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Factors influencing online impulse buying of grocery products

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Abstract: This research paper aims at understanding the online impulse buying behaviour of consumers with specific reference to grocery products. The objective was to understand and investigate factors that lead to purchase of grocery products online with the sole objective of unearthing the unplanned purchase phenomenon. A two phased market research study was carried out in the suburbs of Mumbai to understand what influences consumers to buy groceries on impulse online. A quantitative research where 1000 consumers were sent a link to the online survey for online grocery shopping. About 150 consumers responded back saying they do not shop for groceries online. 265 completed the exercise of which 15 rejected as shopped less frequently than once in 2 months. The survey was sent randomly to consumers without any prefixed quota. A qualitative research in form of mini group discussions was carried out to gain insights into the buying behaviour. Some of the main reasons that emerged during the group discussions and confirmed during the quantitative exercise were around offers – discounts / offers such as 1+1, availability of exotic / premium products on offer, combo offers, notifications of price drop as also tempting packaging or pictures of dishes

Keywords: Online Impulse Buying, Online Grocery, Consumer Behaviour, Market research, Consumer Insights.

I. INTRODUCTION

India's online grocery space has gone through a significant evolution in last few years- from explosive growth and funding in CY15 to growth challenges and funding winter in CY16 and then kickstart and accelerated growth 2018 onwards. In this stop-start journey, many new business models have evolved, and many themes have been proven and disproven.

Inspite of all these disruptions and changes, one thing that did not change was the massive potential for online grocery- as indicated by India's USD 500+ Bn grocery market out of which a mere 0.2% is online (~USD 1.2 bn overall and ~USD 1 Bn considering only hyperlocal grocery). Given this massive potential, the online market is expected to continue chugging along at 50% growth rate for the next few years, which will be served by various models, including category specialists and narrow and wide supermarkets.

The online grocery market is picking up fast. But over two-third of the online grocery consumers use these services just once or twice a month. This means there a huge headroom of online grocery growth within the current consumer base. The players need to focus more on the 'Fresh' category as it is an anchor category for the consumers and it is the only category which will increase the frequency of usage.

The online grocery market is largely dominated by 'FMCG & others' category. But the key reason for which consumers rely on the online grocery business model is 'fresh' category. The players are thus investing heavily in warehousing and delivery capabilities to ensure that good quality fresh products get delivered to the consumers on time

Grocery is the largest consumer segment by far; Indians spend more than 50% of their monthly income on groceries. It's a must-capture space for all retailers, be it offline or online." "Grocery is a very hyper-local business. It is the logical next step for e-tailers once they have set up a strong delivery system and have a strong customer base."

Grocery retail in India is estimated to be over 60% of the country's total retail market. Analysts peg it anywhere between $400 billion to $600 billion at present with the potential to cross $700 billion by 2022. Online grocery is still small, but analysts see it as having huge potential. It is estimated to be around $500 million to a little over $1 billion currently and expected to cross $3 billion to $5 billion or even much more over the next three to four years.

There are numerous products across grocery categories like fruits and vegetables, grocery, beverages, gourmet food products & meats and seafood available on these online shopping applications. Like any e-commerce business, online grocery stores also have a large variety of products available compared to what consumers find at local stores. All deals and offers on these online shopping applications can be found at one place. These online shopping applications also stock imported brands that are harder to find.
There's a mushrooming of numerous online grocery stores that are experimenting with different business and delivery models investments to build high-end IT infrastructure, an efficient supply chain, quality warehousing and storage facilities, and an efficient delivery system.

II. REVIEW OF LITERATURE

Online Impulse Buying

Impulse buying is a ubiquitous and unique aspect of consumers' lifestyle. Retailers realize the importance of this phenomenon, and through store layouts, product packaging, and instore promotions, they have tried to get consumers to be impulsive in stores (Dholakia 2000).The availability of 24-hour retailing through the Internet has brought about an increase in online retailing and inevitably, an increase in impulse buying. With the Internet, consumers' buying opportunities have expanded through an increased accessibility to products and services and the increased ease to make purchases. Moreover, this new mode of shopping often eliminates the constraints of time and space that are often experienced by shoppers in a traditional commerce context (Eroglu et al. 2001). As a consequence, Internet shoppers can be more impulsive than traditional shoppers (Donthu and Garcia 1999). Indeed, there is preliminary evidence that indicates that impulse buying is rampant in an online context (Greenfield 1999; Li et al. 2000). The distinct characteristic of an electronic commerce (e-commerce) context, in contrast to a traditional commerce setting, is that information technology (IT) mediates the relationship between the online consumer and the online retailer. Based on the preliminary evidence that this behavior is prevalent in an online context, an opportunity exists to identify the characteristics of the web interface that influence impulse buying

Impulse buying occurs when an individual makes an unintended, unreflective and immediate purchase whereas a planned purchase is characterized by deliberate, thoughtful search and evaluation that normally results in rational, accurate and better decisions (Halpern 1989; Johnson-Laird 1988). Contrary to a planned purchase, impulse buying is a spontaneous and immediate purchase (Fisher 1995) where the consumer is not actively looking for a product and has no prior plans to purchase (Beatty and Ferrell 1998). Beyond spontaneity, Rook (1987) further described impulse buying as an intense, exciting urge to buy without regard to the consequences of the purchase decision. Impulse buying behavior studies have attracted academic researcher attention because there appears to be a contradiction between what people say and what people do.
Research on impulse buying has been based on varying conceptual definitions of the construct and has focused primarily on in-store retailing. With the prominence of online retailing it would seem appropriate to expand the concept of impulse purchasing to accurately capture impulse purchasing behavior online.
Understanding of impulse purchasing is further accentuated by the prevalence of online retailing, an easily available mode for making impulse purchases. Online retailing eliminates the constraints of time and space that often face shoppers (Kalakota and Whinston 1997; Eroglu, Machleit, and Davis 2001). Recently, Donthu and Garcia (1999) profiled Internet shoppers and found that Internet shoppers are more impulsive than in-store shoppers. However, consumer behavior on the Internet is not well understood (Sultan 2002).
The descriptions of impulse buying before the study of Rook (1987) were focused on the product while determining an impulse purchase. The earlier studies did not include the consumer and his personal traits as the factor influencing impulse purchases. Rook (1987) argued that during impulse buying, the consumer experiences an instantaneous, overpowering and persistent desire. He characterised the impulse buying as unintended, non-reflective reaction, which occurs soon after being exposed to stimuli inside the store.
Block and Morwitz (1999) enunciated the definition of impulse purchase as consumer buying an item with little or no deliberation after the result of a sudden, powerful urge. Kacen and Lee (2002) stated that impulsive behavior are more arousing and irresistible but less deliberative when compared to planned purchasing behavior. Based upon the different description, we conclude that impulse buying involves hedonic purchase decisions which are made inside a store and excludes the reminder purchasing activities.

