A STUDY ON DUAL EARNER HOUSEHOLDS’ PREFERENCES TOWARDS ONLINE GROCERY PURCHASING

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ABSTRACT

The research was conducted to study the dual earner households’ preferences towards online grocery purchasing. According to Forrester’s forecast, online retailing was an industry worth $173 billion in 2010 and is expected to become $250 billion industry by 2014. Practically all tangible products can be purchased instantaneously, conveniently and without moving from home. Some of the food retail chains in India have started offering their products and services through online as well. The objective of the study is to identify the scope of online grocery purchases by dual income households. It also concerns studying the buying preferences of dual income households in organized food retail stores and understanding the factors influencing the online purchases with food retail stores. Findings of the study give insights to evolve strategies for an online food retail firm. Thereby offering better retail service and enhanced customer satisfaction. With the changes in social structure, lifestyle, food habits, consumer preferences and customershopping constraints, innovative models/formats, and distribution channels should be adopted by food retail stores for sustainable growth.

KEYWORDS: Online Grocery Purchasing, dual earner households’, food retail chains, buying preferences.