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1. Introduction

1.1. Background

1.1.1. E-commerce in Sweden

The Internet-based electronic commerce environment has been widespread developed, which provides consumers with a convenient platform to search for information, interact with retailers and purchase products online. According to data collected in 2013, Sweden has owned around 8.7 million internet users. That corresponds to over 94% of the population, which makes Sweden become one of the greatest countries in the world in terms of internet use (E-commerce News, 2016). Furthermore, the report brings up the fact that the dominating categories of products that are traded online in Sweden are travels, clothing and shoes, but also electronics and entertainment/media and it also mentions Adlibris, Cdon, Ellos and H&M as some of the most popular stores for online shopping within the different categories. Besides, the product categories earlier mentioned as the leading ones, there are those which are not yet there due to low consumer adoption. One of those is the grocery segment, which hence makes this to an interesting area for further development. In PostNord's report name from 2017 one can see that only 6% of the online shoppers in Sweden answer groceries on the question *"What types of goods have you bought online in the past month?"*, while for example 34% say fashion and 30% answer that they have bought media online in the past month (PostNord, 2017).

1.1.2. Online grocery shopping in Sweden

Although online purchasing tool should be suitable for all kinds of products, however, in terms of the worldwide aspects, online grocery purchasing still has low competition compared to other kinds of products. So also in Sweden. Although Sweden has a high percentage of Internet users as well as a well-developed e-commerce market there are e-commerce markets that are still lagging. Recent years, the online grocery market in Sweden has been developing. Since 2013, an increasing number of online sales of food products starts to grow. Online grocery sales raised by 38 percent compared to previous year and there are more than one in five Swedish consumers has experienced purchasing grocery products online (E-commerce News, 2014). Besides, the leading grocery retail in Sweden ICA launched their new online store at the end of 2014 and COOP also updated their online stores to expand product categories and range to attract more potential consumers. Although the many options given to the consumers, PostNord

states in the report *E-commerce in the Nordics 2016* that *"While sales of daily commodities have grown very strongly in recent years, the category remains small."* Therefore, one can easily see that the online grocery industry is developing and popularizing, but still seems limited while looking at other industries (PostNord, 2016).

1.2 Problem discussion

Internet today has a great importance in a lot of people's everyday lives, not least for pleasures such as shopping. Among Swedish consumers online shopping is something frequently used, and statistics from 2016 show that nine out of ten Internet users have at some time used Internet for a purchase (E-commerce News, 2016). A huge amount of previous research focused on some fashionable industries such as clothing, cosmetics, books, electrical appliance etc, which are frequently ordered products (Young Kim, E. & Kim, Y, 2004; Bian, Q. & Forsythe, S, 2012). Compared to these types of products, online grocery shopping has not grown so big and few previous literature has been explored in this field, which arises our interests in devoting a not so developed area. The low level of consumer adoption makes it interesting to explore different factors that could affect consumers' choices on online grocery shopping in Sweden. What makes people prefer going to a grocery store, pushing a trolley through the crowded aisles, stand in long queues, just to later carry their groceries home themselves?

Besides, when it comes to online shopping, mostly research put emphasis on Generation Y or focused on only the female (Sullivan, P. & Heitmeyer, J, 2008; Bakewell, C. & Mitchell, V, 2003; Belleau, B.,et al, 2007), however, the range of previous research target is broad and in this study, the authors aim to narrow the range of explored group. Therefore, Swedish families ~~with children~~ constitute the target group for this study. The characteristics of families ~~with children~~ would have distinct buying intention compared to other type of groups as the desired need for them would change.

This paper seeks to understand what factors could possibly affect consumers' purchase intention for online grocery shopping. Some studies focused on online purchasing do exist and have some helpful findings. The research conducted by Chocarro summarized that previous reviews of literature about the relationship established between situational variables and channel choice and they find out there are seven situational factors concerned with product categories affect the possibility of online/offline purchase, such as distance to store, time pressure and so on. The study by Chung-Hoon Park also revealed that product information quality, user interface quality

and other three factors would influence consumer purchase behavior. General factors was studied from some previous literature, and we eventually gather several importatnt factors based on the quesrionnaire we designed.

Factors influence customers'purchasing online grocery shopping are various, however, the degree of importance are different. We make use of the questionnaire to analyze the difference among each other. In our questionnaire, we set in total of 11 situational factors that we consider might be possibly influential for our targeted group to choose, most of them have the evidence to prove that there is a relationship with online grocery purchasing intention, however, the authors need to do the research to support that the relevance between Swedish consumers and Swedish online grocery environment do exist. In the end, based on interviewees' choice result, 8 of these selected potentially situational factors are considered necessary to analyze our study (Appendix) , which are the perceived product quality, perceived product price, weather, delivery time, delivery cost, type of products, perceived potential risks and time saving. All of these factors will be respectively explained and analyzed in the theoretical framework and discussion.

This study could generate relevant knowledge for grocery retailers, since offering online grocery shopping could be a new way for retailers to make money. More knowledge about what their potential customers value could therefore help them boosting their sales and profitability. This arouse an interest for taking the understandings about consumers' online grocery shopping preferences one step further.

1.3. Purpose and research questions

The purpose of this study is to examine what kind of factors that can influence consumers' intention to purchase grocery products through the Internet. By carrying out this study the authors aim to explore several factors, which is to investigate their impact on consumers' intention to buy grocery products online.

The research questions that follows from what is described in the background and which will help leading us toward fulfilling our purpose is stated below.

- What factors do affect consumers' intention to shop their groceries online in Sweden?
- How do consumers value different factors when they do their grocery shopping online, instead of offline?

1.4. Definitions

1.4.1. E-commerce

E-commerce can be described as the using of electronic networks, such as Internet, as a distribution channel. The involved parties can be either individuals or organizations and a common sectioning to do is to differ between business-to-consumer and business-to-business (B2B) (Khosrow-Pour, M. 2006).

1.4.2. B2C e-commerce

This study is going to focus on business-to-consumer transactions, often referred to as B2C e-commerce. That means, transactions between retail suppliers and the final consumer. Keller and Kotler (2011) support this definition by describing e-commerce as "*a company or site offers to transact or facilitate the selling of products and services online.*". When e-commerce is mentioned in the following, it refers to B2C e-commerce.

1.4.3. Online grocery shopping

Online grocery shopping is an e-commerce based approach to order groceries through Internet. The online grocery stores take advantage of the interface to pick and deliver the online-ordered products to the consumers. (Raijas, A., & Tuunainen, V, 2001) In Sweden, websites like *Mathem.se*, *Matsmart.se* and *Mat.se* among others offer the possibility to place an order, and then get the food delivered by the door.

1.5. Delimitations

While carrying out a research study one has to be aware of the various limitations that will be faced. This to make it clear what will be studied respectively what will be left outside the thesis' research field. Firstly, this study is limited to the behaviour of the consumers. This paper is accordingly not dealing with any other perspectives like for example a company point of view.

Secondly, to narrow the field further, the focus is consumers *in Sweden* and a generalization to other countries might, as a consequence, be inaccurate. Applying the results to different countries without taking into account factors such as differences in culture and values would in all likelihood be misleading.

Moreover, the research focuses on these 8 situational factors. There are most likely additional factors that can affect consumers' intentions of online purchases, but the possibilities will not be considered in this thesis.

A study of this kind, of course, also implies limitations in terms of time. To meet a deadline it is of great importance to constantly keep the given time limit in mind and to make an assessment of what scope can be deemed reasonable for the given period. One needs to remember that this is a relatively small study and the ambitions must be kept realistic in relation to the time available.

2. Theoretical Framework

The following section consists of a compilation of relevant theories, key concepts and previous research, which aim to provide the reader with sufficient knowledge to understand the problem, purpose and the research questions of the thesis. That is, by reading this chapter, one will be able to create an accurate picture of the already existing knowledge within the field of study.

2.1. Marketing

One marketer once claimed that the role of marketing is to "*deliver a higher standard of living*" (Keller & Kotler, 2011). But what *is* marketing? There are a great many definitions, whereof one, presented by The American Marketing Association, is following:

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

In recent years, the traditional marketing has met a competition that no one could have predicted. According to the report "ICT Facts and Figures – The world in 2015" by *International Telecommunication Union* in 2000 the Internet penetration in the world amounted to 6.5 percent. 15 years later, in 2015, the statistics show a corresponding percentage of 43. Moving on to Europe, the report also shows that 82.1 percent of the households had access to Internet in 2015, and the Internet using rate for individuals was 77.6 percent.

The incredible digital development has lately created opportunities that almost resembles a revolution in the marketing area where new distribution channels have appeared. This creates a need for constantly updated research that can follow the pace of development.

2.2. E-commerce

The Internet-based electronic commerce is becoming an increasingly popular approach and a channel for people to search for information and purchase products or services through direct interaction with the online store. (Park, C. & Kim, Y. 2003)

From the Global B2C E-commerce Report 2016 by Ecommerce Foundation one can read that 26 percent are e-shoppers worldwide. An e-shopper is here defined as *"an individual who regularly bought or ordered goods or services through the Internet"*. In this report the definition of B2C e-commerce sales, as another highly relevant concept, reads: *Any B2C contract regarding the sale of goods and/or services, fully or partly concluded by a technique or distance communication.* Further is in the report stated that e-commerce year amounted to 3.11 percent of the GDP, globally, in 2015.

By studying the report one can also find it clear that the E-commerce is not just a temporary era we can wait for to pass and which will turn into another one, characterized by something significantly different. We can observe a constantly ongoing development which indicates on the opposite. The statistics show that, compared to the 1% growth on the overall retail in Europe, the E-commerce growth reached a percentage of 13.3%. Even though the high growth rate is forecasted to slow down, it is no doubt that Ecommerce is here to stay, and it is not unlikely that the success stems in the ever-growing demand for comfort and efficiency in everyday life (ECommerce Europe, 2016). Although Europe in its whole is moving upwards when it comes to E-retailing, one should not forget that there are probably variations between member countries in terms of shopping behaviour, habits and values. To narrow the field of study further and make it more manageable the focus will be on Sweden, where 75 percent of the population aged 18-79 made online purchases during 2015 according to PostNord (2016).

The fact that Swedish e-commerce grocery market is still not very developed makes this highly relevant to explore further. To understand a consumer market one also needs to understand how consumers behave. A model for this is shown below.