Over time, researchers began to look at consumer characteristics rather than product characteristics or stimuli as it was agreed that impulse purchasing is not confined to any particular product or product category (Rook 1987).
Rook and Gardner (1993) undertook an exploratory study of the mood antecedents of impulse buying and proposed that each of the three basic mood dimensions (pleasure, arousal, and dominance) is associated with a primary core theme that either supports or dissuades consumer's buying impulses. Pleasurable moods range from positive to negative and can either motivate or demotivate a buying impulse (Rook and Gardner1993).

Rao & Laverie (2004) suggest that impulse purchases exist on the Internet and there are stimuli other than the product that can cause the eventual impulse purchases. Their research supports that both in-store browsing and mood states influence impulse purchases on the Internet. Yet, perceptions of quality and experience with the product are not as realistic online.
Childers et al. (2001) suggest, if shoppers believe that the sensory information available via the interactive media is sufficient, there is reason to believe that the shoppers will enjoy using the new media for web-shopping. "Webmosphirics" according to Childers et al. (2001) represents the virtual environment counterpart to the physical surroundings associated with the retail atmosphere (such as Graphics, text, pop-up windows, search engine configuration, audio, color, streaming video, and organization and grouping of merchandise), may lead to impulse buying.
Ramus and Nielsen (2005) enumerate that online shoppers perceive internet grocery shopping an advantage when compared to conventional grocery shopping in terms of convenience, product range and price. Disadvantages, which could act as mental barriers, are, for instance, the risk of receiving inferior quality groceries and the loss of the recreational aspect of grocery shopping. Morganosky and Cude (2000) reported convenience and saving time as the primary reasons for buying groceries online but cited physical or constraint issues that made it difficult for grocery shoppers to shop at grocery stores.

RESEARCH OBJECTIVES

- To study the consumer buying behaviour of online customers related to online grocery.
- To study the factors which influence online buying of grocery products.
- To study the factors which influence online impulse buying of grocery products.
- To study the relationship between online impulse purchase of grocery and the various factors associated with it. (mood states, convenience, pricing, etc.)

III. RESEARCH DESIGN & METHODOLOGY & ANALYSIS OF DATA

Methodology

A two phased study market research study to understand what influences consumers to buy groceries on impulse online:

1. A quantitative research where 1000 consumers were sent a link to the online survey for online grocery shopping. About 150 consumers responded back saying they do not shop for groceries online. 265 completed the exercise of which 15 rejected as shopped less frequently than once in 2 months. The survey was sent randomly to consumers without any prefixed quota
2. A qualitative research in form of mini group discussions with
   a. 4 females in the age group of 35-45 years
   b. 4 males in the age group of 25-35 years

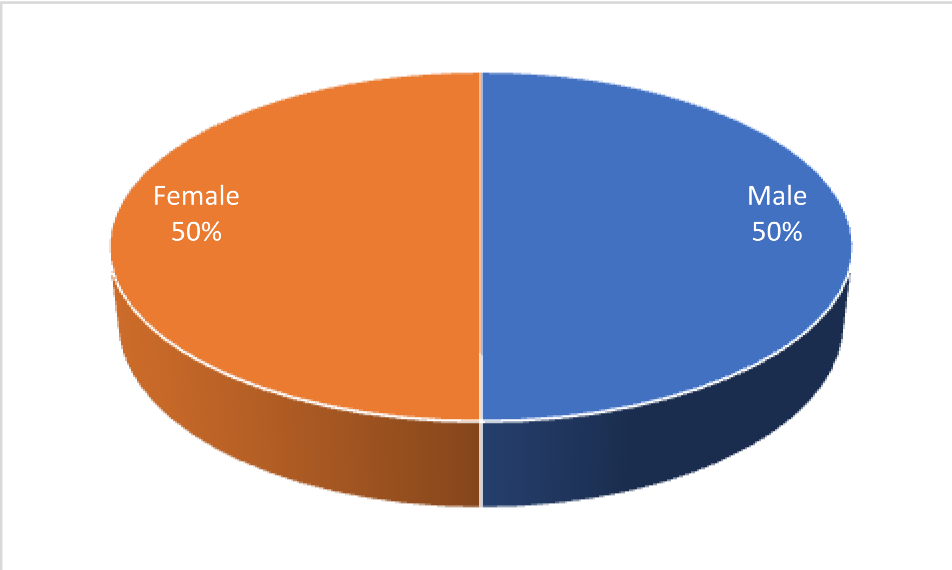
Profile of respondents:

Qualitative:

