



# THE INFLUENCE OF ATTITUDE AND HABIT ON ONLINE GROCERY SHOPPING

- ET STUDIE AF HOLDNINGER OG VANENS INDFLYDELSE PÅ DAGLIGVAREHANDEL PÅ NETTET

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## Resumé

Danske forbrugere opfatter sig selv som værende travle, og tidskrævende gøremål, såsom at købe ind er en af de ting som frarøver dem en ønsket kvalitetstid. Derfor vil det være en nærliggende konklusion, at den travle danske forbruger vil finde det behjælpeligt at handle dagligvarer på nettet. Dette ville give mere tid i hverdagen, eftersom at varerne kan bestilles på alle tidspunkter af døgnet og bliver leveret lige til døren. Dog har kun 17 pct. af den danske befolkning prøvet at købe dagligvarer på nettet, og kun 8 pct. af dem gør det regelmæssigt.

Formålet med denne kandidatafhandling er derfor at give en forklaring af den lave procentsats af danske forbrugere, der benytter sig af denne service ved at undersøge den indvirkning som positive og negative holdninger samt vane har på forbrugerens intention til at købe dagligvarer på nettet. Til dette formål er en teoretisk ramme blevet opstillet på baggrund af tre udvalgte teorier. Denne ramme bliver endvidere udbygget med en række positive og negative opfattelser som menes at have en indflydelse på forbrugerens holdning. På baggrund af disse er der opstillet 12 antagelser, som den kvalitative undersøgelse vil tage afsæt i.

Den primære data er indsamlet ved hjælp af to fokusgrupper, og på baggrund af disse kunne det konstateres at deltagerne havde en overvejende negativ holdning til det at handle på nettet. Dog ville det at få børn have en positiv indvirkning på deres holdning. Endvidere kunne det også konstateres, at vane er bestemmende for adfærd så længe forbrugerne ikke aktivt overvejer det at købe dagligvarer nettet som et alternativ til et traditionelt supermarked, eller så længe at det at handle på nettet ikke betragtes som et bedre alternativ.

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# 1 Introduction

*The purpose of this thesis is to study the influence of attitudes and habit on online grocery buying intention, in seeking to explain the low adoption of online grocery shopping.*

Consumers are busier than ever, more affluent, and increasingly impatient with mundane time-consuming chores, in fact, 42 pct. of Danes think that they are too busy in their everyday lives, and that, among other things, family time suffers due to that (Kempiak & Fox, 2002: 3; Nissen & Nielsen, 2015). Grocery shopping is time-consuming, since consumers have to transport themselves to the supermarket, find the needed items, then wait in line, and lastly carry the groceries home. These are likely reasons as to why grocery shopping is claimed to be one of the chores that consumer dislike the most (Anckar, Walden, & Jelassi, 2002: 212, 215; Huang & Oppewal, 2006: 334). In order to increase the efficiency of grocery shopping, it is argued that the ultimate time-saving convenience is home shopping, i.e. what is presently known as online grocery shopping (Morganosky & Cude, 2000). Hence, an obvious presumption would be that Danes would be drawn towards a more convenient grocery shopping solution, in order to save time and relieve themselves from the hardship of the mundane, repetitive but necessary task of grocery shopping, as suggested by Kempiak and Fox (2002: 3) and Huang and Oppewal (Huang & Oppewal, 2006: 334). However, only 17 pct. of Danish internet user tried to purchase groceries online in 2015 (Danmarks Statistik, 2016), and only 8 pct. did so on a regular basis (Eniro, 2015).