2.3. Theory of Planned Behavior
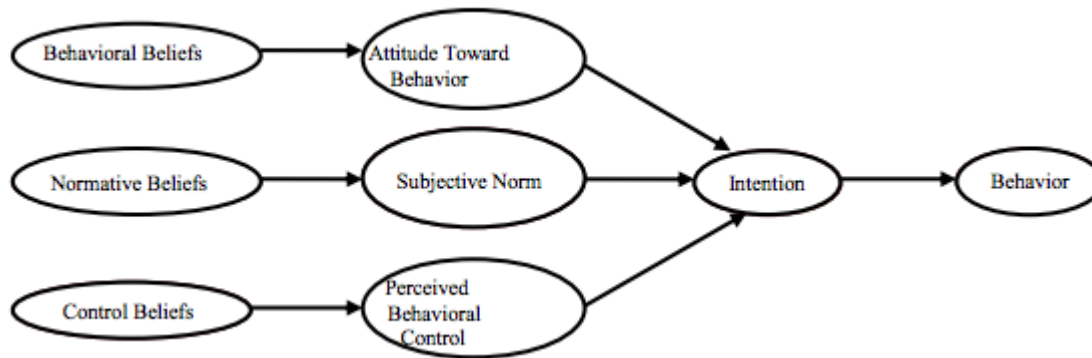
To understand consumers' behavior, a frequently used model is the *theory of planned behavior* (TPB). So will also this study do, since it seeks to understand the consumer behavior behind online grocery shopping. TPB is an extension of theory of reasoned action (TRA), (Ajzen, 1985 ; Ajzen, 1991) which helps program implementers design interventions that effectively address a particular behavior (Ajzen. I, 1991). TPB illustrates the relations between beliefs and behaviors by applying three types of terms: attitude toward behavior, subjective norm and perceived behavior control to shape the ending consumers' purchasing intention and behavior.

2.3.1. Consumers' purchasing intention

Consumers' purchasing intention refers to an individual's plan on buying something in the future. The purchase taking place can be a good, as well as a service. The higher the intention is, the more likely it is for the action or behaviour to take place (Ajzen, 1991).

2.3.2. Attitudes

According to Ajzen (1991), Attitude toward behavior is the degree to which performance of the behavior is positively or negatively valued. It depends on behavioral beliefs which provide a favorable or unfavorable attitude towards the various kinds of positive or negative possible outcomes.

2.3.3. Subjective Norm

Subjective norm is the perceived social pressure to engage or not to engage in a behavior (Ajzen, 1991), which is determined by normative beliefs that the perceived behavior expectations of important referent individuals and population.

2.3.4. Perceived behavior control

Perceived behavioral control refers to people's perceptions of their ability to perform a given behavior, which is access to the control beliefs, for example, beliefs about the presence of factors that may facilitate or impede performance of the behavior (Ajzen, 1991).

2.3.5. Intention

Intention is an indication of a person's readiness to perform a given behavior, and it is considered to be the immediate antecedent of behavior (Ajzen, 1991), which is based on attitudes, subjective norm and perceived behavior control.

2.3.6. Behavior

Behavior is the manifest, observable response in a given situation with respect to a given target (Ajzen, 1991), which is a combination of intentions and perception of behavior control. The single behavior control can be considered across contexts and times to present a more broadly representative measure of behavior (Ajzen, 1991).

Concerned with this study, the theory of planned behavior described that attitudes toward any behavior is determined by one factor, called as behavior believes (Rahman, M, 2013). For example, if one has positive beliefs towards purchasing groceries online and believe it is convenient than traditional stores then he/she would have positive attitudes towards that behavior, vice versa. Normative beliefs in this study can be demonstrated that people surrounding you such as your friend, families, colleges would leave positive or negative suggestions and influence on your decision-making. For example, if your friends tend to buy groceries on Internet and they have excellent experience, when they suggest you and tell you it is a good choice, you will be positively motivated by their suggestions to fulfill subjective forms, "optimistic motivation leads positive subjective norms and intention" to purchase groceries on the Internet (Rahman, M, 2013). Last but not least, control beliefs in this study perform like some people consider shopping groceries online would cost some extra service expenses, however, people who have positive control beliefs would still go for choosing online shopping although it may charge extra delivery cost. The possibility of using TPB framework would be connected into interviews which we use as our method of primary data collection. The interview questions that are listed in Appendix are basically designed in accordance to the

theory by Ajzen to explore what kind of factors would influence consumers' purchase intention when they shop groceries on the Internet.

2.4. Situational factors

To understand the consumers' behaviour, this paper will get help from studying various types of factors. Situational factors, could be explained as temporary conditions that have any influence on how consumers behave (Zeithaml, 1988). A consumer can choose to buy nothing at all or to buy a certain product, but also to buy additional products. In the following a description of some situational factors that play a role for the behaviour of the buyers.

2.4.1. Perceived Product Quality

Product quality is a collection of characteristics and features of a product to meet given requirements. Quality can be defined broadly as superiority or excellence (Zeithaml, 1988). Product quality is divided into objective and perceived quality. In this study, the main focus will be on the perceived quality. Perceived quality can be defined as the consumer's judgment about a product's overall excellence or superiorit (Zeithaml, 1988). According to Kotler and Armstrong (2004) "product quality is the ability to demonstrate a product in its function, it includes the overall durability, reliability, accuracy, ease of operation and repair products are also other product attributes". Perceived product quality has directly influence to purchase intention (Saleem, Abdul Ghafar, et al, 2015). Based on A. Saleem et al (2015), the purchase intention increases or decreases after using the product, which is directly related to the quality of products. If the product quality is high, the consumer purchase intention is also high, and vice versa. In addition, Dunk (2002) also states that product quality can contribute to strategic competitive advantage, and the design and manufacture of product is purposed for meeting customer requirements. The study conducted by Rao, S., Raghunathan, T., & Solis, L. (1997) also illustrates that providing the kind of quality product and services that is required by demanding customers could gain the competitive edge and wider market share. And once the requirements of demanding customers are reached, their customer satisfaction will be improved. Previous experiment showed that product quality is considered as one of dimensions of customer satisfaction as long as it meet final system criteria (Elliott, J.2002). "Customer satisfaction with an online store positively influences purchase intentions" (Lee, G., & Lin, H, 2005). Therefore, amounts of previous literature supported that the product quality is a

significant element of the consumer satisfaction and as for the online shopping, customer satisfaction also leaves positive impact on final purchase intention.

2.4.2. Perceived Product Price

Price is the amount of money a consumer sacrifices to obtain a product, which can further be classified into objective and perceived product price (Zeithaml, 1988). In this case only perceived product price will be used, since the purpose of the thesis is to get the consumers' point of view on the different factors and in this case the product's price. Perceived price is individual believe of the price in relation to the quality of the product (Nguyen, T., & Gizaw, A. 2014). The study by Chang, T., & Wildt, A. (1994) demonstrates that "purchase intention is shown to be positively influenced by perceived value, which mediates the influence of perceived price and perceived quality", Between this relationship, which also includes that the perceived value is positively influenced by product quality and negatively influenced by product price, and purchase intention is positively influenced by the perceived value (Chang, T., & Wildt, A. 1994). From this it reveals that purchase intention is negatively influenced by product price which means when customer perceived price of goods goes up, their purchase intention will decrease. As for the grocery products, sometimes the online selling products may have a discount that the physical store do not own. Thus the perceived price is different between online shoppers and offline shoppers and their purchase intention is changed as well.

2.4.3. Perceived Potential Risks

The theory of perceived risk has been applied to explain consumer's behaviour in decision making since the 1960s (Hsin Chang, H., & Wen Chen, S. 2008). Perceived risk can be defined as "the nature and amount of uncertainty perceived by consumers in contemplating a particular purchase decision" (D. F. Cox & Rich, 1964). Therefore, it can be one of the most important factors that could affect customer purchase intention as consumer are used to avoid risks when purchasing. Mitchell (1999) states that perceived risks have a powerful impact on consumer behavior due to people are more motivated to avoid risks than maximum utility when purchase products. In the past, the perceived risks are mainly concerned with product quality. However, nowadays in terms of online grocery shopping, more types of risks appear. Another important elements that consumer emphasize is the security of the purchasing approach, in other word, is the website security. The web perceived security is "the extent to which one believes that the Web is secure for transmitting sensitive information (e.g. credit card or social security number)"

(Salisbury, W. et al, 2001). Bennett, P., & Harrell, G. (1975) also tested the relationship between confidence and purchase intention, which justifies that buyers' confidence in brand of products is relevant to predicting purchase intention and also to their actual purchase behavior. Besides the specific figures show that the lower perceived risks lead to higher purchase intention.

2.4.4. Time Saving

Time pressure are described as the degree of consumers consider themselves are busy (Srinivasan and Ratchford, 1991). Busy consumers would be willing to save time from doing the shopping activities and they take consuming time and energy on the grocery shopping as disadvantages. Therefore time saving is usually regards as one of the shopping convenience elements when people choose to shop online or offline with two different forms of expressions. Firstly, conventional grocery stores generally have the limited opening hours shorter than 24h, which restricts consumers shopping flexibility. However, online grocery shopping allows you to shop anytime at the day or night, which provides fewer external restrictions and more convenience (Schröder and Zaharia, 2008) Chocarro also verified the assumption that the nearer it is close to store closing-time, the greater possibility of online purchase (Chocarro, R, 2013) On the other hand, time-related factors also perform in whether you need to leave home to get grocery products. Time-saving plays a vital role in online and offline grocery shopping, as you can have direct access to all of grocery products on the website, which saves unnecessary time to sort wanted goods among clusters of products. In addition, according to Chocarro that the greater the time pressures, the higher the probability of online purchase (Chocarro, R, 2013), thus if there is no need for you to spend time to physical store, shopping grocery products online would save time. Furthermore, in the light of Verhoef, P. and Langerak, F. (2001), they expect consumer who suffered more time pressure to perceive the relative advantage and compatibility of electronic grocery shopping as higher, and they support their assumption that the larger the time pressure they receive, the larger the perceived relative advantage and compatibility of electronic grocery shopping will be. Hence, time-saving factor has a close relationship in shopping grocery online.

2.4.5. Delivery costs

Delivery costs are viewed as a factor to be considered when ordering, to some extent, which largely depends on different retailers and it may exist in the following structures: unconditional

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free shipping where the online retailer absorbs all shipping costs for all orders (Becerril-Arreola et al, 2013), flat-rate shipping where the retailers charge a fixed fee regardless of order value (Koukova et al.,2012) and threshold-based free shipping where the retailer guarantees the cost of shipping for orders equal to or larger than a predetermined amount but charges a fixed fee (Koukova et al., 2012). The delivery cost could make small purchase prohibitively more expensive. According to Down's (1961), consumers usually tend to minimize their purchase cost, therefore, except for the product original cost, delivery cost would also make a huge influence on consumers purchasing intention. Distinct level of shipment charges will also have a significant effect on consumers' decision making, such as based on this charges, consumers will abandon the order or they want to purchase more products online, and whether it is worth for them to pay so much fee when they purchase the products. All of these situations will all influence consumers' intentions because lower delivery cost

2.4.6. Types of Products

Another factor that possibly affect the consumer's choice is the characteristics of the product, which is not commonly explored by previous literature before and few research can be found. But in this study, we want to explore the impact of the type of grocery product on consumer purchase intention.

Usually the groceries goods that we generally mention includes beverages, fruits, canned and packaged food, bakery and so on. Here in order to easily analyze and distinguish, we divide groceries categories into dry and fresh and a clear difference between dry groceries and fresh groceries is provided. Dry groceries are generally defined as non perishable grocery products, and be considered to include items are non edible but be stocked at the grocery shelf, for example, some goods which can last for long time like bathroom commodities, bottle of drinks, frozen food etc. While fresh goods, the other way round, are food that is not preserved by canning, dehydration or freezing and is easily perishable if you do not finish it in time. Such as bread, fruit, fresh vegetables. Due to this difference, when it comes to purchase grocery online, the different characteristics of product would affect consumers' choice. Consumers would be more willing to buy dry groceries online because it can store for longer time and would not be easily ruined during delivery. However, if the delivery duration is not clear, fresh food has high possibilities to be ruined or become perishable in the end, which would be taken hidden risks. Therefore, the categories of grocery should be considered when consumer decide to buy through Internet.