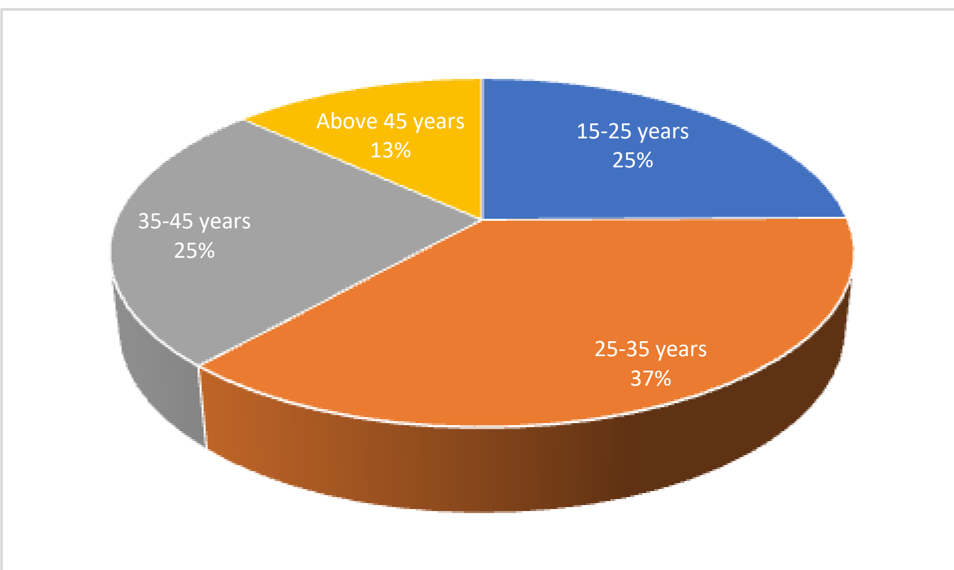
The qualitative research conducted with respondents who bought groceries online at least once a month and belonged to higher income group or Rs.75001+. During the discussion it emerged:

1. The 4 older females (35-45 years) were all self-employed and worked from home
a. 2 lived in a joint family and 2 in a nuclear family
b. All had at least one teenaged child
2. 2 of the younger males (25-35 years) were self-employed while two were employed
a. 1 unmarried, 3 married with two having a toddler each
b. 2 lived in a joint family and 2 in a nuclear family

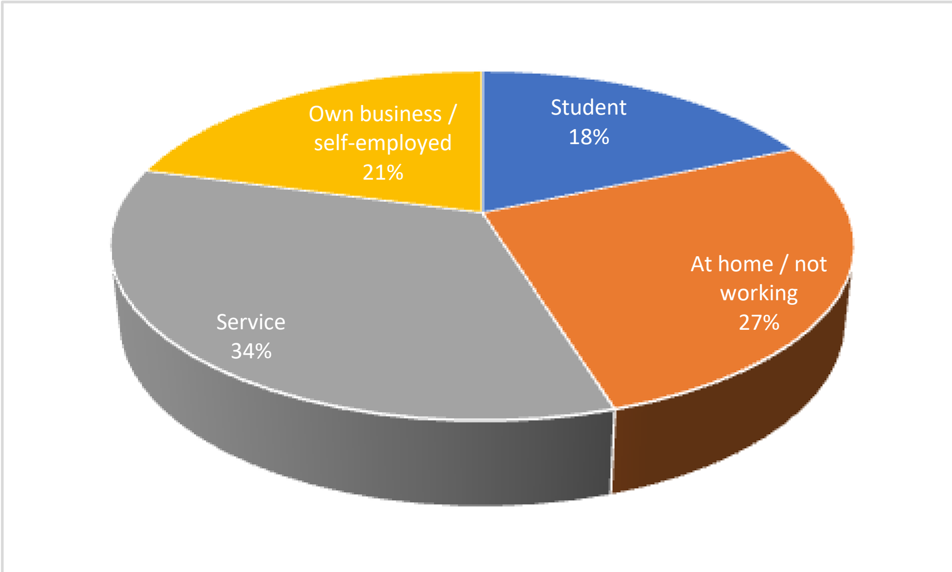
Quantitative:



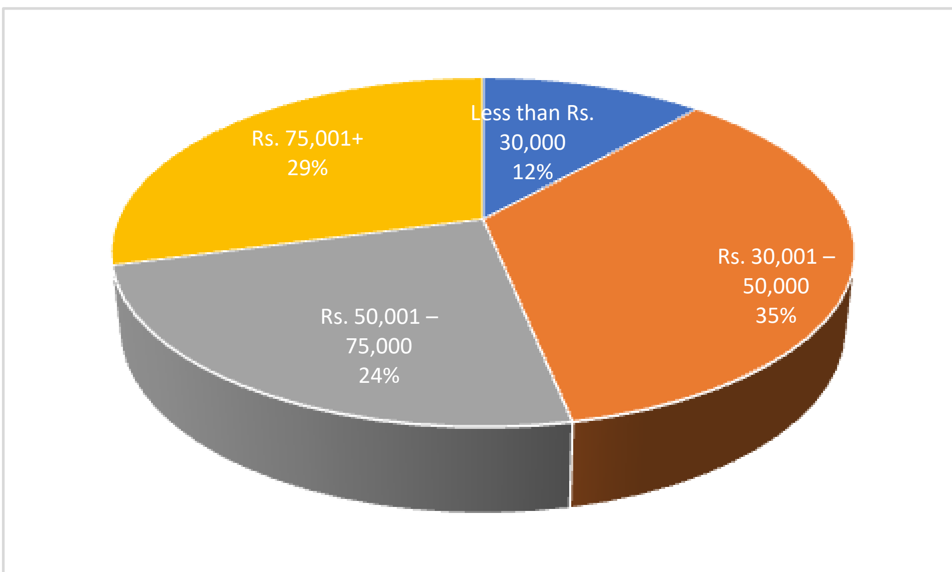
Gender:
From the 250 consumers who randomly responded, the sample equally split into 50% males and 50% females



Age Group:
More than a third (37%) of who shopped groceries online were young employed (25-35 years); followed by 25% students / first jobbers (15-25 years) each and only 13% older (35-45 years)