The aspects of time-saving (i.e. shopping can be done from home, the groceries are delivered to the door, etc.) and the minimisation of physical effort (e.g. not having to carry the groceries home, etc.), are elements that can be ascribed to the convenience of online grocery shopping, and hence also the positive drivers of attitude. However, since the vast majority of Danish consumers<sup>1</sup> have yet to try purchasing groceries online, it is likely that they perceive certain barriers, which, in turn, affects their attitude negatively. One of the main, and most cited, barriers of online grocery shopping, is the lack of *experience attributes* (Nelson, 1970), i.e. it is not possible to see, touch or

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<sup>1</sup> The term *consumer*, in this thesis, refer to the 92 % of the Danish population who use the internet (European Commission, 2015), since internet usage is a precondition for *online* grocery shopping.

smell the goods, and thus it is not possible to assess the quality prior to purchase (Anckar et al., 2002; Bhatnagar, Misra, & Rao, 2000; Jayawardhena, 2004; Kempiak & Fox, 2002; Morganosky & Cude, 2000; Ramus & Nielsen, 2005). Some have even suggested that offline supermarkets ultimately will survive due to consumers' need of these experience attributes (Bhatnagar et al., 2000: 100).

Another barrier is the aspect of price. The online prices are generally corresponding to those in the offline supermarkets, however, there is both a *delivery fee* to be paid, and a *fixed minimum amount* that consumers have to shop for, in order to even place an order. Besides, contrary to the likely expectation that the standard online grocery shopper in Denmark lives in the less populated areas of the country, with a relatively large distance to the nearest supermarket, it is, however, the urban consumers who account for most grocery shopping done online (Simonsen, 2015). This can partially be ascribed to one of the large e-grocers on the market, Nemlig.com, not delivering outside the greater Copenhagen area. Nevertheless, many of the consumers live close to an offline supermarket, which make these very competitive, as it leads to the question *why* consumers should pay for delivery and sit around waiting for their groceries to be delivered, when they can go to a supermarket around the corner and get their groceries immediately and with no extra cost added.

Going to the supermarket is the traditional way of shopping, and it constitutes the behavioural pattern that is ingrained with consumers. Thus the pattern can be viewed as a habit, since a habit, in short, is something that individuals perform with little or no conscious thought in order to solve a problem (Eyal, 2014). This means that when we open up an empty fridge, the brain sends signals to engage in the action of grocery shopping, i.e. go to the supermarket. Creating a service based on changing habits, is then especially difficult, as it requires consumers to change their grocery shopping behaviour considerably. Hence, even though there are ample benefits to shop for groceries online for the busy consumer, it might be doomed to fail, due to the endurance of old habits (Eyal, 2014: 17). In other words, "[t]he enemy of forming new habits is past behaviours" (ibid: 19)

## 1.1 Problem statement

Habit is likely the greatest barrier to new behaviour, since it is an automatic response to a specific situation (Aarts, Verplanken, & Knippenberg, 1998: 1355), i.e. shopping in an offline supermarket is a response to the fridge being empty. However, Verplanken and Aarts (1999: 105) suggested that habits are controllable to some extent. They argue that conscious deliberation makes consumers capable of overruling habits. Attitudes are central to the formation and modification of habits (Ronis, Yates, & Kirscht, 1989: 213), and since consumers' attitude towards online grocery shopping (OGS<sup>2</sup>) has been found to be the most important predictor of online grocery buying intention (T. Hansen, 2008: 135), it is important to address the drivers and barriers of attitude in connection with OGS.

When initiating a conscious deliberation, the drivers and barriers are determining consumers' attitude towards OGS-intention. *Drivers* can thus be conceptualised as favourable beliefs about the outcome of the behaviour, and, conversely, *barriers* are unfavourable beliefs about the outcome of the behaviour. This represents the original thought behind the *outcome beliefs* as presented in *the theory of reasoned action* by Fishbein and Ajzen (1975) and in the revised version *the theory of planned behaviour* by Ajzen (1991). Separating them into drivers and barriers is done to underline the forces behind them, i.e. dragging towards or away from intention. Knowledge about this force is highly relevant to this thesis, since drivers of attitude have to be greater than barriers in order to overrule habitual behaviour.