2.4.7. Weather

Weather is considered as the only one external environment and non-human factor. Weather constantly has an unexpected important influence on consumers' purchasing intention and behavior. As a report (2016) by United States Department of Commerce implied that the cold winter did a negative impact on retailer profit. During February, the sales volume declined 0.6% and the largest reason is the severe cold winter in some areas (Times commerce, 2016). Besides, the famous tech website (The Next Web) did an interesting analysis about the cars sales and weather. They got a result that the degree of temperature has an impact on different kinds of car sales. The weather does not only have effects on retailer and cars, but also all our purchasing behavior. As the weather gets warmer, the motivation of consumers' intention become more active, however, the prerequisite is as long as the temperature is not so high and we can totally accept it. When the temperature gets too high or too low, people prefer not to go outside and under burning sun, they would rather shop groceries online in the room of air condition. Therefore, the weather would have influence on shopping groceries intention.

2.4.8. Delivery Time

Last but not least, delivery related issue is always closed to online shopping due to it is one of the key necessary nodes during the whole process. Except for delivery cost, delivery time might also affect online shopping. The duration of shipping period is quite different among distinct online shopping platforms. For example, the Chinese online shopping platform JD is famous for its quick delivery period. Usually once you purchase before 23:00, the products you ordered would be estimated to be received the next day. Other online competitive platforms such as Tmall and Taobao usually need 2-3 days or even more. Thus, with regards to the similar product with similar quality and price, majority of consumers would be willing to choose JD. So shipping period would also be one of the key factors for customers shop groceries on the Internet.

3. Methodology and Method

This section is dedicated to method and methodology. A review of the chosen methods for data collection and analysis and will be followed by a discussion on the trustworthiness of the methods. In this context methodology can be referred to as the science of method. In the

following section the methodology of this thesis will be described in terms of research purpose,
research approach and later an account of the credibility of the chosen methods.

3.1. Methodology

3.1.1. Research Purpose

When talking about research purpose one typically refer to whether the research aims to be of exploratory, explanatory or descriptive nature. It is further not impossible for a research study to have several purposes, and it can thus be said to have the characteristics of more than one of these (Saunders et al, 2009).

When beginning to explore a new field of research one usually talk about exploratory research. Moving on to the part where we want to acquire more knowledge within the area the descriptive research approach is used. A descriptive study is usually associated with a quantitative approach, while an exploratory and an explanatory research purpose is characterized by their qualitative features. The last thing that needs to be done is to *explain*, and that is where the exploratory research takes place (Saunders et al, 2009). Since the purpose of this paper is to develop a theory that can *explain* human purchasing situation and study the degree of these factors, the research purpose can be described as explanatory, and a quantitative approach can analyze the different level of the chosen explantion elements and rather follows a both quantitative and qualitative approach, which is explained in the next section.

3.1.2. Quantitative vs. Qualitative research approach

Before starting an empirical study, one has to decide whether to conduct it using a qualitative or a quantitative research approach. So which are the main differences that make this to a choice of importance? What course of action that will be the most suitable one will depend on the purpose and the desired results. Quantitative researches are used to *measure* while qualitative researches rather aim to discover more behavioural questions (Bell & Bryman, 2011). Moreover a quantitative strategy is characterized by its structure while a qualitative approach normally is less structured. Using a quantitative research methodology will give the possibility to process the collected data statistically and a large number of respondents can easily be reached by, for example, conducting a questionnaire. This opens up for a generalization of the results (Christensen et al, 2010). On the other hand, a qualitative study is likely to receive a deeper understanding of the investigated area since it involves elements of psychology and sociology

(Bell & Bryman, 2011). A qualitative methodology will in other words be useful when the purpose is to discover factors which could affect the human behaviour (Kothari 2004). Since that is the stated purpose of this paper a qualitative approach is suitable and was thus chosen.

A third possible alternative is to mix the two approaches by, for example, using both a survey (quantitative) and interviews (qualitative). From this mixed approach one can benefit from the both strategies by achieving breadth from the survey respectively depth from some unstructured interviews, and by doing this, overcome the weaknesses of each method (Greener & Martelli, 2015).

3.1.3. Data quality

Two concepts of importance for a research study's data quality are validity and reliability. These concepts intend to measure the credibility of the findings (Saunders et al, 2009). The former refers to whether what is measured is relevant for the context, while the last mentioned is described by Saunders et al (2009) as "the extent to which your data collection techniques or analysis procedures will yield consistent findings.". That is, a reliable result is a result which would be similar although it was carried out again, by another researcher.

To describe the generalisability of the findings the concept *external validity* can be used. That is, to what extent the research would generate the same results under other conditions. Building a study on case studies of only one organization or very few organizations can pose a threat to the external validity. This also applies if the organization or population that is studied significantly differs from others in some way. However, it would be an incorrect statement to claim that this type of study is not credible, only based on this fact. It is important to keep in mind that all studies do not aim to generate a theory that is generalizable to all organizations, employees, consumers etc. Although in this paper, the research is limited to a particular group of consumers, it seeks to find any kind of patterns or common features within the investigated group. This means that this study is not to be compared to a one-organization-case-study, but has neither pretended to give results which represents *all consumers*. The results are thus still desired to be generalizable to a certain extent.

3.2. Method

In the method section a discussion about different research methods will follow. Research methods refer to the techniques and the tools that are used to collect the data by using primary and secondary sources respectively.

3.2.1. Secondary Data

Information can be gathered by using secondary sources. That is, gathering information which is already existing and collected for another purpose and therefore available in different ways, but which will still be relevant for the new research to be carried out (Greener.& Martelli 2015). Secondary data is of beneficial to be collected before primary data due to many useful elements can be used for explorative primary approach. Usually several previous literature was reviewed to devote for inspiration. Relevant models and theories were addressed and both books and research articles were served as secondary data sources. The reason to complete the primary data with this kind of data is that the primary sources are unlikely to, on their own, give results that are sufficient for the study. Especially not for an empirical study on this level. The literature search has primarily been done by using various databases of Jönköping University Library.

3.2.2. Primary Data collected by questionnaire

There are numerous alternative ways of collecting data and normally a distinction is done between primary and secondary data, where primary data is information gathered for the specific purpose of the research. Common primary sources are questionnaires, interviews and observations, which all, in turn, be divided into narrower categories. An interview can for example be *structured* as well as *unstructured* (associated with rigidity respectively flexibility), but can also be conducted as a mixture of these, which is what in the literature is referred to as a *semi-structured* interview (Greener & Martelli, 2015).

The choice of data collecting technique is depending on not only the purpose of the research, but also what qualities and skills the researchers possess and naturally what resources that are accessible (what constraints will the researcher have to deal with?) (Greener & Martelli, 2015).

Firstly, questionnaire was chosen as one of the methods to collect primary data. There are different types of questionnaires for choose and the authors choose to use Internet-Based questionnaire in self-administrated form, which is more convenient and easier to collect and analyze data (Sanders et al, 2009). In this questionnaire (Appendix 8.2), the authors aim to study what kind of key factors influence online grocery shopping in Sweden and how consumer value these factors. At the beginning, the authors choose in total of 45 respondents in Sweden. Firstly, it is necessary to give some questions about personal situation, such as gender, age, income, family structure, which is directly shown to us what kind of characteristics of respondents we wish (Sanders et al, 2009). The most useful questions start after that. There are 11 multipled factors for choosing, we aim to pick some key important factors for further study. These selected variable factors decide the following choice of which degree consumers consider each factor may value.

3.2.3. Primary data collected by Semi-structured interviews

For this thesis interviews was chosen as another method to collect the necessary primary data. What is commonly referred to as interviews in everyday life is actually a collective term for several interview types (Saunders, Lewis & Thornhill, 2009). As mentioned, interviews can vary when it comes to the degree of structure, and each approach has their strengths as well as they have weaknesses. Unstructured (or in-depth) and semi-structured interviews are usually described as qualitative research interviews (King, 2004 as cited in Saunders et al, 2009). Unlike structured interviews, where a series of identical questions typically is used, an unstructured interview can be referred to as informal, which in turn refers to the nonexistent list of predetermined questions. This requires from the interviewer that he or she has a clear idea about what aspect to be studied, whereafter the interviewees usefully can be let to talk freely from their point of view (Sanders et al, 2009). Somewhere in between these the semi-structured interviews could be found. This type is characterized by that there is a predetermined theme and questions to cover, but the questions are also depending on how the conversation flows. For example can the order in which the questions should be asked vary. Sometimes supplementary questions needs to be added, while some interviewees will cover a several questions in his or her answer on the first question (Saunders et al, 2009). This adaptability to the current situation is clearly an advantage for this type of interview, and semi-structured interviews was also the approach chosen for carrying out this research. This basically means structured interview, but with the possibility of clarifying and deepening through supplementary questions. By this it is
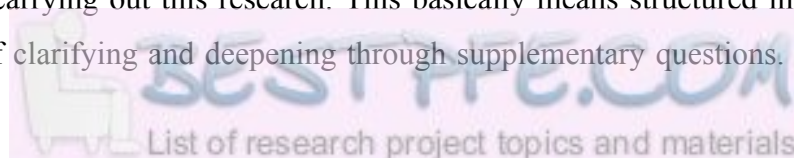
possible to add a desired amount of flexibility, to an otherwise rigid approach. As a practical example from the interviews from this study, one question is "*Do you regularly use the Internet for grocery shopping?*". One respondent replied "*No, but I have done.*", after which, of course, the interviewer became curious about *why* and asked the question "*why not anymore?*", which gave the person a chance to develop the answer.

In addition to the choice between structured or unstructured interviews, one has to decide how they are going to be carried out in practice. That is, whether the interviewer should meet the respondent personally or get help from tools such as telephone, e-mail or video call. Before making this decision one needs to take into account what resources that are available.

There is no doubt that by using face-to-face interviews one could exploit the advantage of being able to read the respondent to the greatest possible extent, and get a picture as fair as possible of their emotions and expressions. If face-to-face interviews for some reason would be impractically telephone and/or video interviews might be needed, since conducting face-to-face interviews probably will be time consuming and the most critical constraint is about time. The interviews in this study were carried out in two ways. The first three face to face, and the remaining respondents were called by phone. The time spent on each interview was somewhere between 15 to 25 minutes, depending on how much and free they spoke when the questions were asked. An interview carried out by calling the respondent has like most data collecting techniques its strengths. Firstly, it is a flexible method that offers a fast way of retrieving data. Further, phone interviews give a high availability of respondents since their locations become of less importance. The interviewers will still be able to explain questions, concepts etc. and if observing any kind of uncertainty or confusion of the interviewee it is easy to clarify and explain. It is also possible to do call-backs if needed (Kothari 2004). Furthermore, the respondents were guaranteed anonymity, to increase the probability for honest answers.