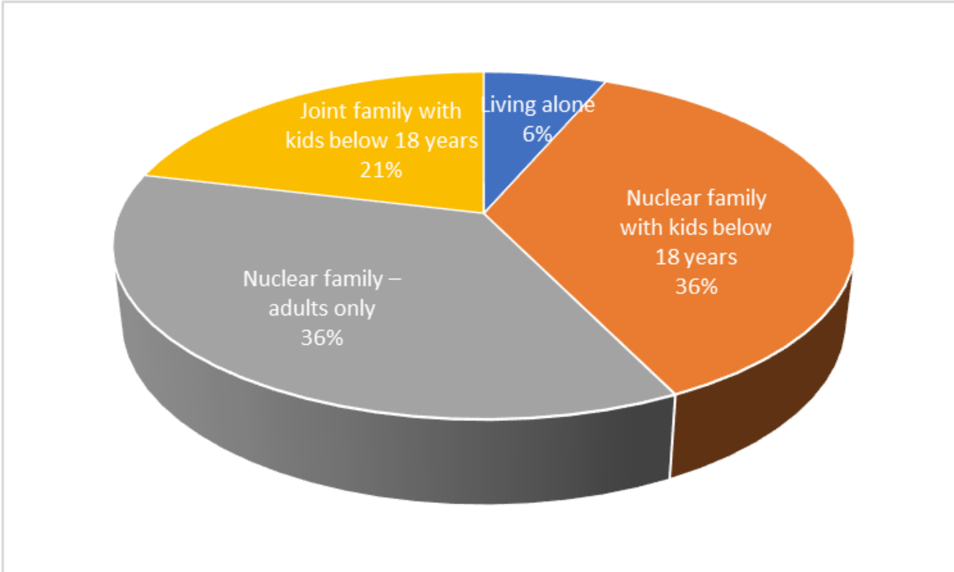


Occupation:
18% were students, 27% stayed at home – majority being female (50% of the females did not work and were housewives), 21% had their own business and 34% were service professionals.



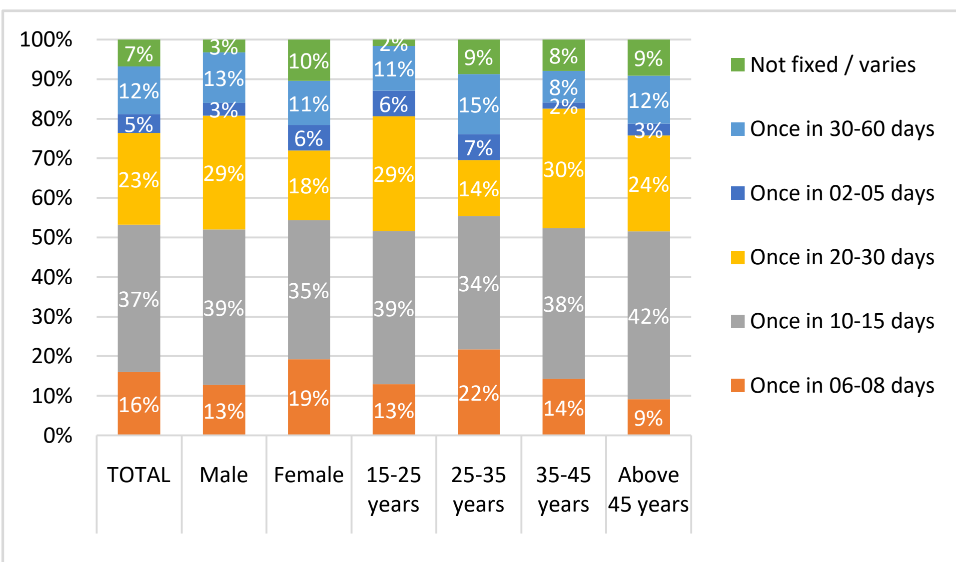
Monthly Household Income (MHI):

12% said their MHI was upto Rs. 30000, 35% said in the range of Rs. 30001-50000, 24% said between Rs. 50001-75000 and 29% said more than Rs. 75001



Family composition:
Almost ¾th of the respondents lived in a nuclear family with half of them having kids below & above 18 years age. 6% lived alone and 21% lived in a joint family with kids

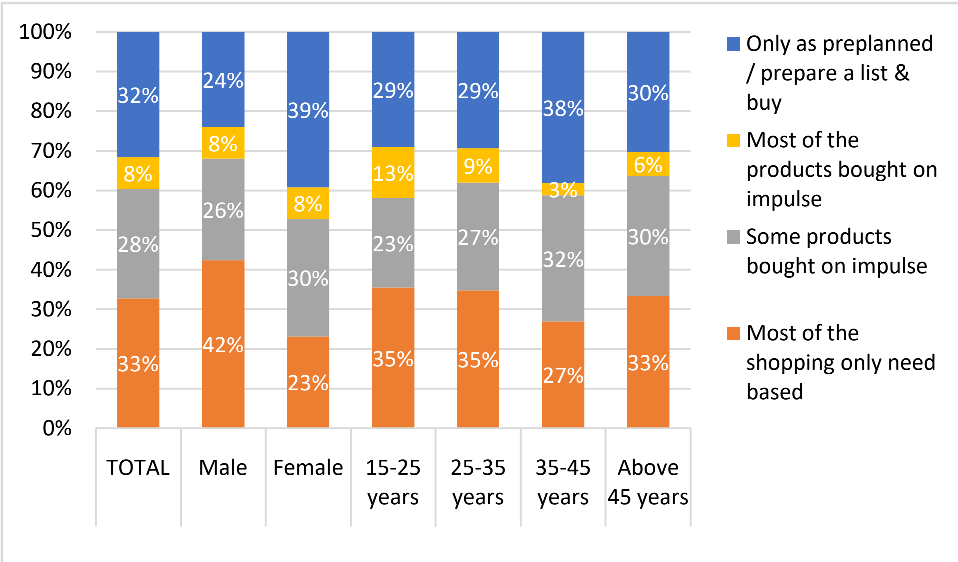
Online grocery shopping habits
Frequency of purchase:
During the focus group discussions, the younger men mentioned they purchased groceries online once a week to once fortnight to avail better offer and discounts and often shopped online on their way to home from Amazon Pantry so that will get the delivery within 2 hours – almost on reaching home, in Mumbai traffic The older women purchased once in 20-30 days and preferred to shop from the supermarket apps such D'Mart, Reliance Fresh, BigBazaar and also from the exclusive grocery apps such as BigBasket or Grofers
One respondent from each of the group mentioned they prepared a list before buying groceries online and all said the online app also had a list based on the products they usually purchased



Around a third of the respondents shopped for groceries online once in 10-15 days while a quarter of the respondents shopped once in 20-30 days

Incidence of impulsive purchase:

During the group discussion, couple of younger men spontaneously mentioned they sometimes bought groceries online while only one older female mentioned the same immediately but as the discussions were pursued, it emerged all bought groceries online on impulse but did not consider it as an impulsive purchase as the products bought for regular consumption unlike other categories e.g. accessories, clothes, etc. which remain unused for a long time