The aim of this thesis is thus to identify the attitudes that act as drivers of buying intention, and correspondingly, which attitudes constitutes barriers, leading consumers away from buying intention and consequently buying behaviour. Moreover, this thesis aims to improve the prediction and understanding of online grocery shopping intention, by researching the influence of habit. This will be done using the *theory of planned behaviour* (Ajzen, 1991), two concepts from the *Motivation and Opportunity as Determinants of the attitude-behaviour relationship-model* by Fazio (1990), as well as the *Motivation-Opportunity-Ability* model as proposed by Ölander and

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<sup>2</sup> For the remainder of the thesis, the term *online grocery shopping* will largely be replaced with the abbreviation OGS.

Thøgersen (1995) as an underlying framework in a qualitative study. The problem statement is thus as follows:

*What are the drivers and barriers of attitude towards online grocery shopping intention and behaviour, and how does habit influence the intention to purchase groceries online?*

#### 1.1.1 Sub-questions

The problem statement is further broken down into three sub-questions in order to keep the research focused, fulfil the purpose and aim of this thesis, and go beyond a theoretical discussion with regard to address the managerial implications.

In accordance with the first part of the aim of this thesis, the first sub-question will address the formation of attitude and intention, in order to clarify:

**SQ<sub>1</sub>:** *Which psychological and social processes affect the formation of attitude and intention?*

To address the second aim of this thesis, the next sub-question will address the influence that habit will pose as a construct within the theoretical frame, in order to answer:

**SQ<sub>2</sub>:** *What influence does habit pose on the intention-behaviour relationship within the frame of the theory of planned behaviour?*

Lastly, the third sub-question will address the theoretical and managerial implications of the empirical data, as to answer:

**SQ<sub>3</sub>:** *How can you strengthen the drivers, and minimise the barriers of attitude towards OGS?*

### 1.2 Relevance

Online shopping within many product categories has been adopted at large among Danish consumers, yet groceries come in second lowest on the list of things that Danes shop online (Danmarks Statistik, 2016). There is, however, evidence to suggest that there has been changes towards a favourable attitude regarding OGS, as there has been an 8 pct. increase in consumers trying to purchase groceries online from 2008 to 2015 (Danmarks Statistik, 2009, 2016). Yet, the



adoption has been slow, and it is furthermore mediated by the fact that there has only been a 1 pct. increase in consumers who purchase groceries online on a regular basis over the same period of time (Eniro, 2015). Many consumers thus revert back to offline shopping, after having tried OGS. This consumer loss is highly problematic (T. Hansen, 2006: 94), since it has been shown to be more expensive to attract new customers, than to retain old ones (Engel & Blackwell, 1982).

Nevertheless, OGS is *still* believed to be the future of grocery retailing (Simonsen, 2015, 2016), but the future *success* of online grocery retailing relies on gaining and retaining more customers (T. Hansen, 2006: 94), i.e. getting them adopt OGS and break their habit of shopping in offline supermarkets. Thus, e-grocers will have an interest in gaining insight into what influences consumers intention to purchase groceries online, since knowing the drivers and barriers, as well as the influence of habit, can help them to tweak their value propositions.

### 1.3 Literature review

In 1978 McNair and May wrote about *The next revolution of the retailing wheel*, which they believed to be teleshopping. The following supposition was made in the introduction of their article: “[B]y early in the twenty-first century, almost all food and other basic household needs will be acquired through the use of in-home television computer systems [...]” (McNair & May, 1978: 81). They concluded that convenience, confidence in one’s own ability and in the quality of goods, paired with adoption of new technology and a higher sensitivity for time consuming chores, would result in a mass adoption of teleshopping, i.e. online grocery shopping. Their prediction does not coincide with the online grocery retail-landscape of today, i.e. there has not been a mass adoption of OGS. Consequently, since then, many researchers have attempted to explain the low consumer adoption by examining the advantages and disadvantages of OGS in various ways.