How many interviews to be carried out depends on the outcome from them. The number of interviews needed will also depend on the purpose of conducting them. This approach aims to study how people think and behave detailed based on the questionnaire conducted before, which minimizes the needed amount. In a case where all demographic factors are identical, less interviews will probably be required, than a case in which a comparison is to be done. Eight interviews were carried out as a starting point and to be concluded, theree of their interviews' answers can better and further explain the questionnaire. After they had been implemented the findings were supposed to give an indication if those were sufficient or if additional ones had to

be done. As the results gave a satisfactory picture of what was meant to be explored, there was not a need for additional ones to do a research of this extent.

3.2.4. Sampling method

After deciding *how* the interviews is going to be conducted, next decision that has to be made is *who* will be interviewed? In many cases it is not possible to collect data from every single individual in the chosen group, due to some similar characteristics of questionnaire answers, constraints in time as well as budget. Then a selection has to be done, which in the following will be referred to as a *sample*, and constitutes a share of the total *population*. For this study, a certain set of demographics was chosen. A common denominator for the interviewees is their age. All of them are between 20 and 55 years old, living together with their partner or families in Sweden. The interviews were held in two neighbouring cities of similar size. Moreover the interviewed people have in common that they have used Internet for purchasing products at least once, and that currently they all have a full time job . The reasoning behind this was that this group of people probably is a profitable target group. Interviewing students or equivalent would most likely not have given very useful results since single households do not consume near as much groceries as a family does, and consequently perceive a lower need for finding other solutions.

The researcher can choose between various types of sampling strategies, and the first distinction is usually done between probability and non-probability samples (Saunders et al, 2009). For this research the interviewees was chosen by using a non-probability sample, since the probability for every individual is not equally big or even known, which it would have been in a probability sample. The sample is small and a homogenous sampling was made, which means that the sample members are all similar and consequently the group could possibly be in depth explored. More specific a convenience sample was made, which according to Saunders et al. (2009) basically means that the participants was chosen because they were the easiest to obtain.

3.2.5. Construction of interview questions

For the interview to be practically feasible, a number of questions must be constructed. To be as trustworthy as possible there are a couple of mistakes to be avoided by being aware of them when constructing the questions. Swedish Central Bureau of Statistics states that it must not be very complicated and that one will come a long way with only a pinch of common sense (Wärneryd et al, 1990). But just a mere slip from the common sense could differ a satisfactory

interview question from an inferior one. In this thesis an interview guide was used, with a set of questions that was desired to be covered. The interviews was, as described earlier, not completely structured, and there was consequently room for some variation in terms of order and unprepared questions. To return to the problems mentioned in the beginning of this section, firstly, it is naturally important that the questions are clearly stated to avoid the misunderstandings that could occur if the respondent perceives, and thus answers, the question differently than it was thought to be answered (Saunders et al, 2009).

Secondly, problem can occur if an interview question is too long or not consists of *only one* question. Although it seems obvious in the theory, it is of importance that the interviewee is not expected to respond to two or more questions in one (Robson 2002, cited in Saunders et al, 2009). Carson (1973) exemplifies this by the question "*Do you think that next year's milk and egg prices will be higher or lower than now*?" In this question two different subjects are involved, which should be avoided (Wärneryd et al, 1990).

Furthermore, the Swedish Central Bureau of Statistics expresses in the report that using yes or no questions *could* cause a problem (Wärneryd et al, 1990). Sometimes there is no scale between *yes* or *no*, and then there might be the best alternative. For example would "*Do you have a computer or a smartphone?*" be a question of that kind, because either you have a computer (or a smartphone), or not. The problem can occur when the respondent is given room for his or her own interpretation (Wärneryd et al, 1990). A questions of this kind could be "*Do you find the website easy to use?*", where *easy* could cover a scale from *okay* to *excellent*, and the yes-saying respondents will not necessarily mean the same thing. Thereby a better option would be "*How easy to use do you find this website?*" where the '*how*' opens up for a more accurate set of answers.

All of this have been taken into consideration while constructing the interview questions for this thesis to achieve as accurate results as possible and thus increase the credibility of the study. Besides the criteria that was mentioned, the interview guide was designed with prudence when it came to the interviewers' objectiveness. When asking a question there is no guarantee that the respondent really gives the *true* answer. He or she could also answer what they think the interviewer wants or expects to hear. Wärneryd et al. (1990) talk about something that they call *social desirability*, which expresses an undesirable response behavior, where, among other things, norms play an important role. By for example telling the interviewee that "*We want to confirm that this factor affects the purchase intention when consumers are grocery shopping.*

Do you agree?" it is obvious what the interviewer wants to hear, and that will also probably be the answer. This makes the importance of not involving too much values or opinions clear, and that is also something that was kept in mind while constructing this interview guide.

As we mentioned the relationship with TPB in theoretical framework, our interview questions are, to some extent, designed in accordance with with TPB theory. For example, in terms of behavioral beliefs, there are some questions about consumers' attitude towards online grocery shopping in different dimensions like *"how do you experience the price, quality, freshness of goods?" "what do you value the most important when you shop groceries at physical store and online store respectively?"* The latter one can also be combined with the normative beliefs to explore the positive motivations they get from this channel, which was helpfully used to found out different factors to analyze the situation.

3.2.6. Method for data analysis

So far the importance of the choice of data collecting methods has been emphasized, but as important as the data collecting, as important is the data analysis. From the questionnaire with 45 respondents and eight interviews carried out three typical cases were chosen to be analyzed. The data was processed by firstly comparing graphs and tables, and secondly analyzing the stories in interviews one by one to find meanings and insights. Then comparisons was done to spot similarities as well as differences.

4. Results/Empirical Findings

In the following a description of the empirical findings takes place. The results given from the interviews will hereby be presented as a first step of this, more empirical, part of the thesis.

4.1 Questionnaire

4.1.1. Gender

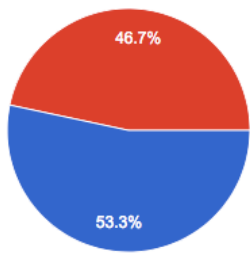The data of gender group that we collected are basically balanced, with 46.7% male and 53.3% female. (Table 4.1)
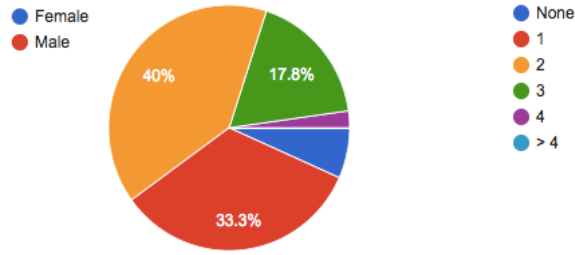
Table 4.1

Table 4.2

4.1.2. Family situation

Among the respondents that we have, very few of them have no kids or have more than 4 kids, most of them own 1-3 kids. (Table 4.2)

4.1.3.Age Group

The age group that we consider is quite wide, people who have full time job from 20-55. We can see that age from 25-50 accounts for the most, in total around 82% of the whole, which obviously can be implied as our key targeted group. (Table 4.3)

Table 4.3

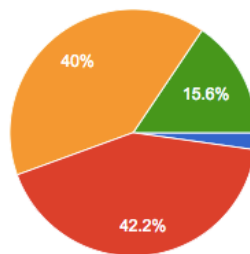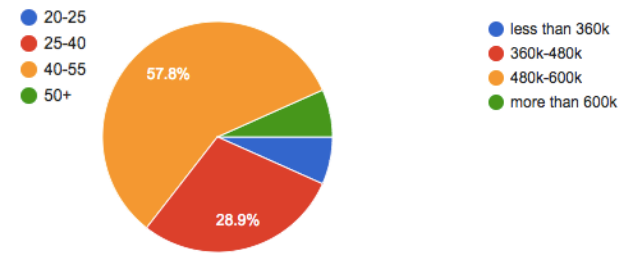Table 4.4

4.1.4. Annual Income Group

Since we focus on the full-time job interviewees from 25-50, from Table 4.4, it is clear that perople with annual gross income from 480k-600k has the biggest percentage with over 55%. This result reflects that they have enough ability to shop products online, which is an important foundation for our study. (Table 4.4)

4.1.5. Grocery Shopping Frequency

From Table 4.5, we can know that Swedish people do have a good and regular habit to shop groceries during their daily life, once a week accounts for around 51.1% and twice a week is also common (40%).
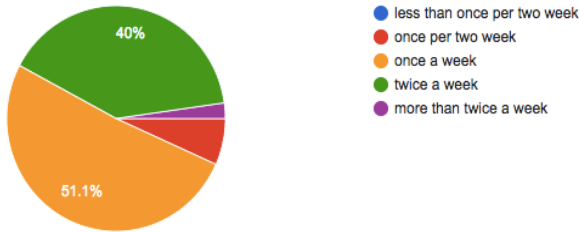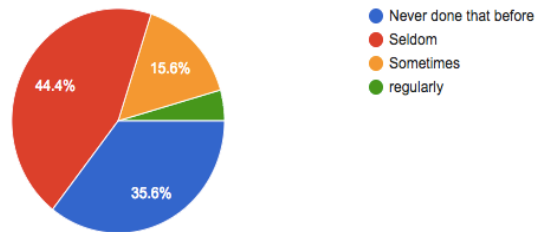

| Table 4.5 | Table 4.6 |

4.1.6. Online Grocery Shopping Frequency

Table 4.6 indicates that 35.6% of respondents never shop groceries online, and 44.4% choose seldom purchase online groceries, which indeed verify the description that we mentioned in the Introduction. Online grocery shopping has not yet been popular currently and it might have huge potential development possibilities in the future.

4.1.7. The factors customer thinks important (Table 4.7)
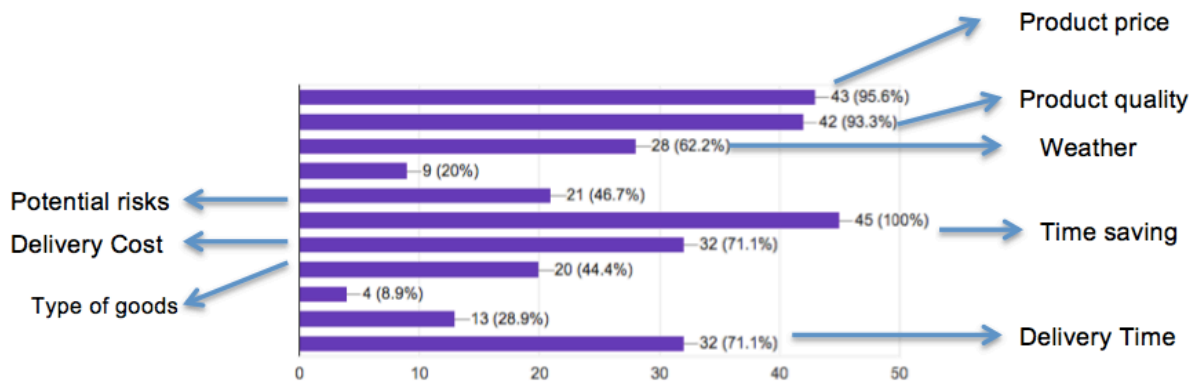
From the table 4.7, we can rank the factors importance as Time-saving (100%), Product price (95.6%), product quality (93.3%), Delivery cost (71.1%), Delivery time (71.1%), Weather (62.2%), potential risks (46.7%) and type of goods (44.4%). And the above 8 factors are selected as key influential factors in this study. The other three factors with low choice percentage are website design, mood, and after sales service, which Swedish customer consider them as not so important issues.