The same was observed during quantitative research with only a third of the respondents saying they buy groceries on impulse online. Yet, when asked if they agreed on specific statements leading to impulsive buying, only 2 out of 250 who responded did not agree to any

Attributes leading to impulsive online grocery purchase

Overall:

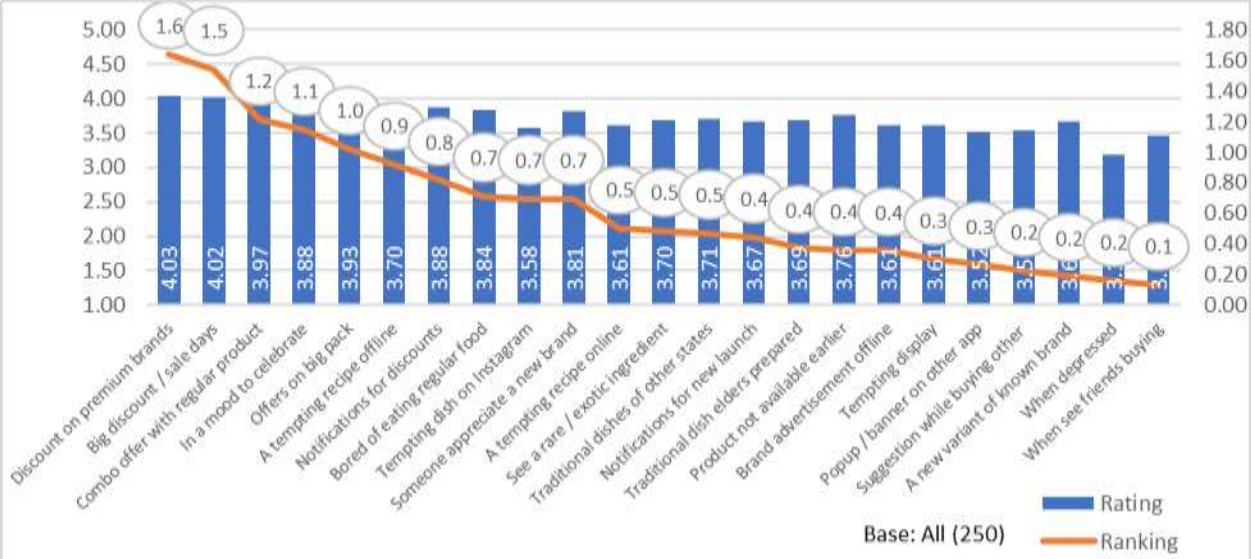
Some of the main reasons that emerged during the group discussions and confirmed during the quantitative exercise were around offers – discounts / offers such as 1+1, availability of exotic / premium products on offer, combo offers, notifications of price drop as also tempting packaging or pictures of dishes

Seeing a healthy option such as superfoods, organic products, etc. mentioned by many during the qualitative research, merged with premium products during the quantitative exercise. Similarly, additional discount due to cashback on payment options such as credit cards or wallets included under big discounts

In the quantitative exercise, the respondents were exposed to various attributes which could tempt them to buy groceries online impulsively on a Likert scale where 5 = Strongly agree, 4 = Agree, 3 = Neutral, 2 = Disagree and 1 = Strongly disagree

Next they were asked to rank the top 5 attributes from the attributes they associated with impulsive grocery buying online

The chart below represents the mean scores calculated for Likert scale and weighted mean rank (Rank 1 = 5, Rank 2 = 4, Rank 3 = 3, Rank 4 = 2, Rank 5 =1, Not ranked = 0)

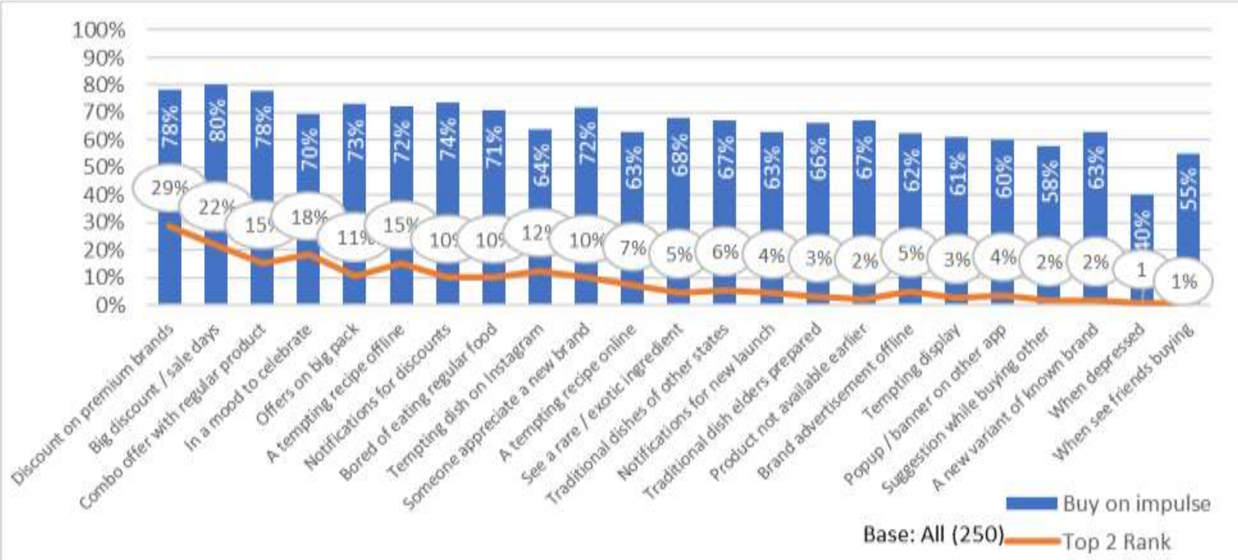


Discounts on premium brands / products, which otherwise can't be bought regularly due to high price and the big sale days (e.g. 10 Big days of Big Basket, Grand Orange Bag days of Grofers) the two biggest reasons (mean scores above 4.00 and mean rank above 1.50) for impulsive purchase