Verhoef and Langerak (2001) studied consumers intention to adopt online grocery shopping in the Netherlands, by applying three out of five of Rogers’ (1983) characteristics that influence the rate of adoption, i.e. relative advantage, compatibility, and complexity. Rogers’ characteristics were also part of the multiple theory perspectives Hansen (2006) applied to study the determinants of repeat buying. In their study of why consumers hesitate to shop online, Huang and Oppewal

(2006) tested how delivery charge, time availability, travel time to the supermarket, and trip purpose influenced shopping channel preferences. Some studies have also engaged in profiling consumers: One study by Hansen (2005) investigated if adopters of OGS perceive this way of shopping differently from other online consumers. Another study, by Morganosky and Cude (2000: 18), set out to learn “*who uses online grocery shopping services and why?*”, this revealed some influential situational factors. These factors later served as a base for the study by Hand et al. (2009), on triggers influencing both adoption as well as discontinuation of OGS, and they will also be addressed in this study.

Several studies have applied the *theory of planned behaviour* in their research (e.g. T. Hansen, Solgaard, & Cumberland, 2004; T. Hansen, 2006, 2008; Ramus & Nielsen, 2005; Wu, 2003), providing evidence for its applicability on this field of study. The studies Hansen (2008) and Ramus and Nielsen (2005) bare most resemblance to the study of this thesis, in that they use the theory to study beliefs that form the attitudes and intention of consumers in connection with OGS. The aforementioned study by Ramus and Nielsen (2005) further resembles this study in methodology as it only makes use of focus groups, however, they conducted focus groups both in Denmark and in the United Kingdom. Their results were largely consistent with those of many other studies, i.e. that OGS is of advantage compared with offline shopping in terms of e.g. convenience and price, but of disadvantage due to the risk of receiving inferior quality groceries and the loss of hedonic shopping values.

Even though much research has been conducted in this field of study, it only provides snapshots of online grocery behaviour in its present time, and, in the words of Hansen (2006: 111), “*one should be aware that the internet as a grocery-shopping channel is still evolving and that internet consumer research – as is the case with much other consumer research – needs to be continuously repeated and modified*”. Thus, since online grocery shopping still has yet to root with the vast majority of Danish consumers, I will argue that there are further implications to uncover.

#### 1.4 Research gap and contribution

The abovementioned research efforts have shed light on important influences on the low adoption of online grocery shopping, and have looked into the beliefs that form attitude towards online grocery shopping. However, the results stemming from this research are based on the notion that all behaviour is deliberate in nature, i.e. that consumers are consciously deliberating on their choice of shopping channel. Thus, an important concept has been overlooked in this field of study, namely the influence of habitual behaviour on intention towards new behaviour, although numerous studies researching other aspects of consumer theory have proven the influence of habit on intention and behaviour (Ronis et al., 1989; Triandis, 1979; Ölander & Thøgersen, 1995; Aarts et al., 1998).

The contribution of this thesis to the field of study is twofold. Firstly, it provides a new take on the adoption of OGS by including the influence of habit on the intention to do OGS. Habit will be applied as a construct to *the theory of planned behaviour* (TPB) (Ajzen, 1991) based on concepts from the *Motivation and Opportunity as Determinants of the attitude-behaviour relationship-model* (Fazio, 1990) as well as on inspiration from the *Motivation-Opportunity-Ability* model (Ölander & Thøgersen, 1995), thereby *modifying* the model to reflect the purpose of this thesis. Using the TPB allows me to *repeat* previous studies, in order to reveal the consumer beliefs that form attitudes anno 2016, i.e. what drivers and barriers are present today. Thus, the second contribution of this thesis, is the production of up to date knowledge, since possible inconsistencies with previous research, is possible to hold valuable theoretical and managerial implications.

