

# GROCERY ONLINE



FOOD



## The Impact of Pandemic Restrictions on Offline and Online Grocery Shopping Behavior - New Normal or Old Habits?

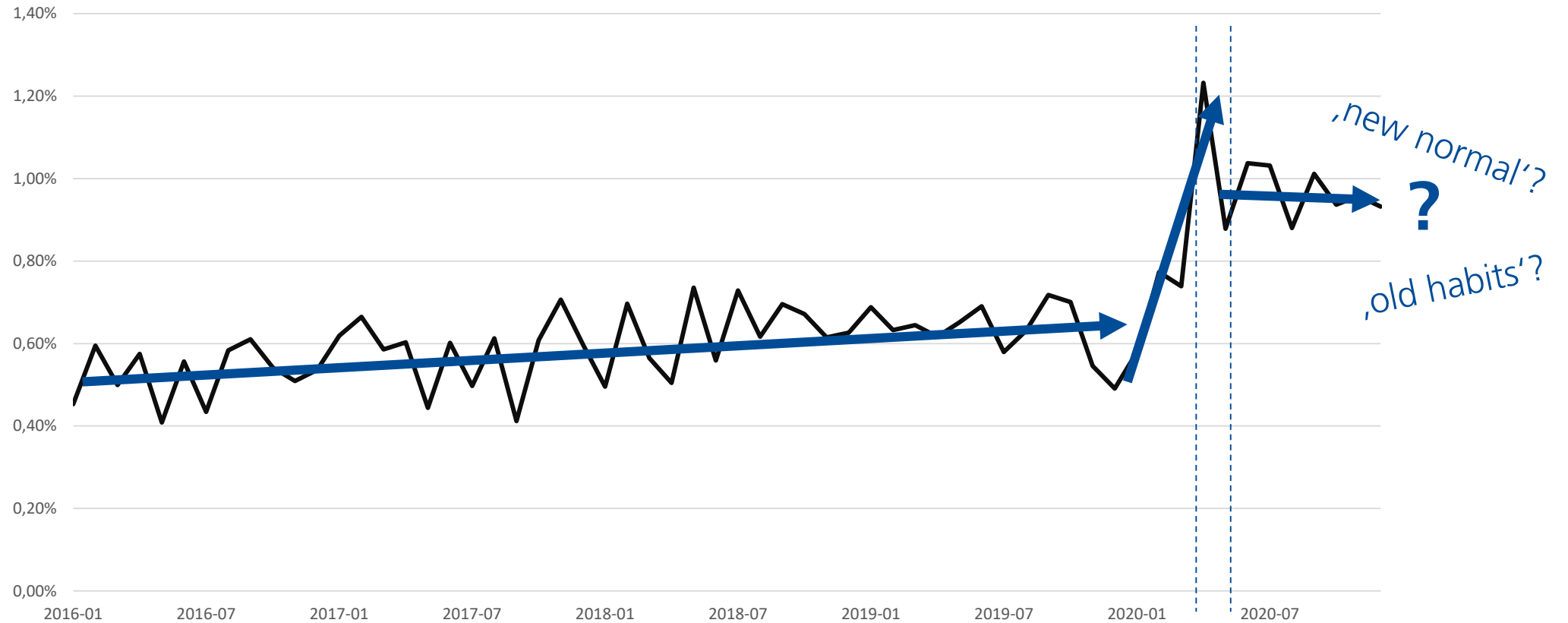
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Digital Marketing & eCommerce Conference BCN

Barcelona, 30th June 2022

# 1. Introduction

## Share of Online Grocery Shopping per Month



Source: GfK household panel data (2016-2020; product groups: chocolate, laundry detergent, shampoo, coffee)



## 2. Theoretical Background and Research Gap

online grocery shopping (OGS) **before** the pandemic

- slow and steady increase in OGS over the last few years (before the pandemic)  
(Mortimer et al. 2016; Driediger and Bhatiasevi 2019; Alaimo et al. 2020)

OGS **since** the pandemic

- pandemic changed the world of retailing (Roggeveen und Sethuraman 2020)
  - huge challenges (restrictions, lockdowns, decline in sales and even insolvencies)  
(DW 2021a, 2021b; pwc 2022)
  - new opportunities to gain competitive advantage (new business models, increasing rise of OGS)  
(McKinsey & Company 2022)
- increase in the use of OGS during the pandemic (Bauerová and Zapletalová 2020; Grashuis et al. 2020; Li et al. 2020; Pantano et al. 2020; Al-Hawari et al. 2021; Baarsma and Groenewegen 2021; Chang and Meyerhoefer 2021; Ellison et al. 2021; Guthrie et al. 2021; Habib and Hamadneh 2021; Jensen et al. 2021)

**→ no research on online and offline purchase patterns  
before, during and after pandemic restrictions**



### 3. Research Question

How does consumer **purchase behavior** evolve **before, during,** and **after** pandemic restrictions in **online** and **offline** grocery shopping?