"If I see Ferrero Rocher at a discounted rate, would buy it rather than Cadbury Dairymilk Silk or Celebration" – Younger males in FGD
"If Cranberry juice is available, will immediately buy rather than other variants of Tropicana juices" – Older females in FGD
"If the product is in our shopping cart for about 10 purchases, usually they send us a notification of price drop and we buy instantly" – Younger males in FGD

All other attributes listed overall agreed upon (with mean score between 3.00 (neutral) and 4.00 (Agree) suggesting consumers do purchase groceries online on impulse. Two of the next three reasons (mean scores marginally lower than 4.00 and mean rank above 1.00) to complete the top 5, for someone to buy groceries online, were around the regular product purchased i.e. combo offers which included the groceries they purchased regularly and offers on bigger SKUs for products bought regularly. Offers and discounts not the only reason to buy groceries on impulse online; when in a mood to celebrate, consumers often bought groceries on impulse

"If 2 kg Dawaat Basmati is available at a discounted rate, I would rather buy that then 1 kg pack" – Older females in FGD
"If I were looking for a shampoo and see a combo pack of shampoo & conditioner, will buy as anyways can use later" – Younger males in FGD
"An attractive packaging also catches attention and if interesting product, from a good brand, can also buy it" – Younger males in FGD

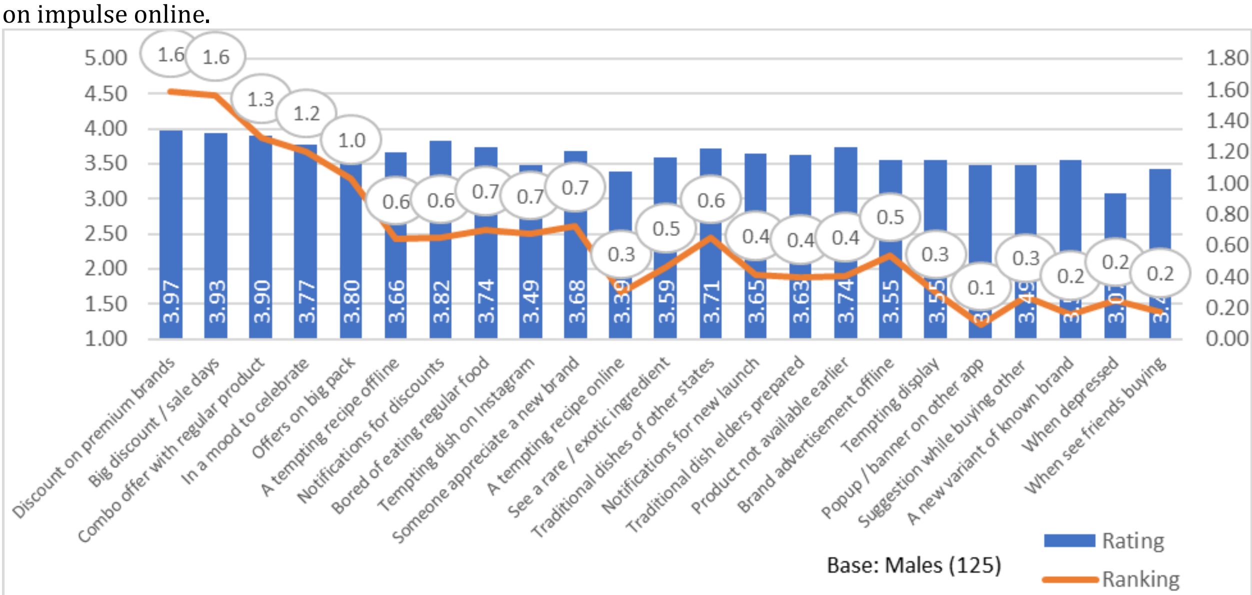


Except for "when depressed", for all other attributes more than half the respondents agreed that they bought groceries on impulse. On an average, out of the 23 occasions / attributes listed in the quantitative research, on an average, respondents agreed that they bought impulsively for around 15 occasions / attributes

Males:

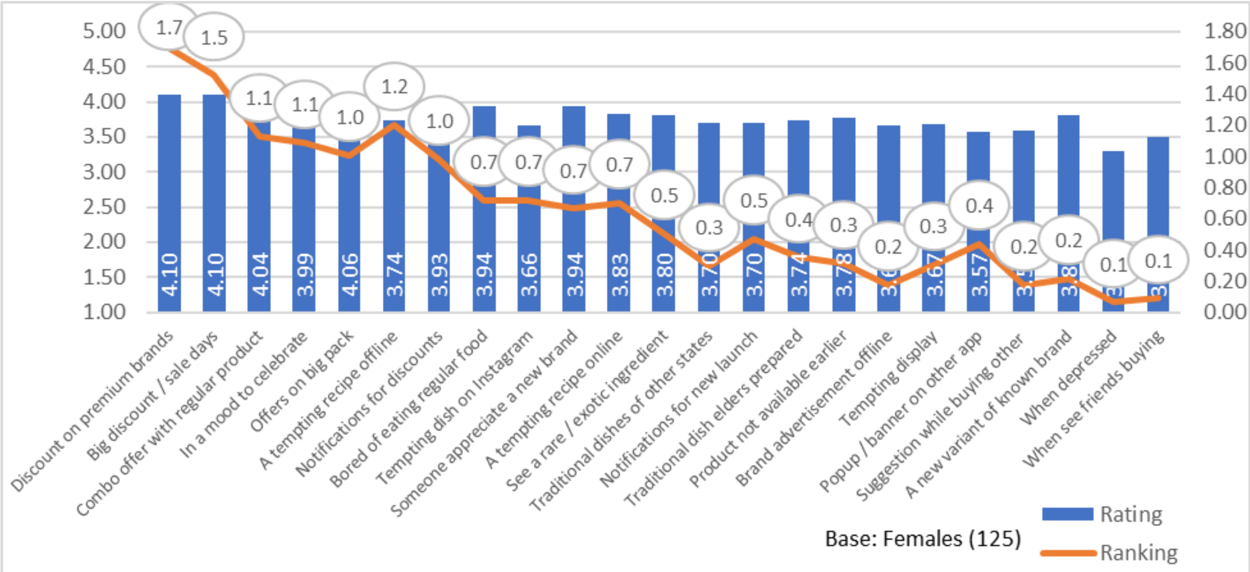
The top 5 reasons to impulsively purchase groceries online for males remained the same even though overall, they were less likely to buy specific ingredients on seeing / reading recipes.