## 1.5 Research limitations

Firstly, from the literature review it is evident that much research has already been conducted in this field of study, and thus many influential factors of attitude towards OGS have been put forward. It would prove valuable to test them all by the means of qualitative research in order to study them in depth, since the predominant research method applied has been quantitative. However, it is not possible to include all factors. The factors included in the theoretical frame of this thesis have been selected based on their perceived significance in connection with researching the adoption of OGS, i.e. they are viewed as the key elements from the field of study in terms of eliciting results concerning outcome beliefs, i.e. attitudes (E. S. Rasmussen & Østergaard, 2002:45-46). Nonetheless, the additional factors of influence that surfaced from the empirical data are reviewed in section 6.6.

Secondly, an important potential limitation of this research is the choice of focus groups as research methodology, which can prevent the elicitation of certain types of beliefs (Bloor, Frankland, Thomas, & Robson, 2001: 8; Halkier, 2009: 13; Ramus & Nielsen, 2005). The subject of OGS is not considered to be sensitive in nature, however, the natural *social control* within groups might result in an underreporting of opinions and perspectives (Halkier, 2009: 13). Furthermore, using focus groups as the sole research method, also holds limitations of its own. Approaching the data with a social constructivist view (see section 1.6 for explanation), it can be argued that different interpretations of the same phenomenon will always exist (Kvale, 1996: 241). Thus, the validity of the study could potentially have been heightened by producing parallel data using complementary methods (Barbour, 2007: 46-47; Halkier, 2009: 15-16).

Thirdly, this study is not able to test actual behaviour and the influence of habit, since it relies on self-reflection and presupposition. The actual ability of the drivers to overrule habit is thus not possible to confirm. Moreover, the findings on situational factors cannot be confirmed since appropriate participants were not represented in the focus groups, thus the finding is based on suppositions elicited by the present participants.

Further delimitations to the study will be dealt with in the relevant chapters and sections accordingly.

## 1.6 Methodology

The following section will explain the scientific approach and methodological framework of this thesis. The model *the research 'onion'*, which is developed by Saunders et al. (2012: 128) and depicted in Model 1, is applied as structural framework. This model is composed of six layers, each providing a detailed explanation of the research process. The fifth layer concerns the time horizon of the study. However, going into details about this is not believed to be relevant for the present study, since the time frame of a thesis is constrained, and thus do not allow for a longitudinal study to be carried out. The rest of the layers will be gone through in turn.



**Model 1 – The research 'onion':** *Simplified version of the research 'onion' (based on Saunders et al., 2012).*

The outer layer regards the chosen *research philosophy*, which can be thought of as “[...] *your assumptions about the way in which you view the world*” (Saunders et al., 2012: 128). This thesis has been approached with the ontology of subjectivism, specifically *social constructivism*, and the epistemology of interpretivism, which implies the use of hermeneutics since hermeneutics means interpretations (Højbjerg, 2004: 310-11).

Social constructivism views reality as being socially constructed, i.e. reality is a subjective interpretation, made by individuals in order to understand the surrounding world (Darmer & Nygaard, 2005: 28; Rendtorff, 2003: 99). By using a social constructivist approach, I acknowledge

that *reality* is formed by many individual understandings and interpretations of the same social phenomenon, including my own. This is termed *the double hermeneutics problem*, as it is not possible to separate the social constructions of the researcher from the social constructions of the research object or subjects (Darmer & Nygaard, 2005: 28; Larsen, 2005: 136). I am thereby an active co-creator of the empirical data (Højbjerg, 2004: 339, 342).

Before moving to the second layer of the model, it is important to note the hermeneutic concept of pre-understanding, i.e. one always have preliminary knowledge which is rooted in one's own context (Fredslund, 2005: 78-79). This is a necessary condition in order to understand and create new knowledge, as it is not possible to research something that one does not know anything about, as one would not know which research questions to ask in order to understand the field of study. Thereby all knowledge is created through an extension of what is already known, creating a circularity between pre-understanding and understanding, i.e. the *hermeneutic circle*, the in which interpretation continues endlessly (Fredslund, 2005: 78, 81; Højbjerg, 2004: 321). I thereby understand that I will never reach the full "truth" about my field of study, but in my production of knowledge and interpretation of the empirical data, I continuously acquire new knowledge and thereby get closer to an understanding of it.