4.1.8. The degree of 8 key factors with regards to online grocery shopping

Based on the extent of different level of importance, we can clearly conclude that time-saving, product price and product quality are the three most important factors among the eight key factors that we select. There are around 22%-30% people consider these three are strongly important. Besides, the other five factors are relative important factors compared to those three.

1).The most important group

(Respectively time-saving; product price; product quality)
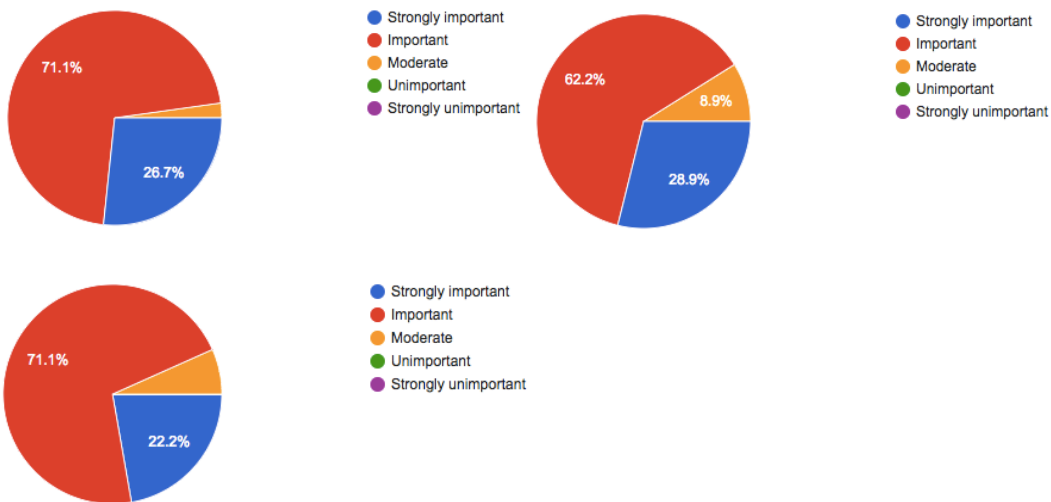
2). Important group

(Respectively delivery time; weather; delivery cost)

4.2 Interviews

The selected three participating women, who from now will be referred to as A, B and C, was firstly asked a couple of general questions abou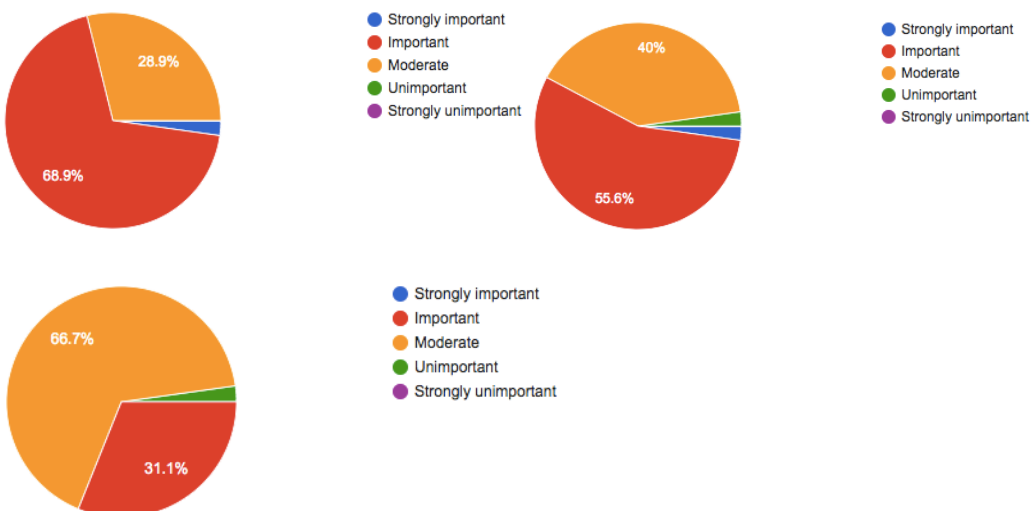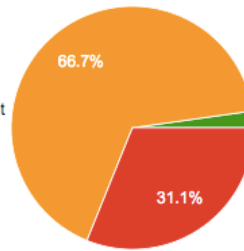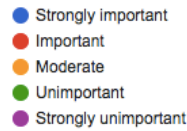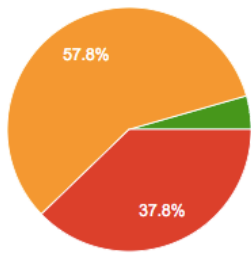t their routines when it comes to grocery shopping. All of the respondents stated that their grocery shopping frequency is about *once or twice a week*. While A and B tell us that they have tested grocery shopping online about five to ten times and twice, respectively, C regularly orders groceries online to be delivered to her home. All of the respondents have what they call easy walking distance to the nearest supermarket and their approximate estimations are all in between 0.5 to 1 kilometer. When they furtherly were asked if they visit their nearest store regularly, B stated that she does, while A usually goes to another store and C does not visit *any* physical store on a regular basis. After that B answered that her nearest store is a very big one, she was asked if she would consider to go a bit longer to reach this store, although it was a longer distance and on this the answer was clear. She would. A and C on the other hand explain that they only have a small supermarket close to their houses.

A, B and C did all tell that they many times do the physical grocery shopping alone, but sometimes also get company of a their husbands and/or their children, which all are between five and eighteen years old. All of A, B and C have used different companies to shop their groceries online. They mention Ica.se, Linasmatkasse.se and Mat.se respectively, which all have similar concepts. A has previously used Ica.se regularly to place an order and pay for the groceries, to later drive to the local ICA store to pick them up. She says that the store is located on the way from her work to home which makes it easy to just stay a couple of minutes to get the groceries loaded into the car. Her family ordered from Ica.se somewhere in between five and ten times, but then for some reason it came to nothing. On the question why she replies "*No particular reason. I got a new job and the grocery store is located on my way home. So it's not because of dissatisfaction.*" B has ordered groceries twice from Linasmatkasse.se when she received a discount code. Then she ordered a complete grocery bag with products chosen by the company. On the question why she did not continue with the online shopping the answer was "*I*

guess it's sometimes too easy to go back to your normal routines." and she pointed that there was actually not any particular reason like dissatisfaction. She continues with "*I think we're a bit too conservative and scared to try something new when the traditional way works.*". She also explains how her husband keeps going to the "old" store even though a newer has opened close to their home because he feels comfortable with it. "*My husband still drives some extra minutes to go to the store that used to be our nearest. He's a bit conservative and motivates it by saying that even though it's a bit longer to drive, he will save the time by knowing the store well.*"

C, on the other hand, answers that she has been using Mat.se for her grocery purchases regularly since approximately a year ago. The same respondent also says that she both buys a pre-selected grocery bag and custom selected products as a complement. She has tested a several different complete bags and the first time she got in contact with the website was when she found a campaign code on a blog.

The respondents were asked some questions about their impressions of their nearest supermarket as well as the one they usually go to. This to get a feeling for their preferences and how they choose where to do their grocery purchases. Later they were asked similar questions about the online store they usually use (or have used). A and C have a small supermarket nearby while B has a bigger grocery store less than one kilometer from her family's home. B means that it was a matter of course to go shopping there since it opened quite recently. The first impression was good when it comes to the assortment and the service, as well as the freshness of the products, the queue and checkout. There was thus no incentives to drive longer to the the store she usually went to before. To the new supermarket it is an easy walking distance so B says that she walks sometimes and sometimes goes by car. Also A tells during the interview that she usually goes for shopping by car because the store located near her home is described as small and with a limited range of groceries. C on the other hand does not have a car for the moment and has to walk to the supermarket when she goes shopping. She further would not say that she goes there more frequent than every other week and that her grocery purchases mainly is done via Internet and Mat.se.

Furthermore, a couple of questions regarding the respondents' experiences from online grocery purchases were asked. The first question was stated "*How have you experienced…*" and then various factors were brought up. Firstly, the participants were asked about their perceived quality of the goods. A explains that the quality has been good but that she prefers choosing her

greens herself. She states that "*Not that they were rotten or so, I just like doing it myself.*". On the same question C confirms that "*mostly the greens are fresh*" and that there is nothing to complain about regarding the freshness or the quality. B answers that the quality is "*okay but the veggies could have been better. Once I had to buy tomatoes for a dish on my own since they weren't very fresh.*". Next question was about the delivery. A, who has no experience from home delivery says that the pickup has gone smoothly and very fast: "*I have had to wait maximum a few minutes.*". B and C have both had their groceries delivered to their homes. According to B the delivery has been on time and so says C, who states that delivery is more or less always punctual. When asking about the user-friendliness of the websites the answers become following:

A: "*Easy to order and pay but also to find recipes and suggestions on meals. Once, I had some struggle to use a discount code that later on worked in the store. But that's it.*"
B: "*Good as well! (Refers to earlier answer) Nothing to complain about.*"
C: "*The website is very easy to use and so is the payment step.*".

As the interviews move on to the question about perceived price the following answers were given.

A: "*I would say normal. Have not tested home delivery and pick the groceries up yourself is for free.*"
B: "*We have had a discount code both times so then it has been very affordable. I feel that the original prices are pretty high compared to do the shopping yourself. Especially when you have children who don't eat very much and you still pay for dinner for four adults. But on the other hand there is no risk for unplanned purchases which also could be expensive.*"
C: "*I think it is hard to compare to a 'normal' store since it is kind of different products. Besides the groceries you pay for not having to go to the store yourself and save both time and the effort.*"

C also touches the question in an earlier question where she refers to the fact that she has heard that companies like these has been criticized for the high prices but she would not say shopping online is so much more expensive than doing it the 'traditional' way. The delivery cost is not very high and if you go to your grocery store by car you have to pay for the gas instead, C means.

On the question "*How have you experienced the store's assortment of groceries*?" the responses were quite unanimous. A answered that the range of groceries on Ica.se is wide as well as it is deep. She does not know if the assortment on the website is the same as in the physical ICA store, but she thinks that it is very similar. C gives a similar comment (and refers to Mat.se). "*Very good. The assortment is pretty deep and I appreciate the possibility to combine complete grocery bags with custom selected groceries.*" B says a bit hesitantly "*I don't know. We tried the 'original bag' but I know they have various bags depending on your preferences, a vegetarian bag for example so I think that there's something for everyone.*" but adds that she has nothing negative to say about the assortment on Mat.se's website.

The respondents were then asked about what factors they value the most when using an online grocery shop. The answers given follow below.