The lone unmarried male mentioned he checked the reviews before buying a new grocery brand or product on impulse online.



Females:

The top 2 reasons to impulsively purchase groceries online for females remained the same but the third most important reason to by a grocery product online on impulse was when they came across a tempting recipe, either recommended by / learnt from friends or read / seen offline. The higher income group respondents in the focus group discussions said they were less likely to prepare such special dishes at home and would prefer to go out to a fine dine restaurant for the same



Differences by gender:

Mean Rank	Male		Female	
Significance Win at 95% Confidence Level (Student's T-Test @ ⍰ ⍰ = 0.05)	A	A/B	B	A/B
Base: All respondents	125		125	
Discount on premium brands	1.59		1.70	
Big discount / sale days	1.57		1.52	
Combo offer with regular product	1.30		1.13	
In a mood to celebrate	1.20		1.09	
Offers on big pack	1.03		1.01	
A tempting recipe offline	0.64		1.20	A
Notifications for discounts	0.65		0.98	A
Bored of eating regular food	0.70		0.72	
Tempting dish on Instagram	0.67		0.72	
Someone appreciates a new brand	0.73		0.66	
A tempting recipe online	0.30		0.70	A
See a rare / exotic ingredient	0.46		0.50	
Traditional dishes of other states	0.65	B	0.30	
Notifications for new launch	0.42		0.47	
Traditional dish elders prepared	0.39		0.35	
Product not available earlier	0.41		0.31	
Brand advertisement offline	0.54	B	0.18	
Tempting display	0.30		0.30	
Popup / banner on other apps	0.09		0.44	A
Suggestion while buying other	0.27		0.18	
A new variant of known brand	0.16		0.22	
When depressed	0.25	B	0.06	
When see friends buying	0.18		0.09	

Student’s T-Test for averages run on weighted rank by assigning Rank 1 score of 5, Rank 2=4, Rank 3=3, Rank 4=2, Rank 5=1, Not ranked=0 to check if the difference between the two genders significantly different at 95% confidence level

No significant difference for the top 5 attributes by gender. From the next 6 attributes, with mean rank 0.5 or above overall, females more likely to buy on impulse vis-à-vis males if see a tempting recipe online or offline or get notifications of discounts. From the next 5 attributes, males more likely to buy vis-à-vis females if notice a dish from another region impulsively or based on the advertisements

<u>Differences by marital status</u>:

Mean Rank	Married	Sig	Unmarried	Sig
Significance Win at 95% Confidence Level (Student's T-Test @ □ □ = 0.05)	K	K/L	L	K/L
Base: All respondents	160		90	
Discount on premium brands	1.45		1.99	K
Big discount / sale days	1.63		1.39	
Combo offer with regular product	1.13		1.36	
In a mood to celebrate	1.08		1.27	
Offers on big pack	0.99		1.08	
A tempting recipe offline	1.09	L	0.62	
Notifications for discounts	0.94	L	0.59	
Bored of eating regular food	0.69		0.76	
Tempting dish on Instagram	0.74		0.61	
Someone appreciates a new brand	0.76		0.59	
A tempting recipe online	0.58		0.36	
See a rare / exotic ingredient	0.37		0.69	K
Traditional dishes of other states	0.43		0.56	
Notifications for new launch	0.47		0.40	
Traditional dish elders prepared	0.31		0.49	
Product not available earlier	0.35		0.38	
Brand advertisement offline	0.35		0.37	
Tempting display	0.34		0.23	
Popup / banner on other apps	0.35	L	0.11	
Suggestion while buying other	0.23		0.21	
A new variant of known brand	0.23		0.12	
When depressed	0.14		0.19	
When see friends buying	0.10		0.19	

Unmarried significantly more likely to buy premium / exotic products on impulse vis-à-vis married. Married significantly more likely to buy on impulse if get notifications by the app or see / read a tempting recipe.

<u>Differences by age groups</u>:

Mean Rank	15-25 years	Sig	25-35 years	Sig	35-45 years	Sig	45+ years	Sig
Significance Win at 95% Confidence Level (Student's T-Test @ □ □ = 0.05)	C		D		E		F	
Base: All respondents	62		92		63		33	
Discount on premium brands	2.29	DE	1.37		1.06		2.30	DE
Big discount / sale days	1.40		1.49		1.73		1.61	
Combo offer with regular product	1.35		0.97		1.10		1.85	DE

In a mood to celebrate	1.31	D	0.72		1.00		1.36	D
Offers on big pack	1.34	F	1.30	F	1.10		0.42	
A tempting recipe offline	0.76		0.84		1.22		0.88	
Notifications for discounts	0.66		0.72		0.95		1.12	
Bored of eating regular food	0.74		0.90		0.54		0.45	
Tempting dish on Instagram	0.73		0.74		0.52		0.85	
Someone appreciates a new brand	0.50		0.89		0.68		0.55	
A tempting recipe online	0.16		0.52	C	0.73	C	0.64	C
See a rare / exotic ingredient	0.52		0.61	F	0.41		0.21	
Traditional dishes of other states	0.47		0.45		0.59		0.33	
Notifications for new launch	0.35		0.42		0.51		0.55	
Traditional dish elders prepared	0.42		0.30		0.49		0.24	
Product not available earlier	0.48	F	0.32		0.40		0.18	
Brand advertisement offline	0.31		0.39		0.37		0.33	
Tempting display	0.24		0.47	F	0.22		0.09	
Popup / banner on other apps	0.06		0.28	C	0.46	C	0.21	
Suggestion while buying other	0.21		0.29		0.19		0.12	
A new variant of known brand	0.15		0.13		0.32		0.18	
When depressed	0.11		0.28	EF	0.06		0.06	
When see friends buying	0.18		0.13		0.05		0.21	

The youngest (15-25 years), mostly unmarried and the oldest (45+ years), well settled in life, significantly more likely to buy premium products on impulse vis-à-vis 25-45 years old, mostly married with many responsibilities. They were also significantly more likely to buy groceries impulsively online when in a mood to celebrate.

