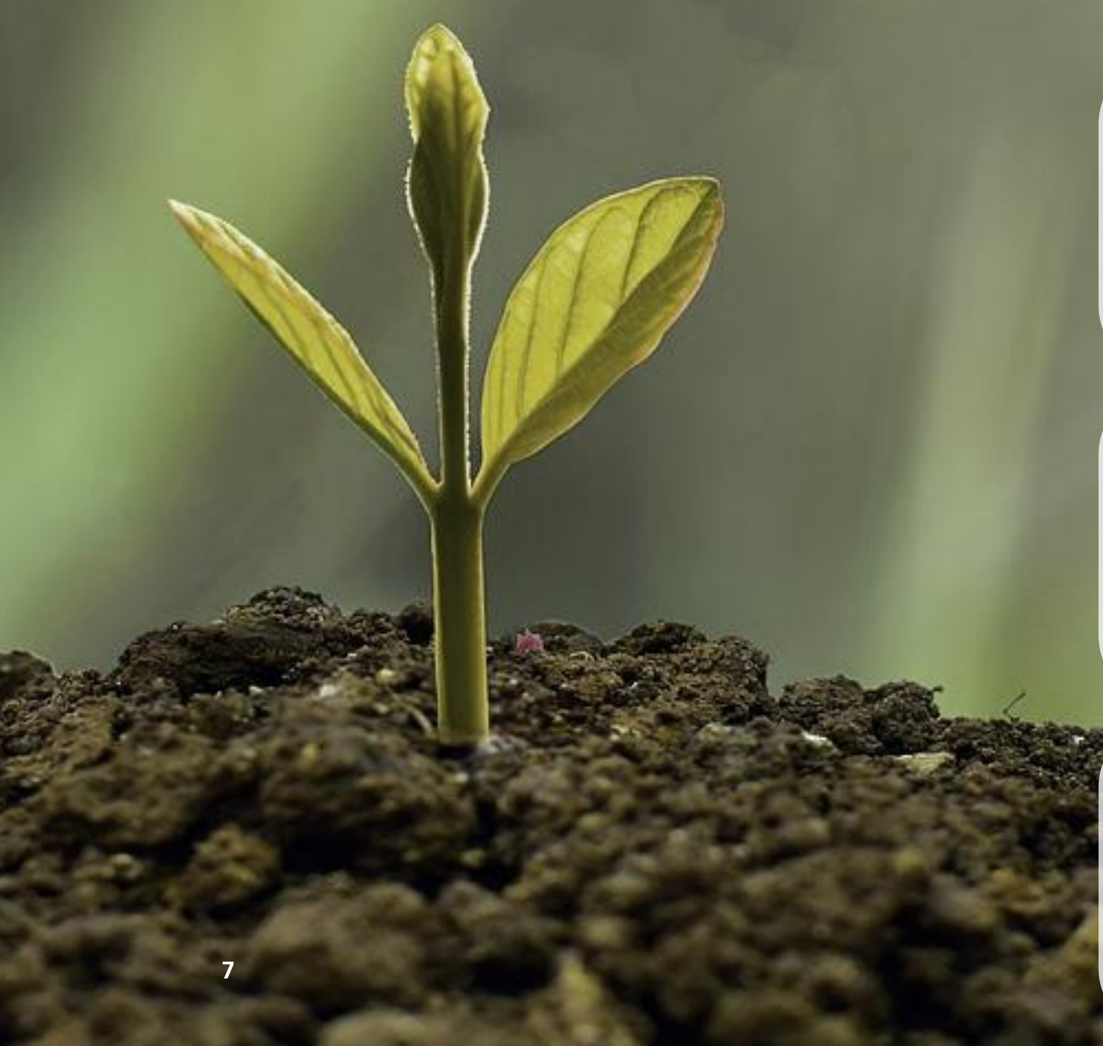
4. Empirical Analysis

Empirical Results

Also-online purchasing customers:

- have a **larger ABG**,
- pay a **higher prize** per 100 Grams,
- **tendency** towards **variety seeking**,
- are **less price-conscious**,
- are **more quality-conscious**,
- have a **higher level of education**,
- have **higher income**,
- are **younger**.

5. Conclusion



Consumers partly **do not act as they claim to**

Differences regarding the **ABG** between also-online and offline-only shoppers

Online retailers and **brand managers** should pay closer attention to the **ABG** as **OGS** and **organic products grow** in relevance

6. Limitations and Further Research

Limitations

- A **descriptive** analysis
- Only **four product groups**
- Limited to the **ABG towards organic products**
- **Positive** and **negative** discrepancies are **not differentiated**

Future research

- Analyzing the **influence** of the **ABG** on **sales**
- Differentiating for **different store formats**
- Considering **other ABGs** (e.g., fair-trade; local, branded products, …)

Follow Up

Do you expect differences in attitude-behavior gap (ABG) between also-online (i.e., online and offline) and offline-only grocery shopper?

The author can see how you vote. Learn more

It differs more also-online	57%
It differs more offline-only	21%
I expect no differences here	21%

47 votes • Poll closed • Remove vote

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