A: "*That everything works as it should, so that you can actually save some time on it. That you can be sure that the goods are fresh when you get them even if though you cannot pick them yourself.*"

B: "*Fresh goods and fast delivery.*"

C: "*That it is easy and that the website works without any trouble.*"

The same question was asked when it comes to grocery purchases from a physical store. Then the responses were:

A: "*That payment goes fast and smoothly. Well-stocked shelves, especially fruit and veggies.*"

B: "*That the store is not understaffed during rushes and at times when it's known that many people are in the store. Time is important when you have children with active lives so that the grocery shopping won't take all day is important to me. Also the grocery assortment.*"

C: "*The assortment is most important to me. I would consider going longer to shop in a store that I know has a better range of groceries.*"

The next question asked was "*Do you think there are any limitations or problems with shopping groceries online?*". A can not find any particular weaknesses but thinks that "*Maybe if there would occur problems with the website or the Internet*", and then adds "*but I have not experienced that.*" B's response was "*You can't be spontaneous when it comes to the dinners. You have to eat what the pre-selected bags contain because if you don't and choose to buy other food it becomes very expensive. Also you need to shop for the other meals by yourself if you choose this way, since the bags only contain groceries for dinner and not breakfast or lunch.*".

Although C uses the grocery website Mat.se regularly she and her family have not experienced any problems when ordering their food. The respondents were furtherly asked about how the checkout and queue system works in the store the go to most often. The replies that were received were as following below.

A: "*Okay but at some certain times it is a lot of people and consequently longer queues. It seems to be hard to avoid*"
B: "*Of course there are queues at certain times but they are often acceptable and my job makes it possible to choose times when I know it's not a rush.*"
C: "*There is often only one staffed checkout and at certain times it can be a long queue. At some times it feels like they are a little understaffed.*"

Naturally, there was also a question regarding why the respondents decided to try grocery e-commerce. The answers received were "*I was curious when some of my colleagues talked positively about it.*", "*We got some discount codes and felt 'why not?'*" and "*A friend of mine order groceries every week from the website Mat.se so I just had to try.*".

Lastly those who earlier answered that they did not shop their groceries online on a regular basis (A and B) were asked what could make them start doing that. Their thoughts on this question were "*There is no impossibility that we will start using online shopping again. Rather on the contrary! But what would make us resume it… I don't know but maybe a great offer. Like a try-on discount or so. People like good deals. Or maybe that you received points from each purchase to merge into discount vouchers that can be used at the next purchase*" and "*I actually have no good answer to that. It would have been easier to answer if we had been dissatisfied but we are not. It takes a little effort to switch to other routines. Why don't I actually know.*", respectively.

	A	B	C
gorcery frequency	1/week	2/week	1/week
online grocery frequency	5 to 10	twice	regular
kids	2	2	2
annual Income	580k	600k	500k
distance	0.5-1	0.5-1	0.5-1
website	Ica	Linasmatkasse	Mat.se
nearby supermarket	small	big	small
perceived quality	good, but like do it herself	ok,could be better	mostly greens fresh
delivery	no experience, pick up by self	on time	punctual,cost not high
price	normal	discount	hard to compare
which factors most valuable	time-saving/quality	quality/delivery time	website design

(Table 4.8: key conclusion of interview results)

5. Analysis

This part is dedicated to the analysis work, the analysis of data collection is based on theoretical framework in the second chapter and research questions.

5.1. Current consumer behavior towards online grocery shopping

After carrying out the questionnaire and interviews, some interesting findings were made. Not so surprising, it is possible to see some patterns in the answers. The respondents are naturally independent from each other but have a lot of things in common when it comes to their lives. Despite this there are some differences to spot, which will be brought up in the following.

Based on the data collected from questionnaire, firstly we can make sure that Swedish people mostly have the regular and good shopping grocery habit, usually once or twice a week. However, the frequency of shopping these groceries on the Internet seems very low, only few of people have the regular frequency. The authors believe the reasons are the convenience of local supermarket, usually they locate nearby people's household. Therefore, there is no extre need and reason for local people to shop groceries online. The factors selected by respondents reflects customers' needs and what they value if they consider change their lifestyle into online grocery shopping. The most valuable factors are time-saving, product price and quality. It is not hard to explain that people would be extremely willing to purchase groceries online if they do not need to get to physical store for a special purpose. They can just order the groceries on the phone anywhere. Whenever there is a discount coupon appears, and the product price is cheaper than physical store, most people would prefer shop online. Besides, product quality also values the most, customers would expect that the quality deserve the price, which needs to keep products at a moderate high quality.

The rest five relative important factors although they do not play the same huge impact，however, the consideration of these factors still play much influential role in customers' purchasing intention. 55.6% people will consider whether the weather is good today, if it is windy or rainy, they might consider to purchase online without suffering terrible weather. 56%-68% people consider delivery cost and time are important, if the delivery cost is acceptable or the minimum free-of-charge delivery cost is not so high, or if customers do not need to wait for several days to receive their parcel, which only need one day or less, then the amount of online

grocery shopping customer would increase to large extent. Furthermore, due to the perfect development of high tech, the security of payment risks reduce too much, and fewer and fewer people would put security as the most necessary issue. The type of goods face with the freshness problem, therefore I believe as long as shorten delivery time and make sure the product quality, people will be more willing to accept shipping fresh products.

Based on the data collected from the interviewees, their current buying behaviour related to online grocery shopping could be mapped. Usually they shop groceries once or twice a week, sometimes also some supplementary shopping is done if needed. Shopping groceries is thus a frequent activity which requires lots of time as well as planning in the everyday life. From the findings it is clear that grocery shopping is not perceived as a pleasure or something that is done for fun. For example, A explicitly states that "*Grocery shopping is not my favorite thing in life and I don't like to spend too much time on it.*". This also verifies that the time-related factors that were mentioned in the second chapter play a significant role in consumers' purchasing intention. The family life the three women have in common seems to affect their view of time. The words *save* and *time* combined show up several times during the interviews. Besides what was mentioned, "*Time is important when you have children with active lives so that the grocery shopping won't take all day. It is important to me.*" and "*Because as a mom you have limited time. You are supposed to have time for work, spend time with your family and besides that I would like to have some spare time. This means that every minute saved is very valuable.*" are quotes from the interviews. All of the respondents mention time at least once in their interview and moreover a store's assortment of groceries undoubtedly is a matter of importance.

The interview participants have experienced online grocery shopping before, however, not very often and shopping through physical store is the main channel. It could be concluded that distance to a physical grocery store is a factor that matters. All participants have a grocery store close to their home, usually not more than one kilometer, and the interviewees tend to go shopping by car or even walk there. From this it can be known that the distribution of Swedish grocery stores is relative intensive, so the distance of grocery store to home or work is one of the reasons that people usually choose not to purchase online. Despite this, by studying the cases A and B, but also C, it is clear that a big grocery store is more attractive than a smaller one, but that the small ones are "*okay for supplementary shopping*" and "*good to have nearby*". None of the respondents prefer to shop in a small store which further makes it clear that the assortment of the stores is also important for the choice of place to shop. This will consequently be a matter of importance when it comes to an online store. That some responses given

regarding the assortment were "*The assortment is most important to me. I would consider going longer to shop in a store that I know has a better range of groceries.*" and "*Because when grocery shopping for a family there are a lot of opinions and desires. Everyone likes different things and a deeper assortment makes it is easier to satisfy different needs.*" gives an indication that the range of groceries available is even more important than the distance, at least for those who have a car.

Besides this, the majority of our interviewees show that the delivery cost is not a cost of great importance for them as it is not very expensive thinking of that nor gas for driving their own car to a physical store is free of charge. Which can partly reveals the control beliefs in TPB that we discussed in chapter 2, although people know that online grocery shopping needs extra delivery cost, however, some of them do not consider it as the important factor and they have positive perceived belief that they will insist purchase products online even though it requires extra fee. Some of them indicate that they are more often to choose pick-up ordered products at specific location than home delivery. This is convenient if the pickup spot is right on their way home and directly pick up orders is free of charge. Moving back to *subjective norm*, that was mentioned in the second chapter, which is about social pressure to engage or not to engage in a behavior the question about the first contact with grocery e-commerce becomes important. This since a majority of the participants were answering that they tried for the first time after hearing other people talking about it in a positive way. A mentioned her colleagues which gives an indication that she was influenced from her workplace.

5.2. Attitudes towards online grocery shopping

Based on the theoretical framework, it is known that there are various factors which might influence consumers' purchasing intention when concerned with online grocery shopping. Studies about the reasons of adopting and using purchasing online channel is identified and explained by the following aspects.

As for the situational factors that was discussed in the theoretical framework, based on TPB theory, if consumers have the positive perception or beliefs of groceries' quality and services, then they have the positive attitude towards the buying behavior, however sometimes the fresh goods such as veggies could be better. As we already explore by A. Saleem et al (2015), the purchase intention increases or decreases after using the product, which is directly related to the quality of products. So some of respondents present that they would be more willing to select

fresh food by themselves to ensure the freshness of specific products. Thus in the future, the online retailer should put more emphasis on the freshness of food, as which is the key element of perceived product quality in grocery shopping and reaching consumers trust from increasing groceries quality could raise purchase intention.

The perceived product price is not a problem when purchasing online, as some of our interviewees also mention that they can get the discount or coupon when they choose the Internet grocery shopping and the product price sometimes is even more satisfied for them. In this way, one can see that when the price online is lower than their expected price, consumers would be positively willing to buy groceries online. The interviews have also further shown that people tend to expect it to be more expensive to shop online, since you pay for a new level of service. Then, as the cost for a purchase is similar, the perceived price is likely to be relatively low, since the consumer perceive that they get more for their money. None of the interviewees expresses that they have experienced online grocery shopping as a more expensive alternative *after* testing it themselves. However, it might be different for someone who has no experience from it. One interviewee explains that she has "*heard that it has got critics for the price but I wouldn't say shopping online is so much more expensive than doing it the traditional way.*". A common perception like that might counteract the will to change old routines. In addition, based on previous research, the perceived value is negatively influenced by perceived price and purchase intention is positively influenced by perceived value. Therefore when online shopping can receive some discounts, purchase intention would directly increase.

In terms of the perceived risks, in this case, except for the perceived product quality risks that freshness needs to be considered, the website risk is partly being taken into account. But so far, our collected data showed that there has been no risk concerned with website and payment system, the procedure is quite secure and smooth. And most of interviewees shows in terms of website user-friendness function, as long as it is easy to order and pay, they will be satisfied.

Time saving is one of the most important factors that consumers take into consideration, all of our data collection indicates that people put time as their first priority when it comes to purchase groceries online. When be asked what do they value most when they shop groceries in the physical store and online store respectively, time-related factor is the most frequent response we get. "*Time is important when you have children with active lives so that the grocery shopping won't take all day is important to me*" which perfectly illustrates that the time-saving plays a crucial role in grocery shopping, especially to families with children. Since parents have

to work and take care of children at the same time, they do not have enough time and energy on shopping, which proves Chocarro assumption (Chocarro.R, 2013) , the greater time pressure, the higher possibilities people choose online grocery.