The oldest (45+ years) also significantly more likely to buy groceries impulsively online if notice any good combo offers but significantly less likely to buy if see offers on big packs vis-à-vis youngsters (15-35 years)

The youngest (15-25 years) significantly least likely to buy groceries impulsively due to any tempting recipes online compared to all others

Differences by monthly household income:

Mean Rank	<Rs. 30K	Sig	Rs.30-50K	Sig	Rs.50-75K	Sig	>Rs. 75K	Sig
Significance Win at 95% Confidence Level (Student's T-Test @ □ □ = 0.05)	G		H		I		J	
Base: All respondents	29		88		60		73	
Discount on premium brands	0.66		1.75	G	1.48	G	2.04	G
Big discount / sale days	1.69		1.23		1.37		2.01	HI
Combo offer with regular product	1.17		1.53	IJ	1.00		1.01	
In a mood to celebrate	0.55		1.18	G	0.82		1.18	G
Offers on big pack	0.86		1.07		1.17		1.33	
A tempting recipe offline	1.17		0.94		1.15		0.60	
Notifications for discounts	0.97		0.68		0.92		0.84	
Bored of eating regular food	1.14	H	0.38		0.65		1.00	H
Tempting dish on Instagram	1.07	J	0.75	J	0.82		0.38	
Someone appreciates a new brand	0.41		0.68		0.57		0.93	G

A tempting recipe online	0.48		0.44		0.78		0.34	
See a rare / exotic ingredient	0.69		0.39		0.40		0.59	
Traditional dishes of other states	1.03	HJ	0.38		0.58		0.27	
Notifications for new launch	0.34		0.64	J	0.53		0.18	
Traditional dish elders prepared	0.38		0.33		0.48		0.33	
Product not available earlier	0.28		0.30		0.35		0.48	
Brand advertisement offline	0.41		0.50		0.28		0.22	
Tempting display	0.28		0.39	J	0.43		0.10	
Popup / banner on other apps	0.14		0.19		0.45		0.25	
Suggestion while buying other	0.38		0.26	J	0.28		0.07	
A new variant of known brand	0.07		0.22		0.27		0.14	
When depressed	0.31		0.20		0.10		0.08	
When see friends buying	0.17		0.18		0.10		0.08	

The lowest income group (<Rs. 30K MHI) significantly least likely to buy premium products on impulse vis-à-vis all others. They were also significantly less likely to buy groceries impulsively online when in a mood to celebrate. They were significantly more likely to buy when notice traditional dishes of other states, when bored of eating regular food compared to the higher income groups.

The lower income groups (<Rs. 50K MHI) significantly more likely to buy impulsively when see tempting dish on Instagram compared to higher income groups (Rs. 50K+ MHI).

The highest income group (Rs. 75K+ MHI) significantly more likely to buy groceries impulsively online vis-à-vis lowest income group when in a mood to celebrate or someone appreciates a new brand

The middle income group (Rs. 30-50K MHI) significantly more likely to buy groceries impulsively online compared to higher income group (Rs. 50K+ MHI)

IV. DISCUSSIONS

1. The occasions when more than 70% of the respondents agreed they bought groceries impulsively online were on:

- Big discount / sale days
- Discount on premium brands
- Combo offers with regular product
- Notifications for discounts
- Offers on big pack
- A tempting recipe offline
- Someone appreciates a new brand
- Bored of eating regular food
- In a mood to celebrate

2. Some of the other occasions when 60-70% of the respondents agreed they bought groceries impulsively online were when:

- See a rare / exotic ingredient
- Traditional dishes of other states
- Product not available earlier
- Traditional dish elders prepared
- Tempting dish on Instagram
- A tempting recipe online
- Notifications for new launch

- A new variant of known brand
- Brand advertisement offline
- Tempting display
- Popup / banner on other apps

3. The top 2 reasons to impulsively purchase groceries online for females remained the same but the third most important reason to by a grocery product online on impulse was when they came across a tempting recipe, either recommended by / learnt from friends or read / seen offline. The higher income group respondents in the focus group discussions said they were less likely to prepare such special dishes at home and would prefer to go out to a fine dine restaurant for the same.

4. No significant difference for the top 5 attributes by gender. From the next 6 attributes, with mean rank 0.5 or above overall, females more likely to buy on impulse vis-à-vis males if see a tempting recipe online or offline or get notifications of discounts. From the next 5 attributes, males more likely to buy vis-à-vis females if notice a dish from another region impulsively or based on the advertisements

5. Unmarried significantly more likely to buy premium / exotic products on impulse vis-à-vis married. Married significantly more likely to buy on impulse if get notifications by the app or see / read a tempting recipe.

6. The youngest (15-25 years), mostly unmarried and the oldest (45+ years), well settled in life, significantly more likely to buy premium products on impulse vis-à-vis 25-45 years old, mostly married with many responsibilities. They were also significantly more likely to buy groceries impulsively online when in a mood to celebrate.

7. The oldest (45+ years) also significantly more likely to buy groceries impulsively online if notice any good combo offers but significantly less likely to buy if see offers on big packs vis-à-vis youngsters (15-35 years)

8. The youngest (15-25 years) significantly least likely to buy groceries impulsively due to any tempting recipes online compared to all others

V. LIMITATIONS

- The findings of this study gives interesting insights on understanding the factors both qualitative and quantitative that fuel online impulse buying of grocery products.

- Future research with more expanded sample size and with no limitations of geographical boundaries within India would help in gaining further insights in this phenomenon which would then be generalized to the overall urban population of India.

- The study was restricted to the suburbs of Mumbai due to the paucity of time and to avoid respondent fatigue so as to gain accurate and unbiased responses.

- Separate studies can be undertaken on the online impulse buying behavior of grocery products specifically as the literature is replete with online purchases related to consumer durables, electronics goods, etc. to name a few.

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