Consumers' Attitudes and Purchases in Online versus Offline Grocery Shopping

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Research on National Brand & Private Label Marketing

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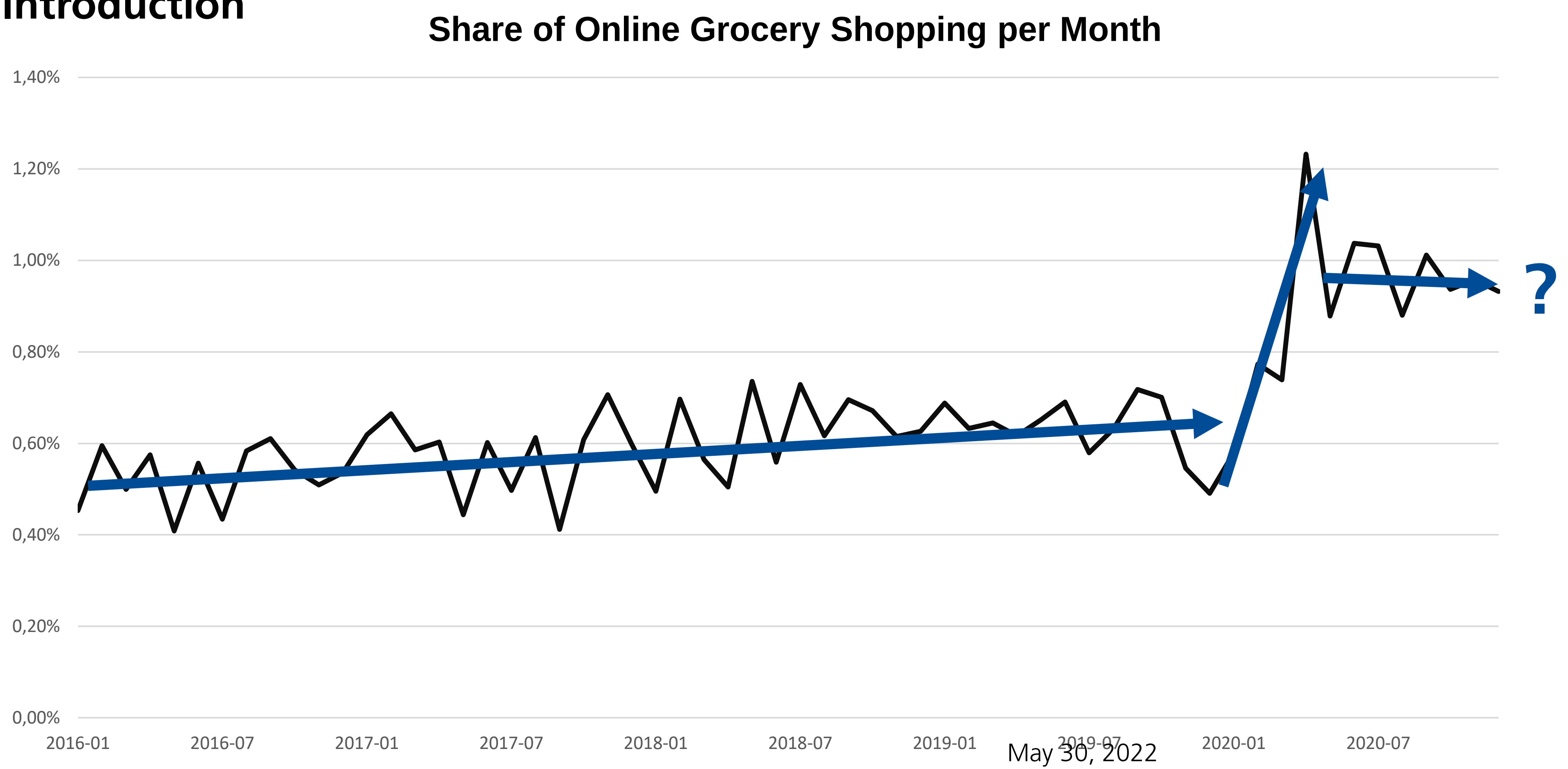
1. Introduction



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

2. Theoretical Background and Research Gap

- research is rich for offline grocery shopping (Pauwels and Srinivasan 2004; Sethuraman and Gielens 2014; Brüggemann et al. 2020)
- emerging body of studies on OGS (see e.g. Prabowo et al. 2020)

→ no research focusing on a comparison of purchase behavior and attitudes in online and offline grocery shopping

- strong trend toward **organic** and **fair trade products** (Fairtrade International 2021; Statista 2021)
- research on **national brands (NBs)** and **private labels (PLs)** on online settings (Arce-Urriza and Cebollada 2012)

→ we focus on purchases and attitudes toward organic and fair trade products as well as competition between NBs and PLs

3. Research Question

What are the differences in consumers' attitudes and purchasing behavior between also-online and offline-only grocery shopping?

also-online grocery shoppers

vs.

offline-only grocery shoppers

4. Research Design and Variables

Research design

- cross-sectional analysis,
- groups:
  - **also-online** grocery shoppers
  - **offline-only** grocery shoppers

Variables

- age, households' size, number of children younger than 18, households' income
- attitude toward…
  - online flyer, offline flyer, and convenience
  - technology, innovation, and tasting new things
- price consciousness, brand preference, share of purchased NBs
- attitude toward organic products, share of purchased organic products
- attitude toward fair trade products, share of purchased fair trade products

5. Data

- household panel data from 2016-2020 provided by GfK
- about 30,000 households
- online and offline purchases
- households' demographics (age, household size,…) and attitudes (price consciousness, brand preference, …)

GfK
Growth from Knowledge

6. Results

also-online grocery shoppers vs. offline-only grocery shoppers

also-online grocery shoppers

age ↓, households' size ↓, number of children younger than 18 ↓, households' income ↓

attitude toward online flyer ↑, attitude toward offline flyer ↓, attitude toward convenience ↑

attitude toward technology ↑, attitude toward innovation ↑, attitude toward tasting new things ↓

price consciousness ↓, brand preference ↑, share of purchased NBs ↑

attitude toward organic products ↑, share of purchased organic products ↑

attitude toward fair trade products ↑, share of purchased fair trade products ↑

7. Implications

- Online channel is well suited for national brands, organic and fair trade products

- Online grocery retailer should consider that …
  - …online grocery shoppers are younger, with lower income and higher attitudes toward convenience
  - ...that attitudes may differ from purchases, especially for organic products

comments, proposals or any questions?

→ contact me!

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