In particular, one of our interviewees mentioned that at the time of after work, there is always a certain time that a lot of people in the queue and fewer cashier, then they have to spend some extra unnecessary time on waiting. Therefore, ordering online could save your time and *"the staff packs the pre-paid goods which you later pick up on a chosen time."* Among the responses that we get, ⅔ of our interviewees who have experience online grocery purchasing before, they tend to choose specific pick-up location more than home delivery as we mentioned before, the reason is also about the time-saving. Because when the pick-up spot is somewhere near to your home or work, then it will be a better choice to get your order with fewer time. Besides, except for directly pick up in specific place, when related to home delivery, people also desire fast delivery time, which proves again that the time related factor has vital impact on consumer purchase intention.

Last but not least, the type of groceries has huge impact on consumer intention to choose online or offline. Except for the time-related factor, freshness of goods become another most frequent concerned element, which represents the type of groceries leave crucial influence on their buying intention. Most of our interviewees refer freshness when they think over the factor they value the most when shopping groceries online. In other words, dry food may not have such considerations when they make the decision to choose purchasing channel because dry food will not be perishable and can be stored for a long time. However, the answers we collected from interviewees indicates that they prefer selecting fresh food by themselves so that they can make sure the food quality is guaranteed. In this way, when regard to fresh food, consumers' purchase intention is relatively low and they are likely to be access to physical store instead.

6. Discussion and conclusions

The purpose of the paper was to investigate the factors that may affect a consumer's choice between shopping online or 'offline', and by studying the Theory of Planned Behavior and the different factors from existing literature this was done. Whether the results should have been the same if the study was carried out again could naturally be discussed, but most likely it would not have given completely different answers. Before conducting the interviews, the authors had a thought that eight interviews might be insufficient, but after receiving the results it was clear that no more interviews had to be done to fulfil the purpose. The respondents could be categorized into three groups, depending on how much experience they have from online grocery shopping. At first, there was a thought of compare those groups, but it was further found that this was the only thing that differs them from each other. All respondents gave us very similar responses, which made it possible to generalize the findings, if not completely, at least to some extent. The analysis have answered the research questions, which will also be summarized below.

- What factors do affect consumers' intention to shop their groceries online in Sweden?
- How do consumers value different factors when they do their grocery shopping online, instead of offline?

As can be concluded in this study, the authors try to explore the factors which could possibly influence Swedish consumers' online purchasing intention in grocery industry, and relevant factors are listed to be analyzed. Situational factors include perceived product quality, price and risks, combined with the previous literature, questionnaire and interviews conducted by authors. It was found out that higher perceived product quality most likely increase consumer buying intention, and that receiving some discounts or coupons to lower product price from website attract consumers to purchase groceries through Internet. And the risks as mentioned in this study have a smaller impact, due to some websites and payment systems remain secure and smooth so far, however, which we still have to keep an eye on the potential risk. In addition, one of the most important factor belongs to time-saving factor. Since nowadays, people used to enjoy modern life and always keep pace with time, saving time becomes the first priority especially for Swedish people who has children and work at the same time. Online grocery shopping, to some extent, can shorten unnecessary time consumption, in other words, time-saving play a significant role in purchasing groceries online. Delivery cost and time are proved to have a relative moderate important impact in this case, as the consumers can choose pick up

orders at specific location rather than home delivery, which is free of charge. However, even though there is a delivery cost for home delivery, people still are likely to pay for that due to which is not a huge expense for that extra service you get and also taking the gas cost into account if driving yourself. Weather, here as an external factor, actually can influence customers quite a lot, owing to this is a non-controlled natural factor and it will affect shopping feeling and convenience. Last but not least, we have different types of goods, which are divided into dry and fresh categories and also leave vital impact on purchasing intention. As majority of consumers would rather sort fresh goods such as veggies by themselves to guarantee the freshness. Therefore, when it comes to fresh groceries, consumers' purchase intention will be lower than dry food.

It can consequently be concluded that all of the factors that was brought up in the second chapter *do* affect consumers' preferences and intention to shop their groceries online. The study also shows that these factors are most likely not crucial for the choice of channel for grocery shopping. A majority of the interview participants mentions the difficulty in changing routines when it comes to something that they need to do every week, and always have done it in the same way. They express their conservativity as a barrier, and what they all have in common is that they, on a second thought, not are really sure about why they have chosen not to keep using the online shops instead of a physical store. This will probably be a problem for retailers, since it seems like they can do everything right, but still face a relatively low consumer adoption. This creates a need for further research, which will be suggested below.

6.1. Contributions and Further investigations

This study could be useful for companies in the business since, as was mentioned in an earlier stage, it is likely to be a 'new' way for grocery companies to increase their profitability. The study was made with constraints in terms of time and budget, but also prerequisites. This means the study is very limited in scope, but for that matter it does not mean that it is useless. A research like this could, on the contrary, to be quite useful as a template for a more comprehensive study where the purpose for example is to generate a theory which can be applicated on an entire population. To be able to generalize to that extent one will have to explore a much larger part of the population, and comparisons could be advantageously done. One example of a comparison would be how the values vary between people with different demographics. This study's findings could also form a basis for a quantitative study which for example could generate statistics and more generalizable results. Another interesting

continuation of this study would be to do a similar one on a worldwide basis, or a comparison between Sweden and a country that is either less developed or more developed on this area. By spotting differences and similarities the retailers in the different countries could take advantages from each other to increase their competitiveness. Furthermore, as mentioned in the previous section, an interesting research could be done with focus on the consumers' attitudes, and how to overcome the '*conservative consumer problem*', since it would probably be a matter of great importance for Swedish grocery retailers.

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Appendices

Questionnaire

Online grocery shopping

Gender

○ Female

○ Male

Number of children

○ None

○ 1

○ 2

○ 3

○ 4

○ > 4

Which age group are you in?

○ 20-25

○ 25-40

○ 40-55

○ 50+

Which annual gross income group are you in?

○ less than 360k

○ 360k-480k

○ 480k-600k

○ more than 600k

How often do you shop groceries?

○ less than once per two week

○ once per two week

○ once a week

○ twice a week

○ more than twice a week

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What is your frequency of shopping for groceries online?

○ Never done that before

○ Seldom

○ Sometimes

○ regularly

Which factors do you think important when shopping groceries online? (compared to physical store)

☐ Product price

☐ Product quality

☐ Weather

☐ Website layout design

☐ Potential risks (such as online payment risk)

☐ Time saving

☐ Delivery cost

☐ Type of products (Dry or fresh)

☐ After-sale service

☐ Mood

☐ Delivery time

Product Price (Please rate which degree do you think it important)

○ Strongly important

○ Important

○ Moderate

○ Unimportant

○ Strongly unimportant

Product quality

○ Strongly important

○ Important

○ Moderate

○ Unimportant

○ Strongly unimportant

Weather

○ Strongly important

○ Important

○ Moderate

○ Unimportant

○ Strongly unimportant

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Website layout design

○ Strongly important

○ Important

○ Moderate

○ Unimportant

○ Strongly unimportant

Potential risks (such as online payment risk)

○ Strongly important

○ Important

○ Moderate

○ Unimportant

○ Strongly unimportant

Time saving

○ Strongly important

○ Important

○ Moderate

○ Unimportant

○ Strongly unimportant

Delivery cost

○ Strongly important

○ Important

○ Moderate

○ Unimportant

○ Strongly unimportant

Type of products (Dry or fresh)

○ Strongly important

○ Important

○ Moderate

○ Unimportant

○ Strongly unimportant

After sale service

○ Strongly important

○ Important

○ Moderate

○ Unimportant

○ Strongly unimportant

Mood

○ Strongly important

○ Important

○ Moderate

○ Unimportant

○ Strongly unimportant

Delivery time

○ Strongly important

○ Important

○ Moderate

○ Unimportant

○ Strongly unimportant

Semi-structured interviews- interview guide:

How often do you shop groceries? Briefly describe your grocery shopping routines.

What is the distance to your nearest grocery store? (An approximate estimate)

If you have visited this store, what is your experience of the range of groceries? Is there anything you miss or would have liked to be different?

How do you experience the freshness and quality of the food?

Have you ever been shopping for groceries online?

(If yes,) how many times?

Why did you choose to test it in the first place?

Do you regularly visit a physical food store?

(If yes,) think of the grocery store you usually go to for shopping while answering the following questions:

How do you usually go to the store?

Is the grocery store you usually visit also the closest to your home?

(If no,) why do you prefer another one?

Do you usually shop by yourself or in the company of someone?

How do you experience the following?

- The store's range of groceries.
- The freshness and quality of the goods?
- The service? (Cashiers, available staff in the store etc.)

- That it works to find what you are looking for?

- Cleanliness and general impression of the store?

- That checkout and queue systems work? (Do you usually use self-scan, express checkout, etc.)

What do you value most when shopping your food in a physical store? (Name two things)

Why are these factors important to you?

Do you regularly use the Internet for grocery shopping?

(If no, why not?)

What kind of online shopping have you tried when it comes to groceries? (Pre-selected grocery bags, custom products, home delivery, pickup, etc.)

Via which websites have you been grocery shopping?

Which are, according to you, the benefits of shopping groceries online?

Do you think there are any limitations or problems with shopping groceries online?

How have you experienced...

- The freshness and quality of the goods?

- Delivery punctuality?

- Website user-friendliness?

- The store's range of groceries?

- Prices for the goods and the delivery?

What do you value most when shopping your food in an online store? (Name two things)

(If not already motivated) Why are these factors important to you?

Interview 1- Participant A

- Woman
- 48 years old
- Lives with husband and two children
- Approximate annual gross income of 580,000 SEK for the household.

How often do you shop groceries? Briefly describe your grocery shopping routines.

About once a week. Then I do some supplementary shopping if needed.

What is the distance to your nearest grocery store? (Estimate number of kilometers)

1 kilometer.

If you have visited this store, what is your experience of the range of groceries? Is there anything you miss or would have liked to be different?

The store is ok to be that small. The range is neither wide nor deep. There is nothing specific that had I miss in such a small store. It is not the store I usually go to.

How do you experience the freshness and quality of the food?

Mostly good. You often see extra prices and goods marked "short date" so I guess they have to throw away a lot of food.

Have you ever been shopping for food online?

Yes.

(If yes,) how many times?

About five to ten times.

Why did you choose to test it for the first time?

I was curious when some of my colleagues talked positively about it.

Do you regularly visit a physical food store?

Yes, I do.

(If yes,) think of the grocery store you usually go to for shopping while answering the following questions:

How do you usually go to the store?

By car.

(Is the grocery store you usually visit also the closest to your home?)

Already answered.

Why do you prefer another one?

Larger store with a much greater range of groceries. You find what you are looking for here.

Fresh and the store is located on the way from work to home.

Do you usually shop by yourself or in the company of someone?

Alone or with my husband.

How do you experience the following?

The store's range of groceries.