## 4. Data

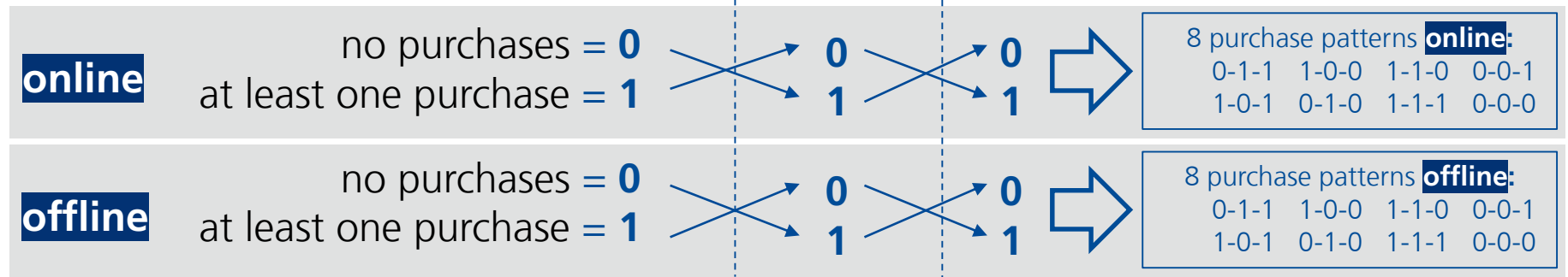
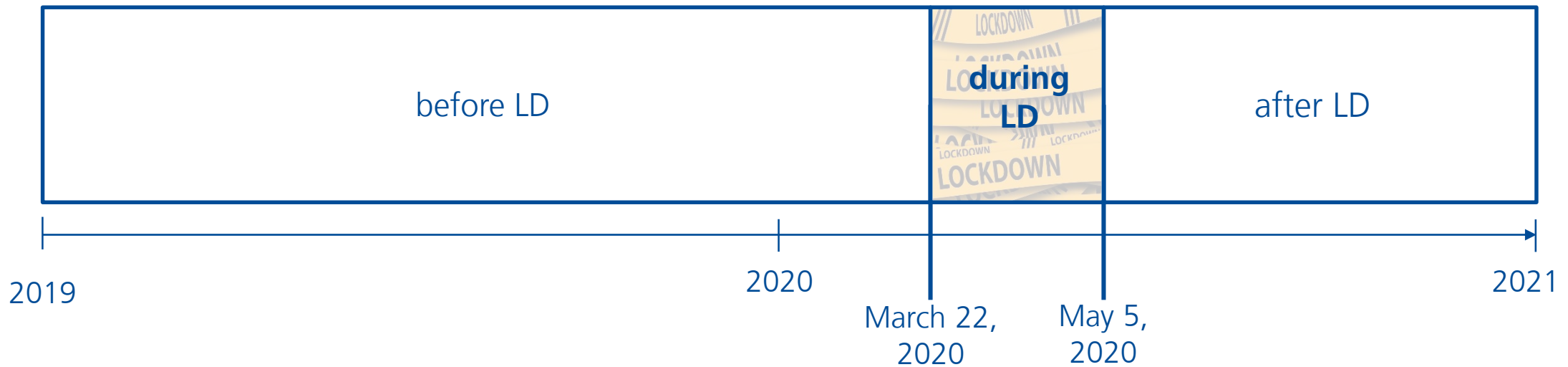
### Dataset:

- GfK household panel data from 2019-2020
- purchases from about 30,000 households
- both online and offline purchases
- four product groups:  
chocolate, laundry detergent, shampoo, coffee



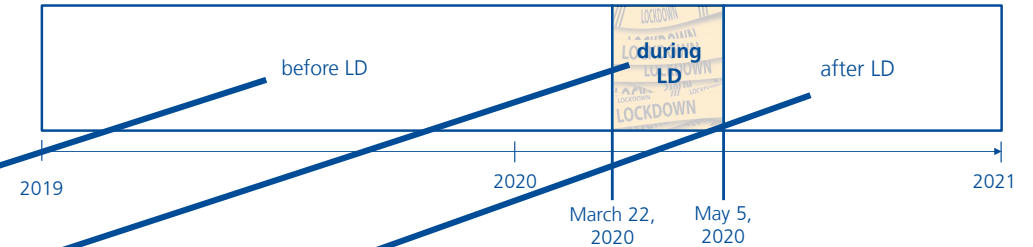
## 5. Research Design

Note: only households purchased **before AND after** the lockdown (LD) are considered



LD = Lockdown

# 5. Research Design



channel	household	before LD	during LD	after LD
online	1	1	0	0
online	2	1	0	0
online	4	0	1	1

no purchase = 0  
at least one purchase = 1

purchase patterns

online	0-0-1	$\sum 1$
online	1-0-0	$\sum 2$
online	...	$\sum \dots$

LD = Lockdown



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## 7. Implications

- nearly all households purchased after the lockdown **offline** (again)  
→ **customers are still reachable for retail in their own stores**
- **online** purchase patterns are much more divergent  
→ **high fluctuation in OGS**
- **potential for the future is big**: 93% of households purchase offline-only over the entire period



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## 7. Implications

,**new normal**' or ,**old habits**'?

- **offline**: nearly all consumers returned to their ,**old habits**': buying offline (again)
- **online**: some consumers are returning to 'old habits', while others are diving into a 'new normal'

comments, proposals or Ideas for Collaboration?  
→ contact me!



→ contact me!



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Photo: Hardy Welsch



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