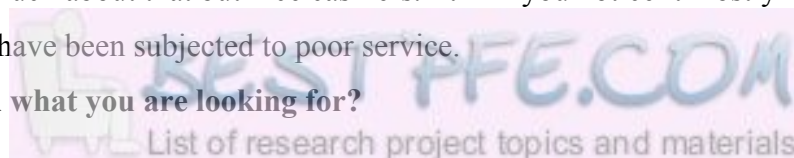Mostly good. The range is very wide but still quite deep.

The freshness and quality of the goods?

Good.

The service? (Cashiers, available staff in the store etc.)

Have not thought so much about that but nice cashiers. I think you notice it mostly if you have been treated badly or have been subjected to poor service.

That it works to find what you are looking for?

Easy. The store is great and it is easy to get a good overview. Have been shopping there so many times that I know where to find stuff.

Cleanliness and general impression of the store?

Good. Nothing to complain about.

That checkout and queue systems work? (Do you usually use self-scan, express checkout, etc.)

Okay but at some certain times it is a lot of people and consequently longer queues.

What do you value most when shopping your food in a physical store? (Name two things)

That payment goes fast and smoothly. Well-stocked shelves, especially fruit and vegetables.

Why are these factors important to you?

First of all, the time is important. Grocery shopping is not my favorite thing in life and I don't like to spend too much time on it.

Do you regularly use the Internet for grocery shopping?

No, but I have done.

(Added question) Why not anymore?

No particular reason. Got a new job and the grocery store is located on my way home. Not because of dissatisfaction.

What kind of online shopping have you tried when it comes to groceries? (Pre-selected grocery bags, custom products, home delivery, pickup, etc.)

I have ordered grocery products online, chosen by myself. The staff packs the pre-paid goods which you later pick up on a chosen time.

Via which websites have you been grocery shopping?

Ica.se

Which are, according to you, the benefits of shopping groceries online?

It's smooth and goes fast. You can do it while watching a movie or whatever. The risk that the shopping takes longer than planned is small. In a physical store there are always a lot of people at certain times. Often at the same time as you, after work for example.

Do you think there are any limitations or problems with shopping groceries online?

Not really. Maybe if there would occur problems with the website or the Internet, but I have not experienced that.

How have you experienced...

- **The freshness and quality of the goods?**

Good, but I prefer to choose for example fruits and vegetables by myself. Not that they were rotten or so, I just like doing it myself.

- **Delivery punctuality?**

Have not chosen home driving but the pickup has gone smoothly and very fast. I have had to wait maximum a few minutes.

- **Website user-friendliness?**

Easy to order, pay etc. Once, I had some struggle to use a discount code that later on worked in the store. But that's it.

- **The store's range of groceries?**

Very good.

- **Prices for the goods and the delivery?**

I would say normal. Have not tested home delivery and pick the groceries up yourself is for free.

What do you value most when shopping your food in an online store? (Name two things)

That everything works as it should, so that you can actually save some time on it. That the goods are fresh when you get them even if though you don't can pick them yourself.

(If not already motivated) Why are these factors important to you?

Interview 2- Participant B

- Woman
- 42 years old
- Lives with husband and two children
- Approximate annual gross income of 600,000 SEK for the household.

How often do you shop groceries? Briefly describe your grocery shopping routines.

Approximately twice a week**.**

What is the distance to your nearest grocery store? (An approximate estimate)

800 meters

If you have visited this store, what is your experience of the range of groceries? Is there anything you miss or would have liked to be different?

Very good.

How do you experience the freshness and quality of the food?

Very good.

Have you ever been shopping for groceries online?

Yes.

(If yes,) how many times?

Tested it twice.

Why did you choose to test it in the first place?

We got some discount codes and felt 'why not?'

Do you regularly visit a physical food store?

Yes.

(If yes,) think of the grocery store you usually go to for shopping while answering the following questions:

How do you usually go to the store?

By car or walk.

Is the grocery store you usually visit also the closest to your home?

Yes.

(If no,) why do you prefer another one?

Do you usually shop by yourself or in the company of someone?

I varies. Sometimes alone, sometimes I bring my kids or go with my husband.

How do you experience the following?

- **The store's range of groceries.**

Already answered.

- **The freshness and quality of the goods?**

Already answered.

- **The service? (Cashiers, available staff in the store etc.)**

I have only been in contact with the cashiers and they are nice. But I'm sure that I could easily find help if I needed since I feel like it is often staff available in every department.

- **That it works to find what you are looking for?**

Pretty easy even though the store is still new for me.

- Added question: why did you choose this one?

The store just opened close to my home so it was a matter of course to give it a chance and since I found it satisfactory there was no reason not to go grocery shopping there. My husband still drives some extra minutes to go to the store that used to be our nearest. He's a bit conservative and motivates it by saying that even though it's a bit longer to drive, he will save the time by knowing the store well.

- **Cleanliness and general impression of the store?**

Good.

- **That checkout and queue systems work? (Do you usually use self-scan, express checkout, etc.)**

Of course there are queues at certain times but they are often acceptable and my job makes it possible to choose times when I know it's not a rush.

What do you value most when shopping your food in a physical store? (Name two things)

Time is important when you have children with active lives so that the grocery shopping won't take all day is important to me. Also the grocery assortment.

- Added question: do you think you could save some time by ordering online?

You surely can. Especially if you don't have a (good) store that close.

Why are these factors important to you?

Answered.

Do you regularly use the Internet for grocery shopping?

No.

(If no, why not?)

We have tried it but I guess it's sometimes easy to go back to your normal routines.

What kind of online shopping have you tried when it comes to groceries? (Pre-selected grocery bags, custom products, home delivery, pickup, etc.)

A preselected set of groceries together with recipes for a certain couple of days. We tried a bag containing dinner for five days for four people. It worked well since we have two children.

Via which websites have you been grocery shopping?

Linasmatkasse.se

Which are, according to you, the benefits of shopping groceries online?

The type of online shopping I have experience from is actually a great idea because it facilitates the everyday life by helping you with recipes and make sure that you have all ingredients at home.

Do you think there are any limitations or problems with shopping groceries online?

You can't be spontaneous when it comes to the dinners. You have to eat what the pre selected bags contain because if you don't and choose to buy other food it becomes very expensive. Also you need to shop for the other meals by yourself if you choose this way, since the bags only contain groceries for dinner and not breakfast or lunch.

How have you experienced...

- **The freshness and quality of the goods?**

Okay but the veggies could have been better. Once I had to buy tomatoes for a dish on my own since they weren't very fresh.

- **Delivery punctuality?**

Good! Arrival on time.

- **Website user-friendliness?**

Good as well! Nothing to complain about.

- **The store's assortment of groceries?**

I don't know. We tried the "original bag" but I know they have various bags depending on your preferences, a vegetarian bag for example so I think that there's something for everyone.

- **Prices for the goods and the delivery?**

We have had a discount code both times so then it has been very affordable. I think the original prices are pretty high compared to do the shopping yourself. Especially when you have children who don't eat very much and you still pay for dinner for four adults. But on the other hand there is no risk for unplanned purchases which also could be expensive.

What do you value most when shopping your food in an online store? (Name two things)

Fresh goods and fast delivery.

(If not already motivated) Why are these factors important to you?

It's easy. Everyone wants fresh products and one of the main reasons that you order online is probably that you want to save time.

Interview 3- Participant C

- Woman
- 46 years old
- Lives with husband and two children
- Approximate annual gross income of 500,000 SEK for the household.

How often do you shop groceries? Briefly describe your grocery shopping routines.

Once a week.

What is the distance to your nearest grocery store? (An approximate estimate)

Maybe half a kilometer.

If you have visited this store, what is your experience of the range of groceries? Is there anything you miss or would have liked to be different?

It's not a very big store but it's okay for supplementary shopping. I wouldn't do my weekly grocery shopping there due to the small assortment but it's good to have it nearby.

How do you experience the freshness and quality of the food?

I haven't been there so many times but I think it is okay. The assortment isn't very wide but what you can find is fresh I think.

Have you ever been shopping for groceries online?

Yes.

(If yes,) how many times?

I Do it regularly since a year or so.

Why did you choose to test it in the first place?

A friend of mine order groceries every week from the website Mat.se so I just had to try.

Do you regularly visit a physical food store?

Not regularly but of course it happens that I go there.

(Added) How often?

Not more frequent than every other week.

Think of the grocery store you usually go to for shopping while answering the following questions:

How do you usually go to the store?

Walking. I don't have a car for the moment.

Is the grocery store you usually visit also the closest to your home?

Yes.

(If no,) why do you prefer another one?

Do you usually shop by yourself or in the company of someone?

Both, but mostly alone.

How do you experience the following?

- **The store's range of groceries.**

Already answered.

- **The freshness and quality of the goods?**

Already answered.

- **The service? (Cashiers, available staff in the store etc.)**

I am not visiting the store very often but the cashiers are always nice.

- **That it works to find what you are looking for?**

No problems.

- **Cleanliness and general impression of the store?**

There is nothing to complain about. It is always nice to walk into the store.

- **That checkout and queue systems work? (Do you usually use self-scan, express checkout, etc.)**

There is often only one checkout and at certain times it can be a long queue. At some times it feels like they are a little understaffed.

What do you value most when shopping your food in a physical store? (Name two things)

The assortment is most important to me. I would consider going longer to shop in a store that I know has a better range of groceries.

Why are these factors important to you?

Because when grocery shopping for a family there are a lot of opinions and desires. Everyone likes different things and a deeper assortment makes it is easier to satisfy different needs.

Do you regularly use the Internet for grocery shopping?

Already answered.

(If no, why not?)

What kind of online shopping have you tried when it comes to groceries? (Pre-selected grocery bags, custom products, home delivery, pickup, etc.)

I use Mat.se and have tried both their complete grocery bags and select my groceries myself. I have chosen home delivery.

Via which websites have you been grocery shopping?

Already answered.

Which are, according to you, the benefits of shopping groceries online?

Firstly, the time saving. Secondly the inspiration. There are a lot of recipes in various categories available and it is just to pick one and the ingredients automatically are put in your basket.

Do you think there are any limitations or problems with shopping groceries online?

Not from my experiences. I have heard that it has got critics for the price but I wouldn't say shopping online is so much more expensive than doing it the traditional way. The delivery cost is not very high and if you go to your grocery store by car you have to pay for the gas instead. If I must mention something it would be that you cannot pick your own fresh goods like fruits etc. I prefer doing it (like most people I guess) but mostly the greens are fresh.

How have you experienced...

- **The freshness and quality of the goods?**

Mostly good. (Answered part of it)

- **Delivery punctuality?**

On time every time.

- **Website user-friendliness?**

The website is very easy to use and so is the payment step.

- **The store's assortment of groceries?**

Very good. The assortment is pretty deep and I appreciate the possibility to combine complete grocery bags with custom selected groceries.

- **Prices for the goods and the delivery?**

(Partly answered). I think it is hard to compare to a 'normal' store since it is kind of different products. Besides the groceries you pay for not having to go to the store yourself and save both time and the effort.

What do you value most when shopping your food in an online store? (Name two things)

That it is easy and that the website works as it should.

(If not already motivated) Why are these factors important to you?

Because as a mom you have limited time. You are supposed to have time for work, spend time with your family and besides that I would like to have some spare time. This means that every minute saved is very valuable.