The second layer regards the *research approach*. The research is approached with the inductive method. This means that a naturalistic and emergent research design was used to develop a richer theoretical perspective than exists in literature (Saunders et al., 2012: 163). Using the inductive method generally implies not having many preconceptions before gathering the empirical data. Thus, the development a theoretical frame and research propositions, as will be presented in chapter 3 and 4, is not in line with the inductive method, instead they bare resemblance to the deductive method. Hyde and Hyde (2000: 88) propose that a balance between deduction and induction is required in all research, advocating that each extreme is undesirable, since "*[e]xtreme induction could deprive the researcher of useful theoretical perspectives and concepts which can help guide exploration of a phenomenon [and] extreme deduction could preclude the researcher from developing new theory*". Thus chapter 3 and 4 are believed to help guide the exploration of the phenomenon, while allowing new theory to occur. The research is furthermore still based on

inductive reasoning, since the truth of the conclusion of the presented results is only probable, not certain (Kvale & Brinkmann, 2014: 258-59).

The inductive method is closely related to the *methodological choice*, which is the third layer of the model, as a *mono-qualitative method* was applied. The use of a qualitative method is also in line with the interpretive research philosophy and social constructivism, since I, as a researcher, have to interpret and make sense of the subjective and socially constructed meanings which are elicited by the participants of the study (ibid., 2012: 163). The advantage of doing qualitative studies, is that they are able to derive knowledge from the participants' deeper subjective reasoning for their attitude and behaviour (Halkier, 2009: 14).

Concerning the fourth layer of the model, a pragmatic version of *grounded theory* is applied as the *strategy* for gathering and collection the data. This implies that that the theory is grounded in, or developed inductively from, the empirical data. Figure 4, the revised model, is the representation of the inductively developed theory. However, since I approach the data analysis with preconceptions the approach is labelled pragmatic (Barbour, 2007: 119-20). I thereby acknowledge that, although the results are based on the empirical data, I had presuppositions of the themes that were likely to arise.

The core of the *research 'onion'* concerns the *techniques and procedures* applied to data collection and analysis. This thesis makes use of primary as well as secondary. In regards to primary data, this study applies *focus groups* as the mono-qualitative method. The exact method of this data collection and the procedures of analysis will be reviewed in detail in chapter 5 on research design. Secondary data has been collected for the purpose of establishing the preliminary theoretical frame and the subsequent research propositions. Research articles have been the main source of this theoretical information. These articles provide theories based on the result of their own empirical research, thus they are used as a source of secondary data (ibid., 2006: 84). Additional examples of sources that have been used in this thesis are newspaper articles from renowned sources and statistics provided by Statistics Denmark and the European Commission.

## 1.7 Thesis structure

The following will provide a short description of the remaining chapters of this thesis in order to provide an overview of the content and to introduce the structure of this thesis.

*Chapter 2* explains the concept of OGS as it is understood and researched in this thesis.

*Chapter 3* establishes the theoretical framework. In this chapter the three main theories are introduced. The theories form the basis of the integrated framework, which is conceptualised in the final section of the chapter.

*Chapter 4* conceptualises the constructs of the integrated model as well as form the research propositions. In this chapter the constructs of the integrated model and their interrelation will be explained. Based on prior research, research propositions will be made for each construct forming the foundation for the qualitative research.

*Chapter 5* concerns the research design of the qualitative study. In this chapter the description of the choices and considerations that have been made in connection with the participants and the design and structure of the focus groups, as well as the strategy for gathering and collection data will be put forth. Furthermore, the limitations related to the research design are reviewed.

*Chapter 6* reveals the results and analysis of the qualitative study. In this chapter the research propositions are reviewed through the empirical data, and two additional factors of influence are presented. In the final section of the chapter, the revised framework is conceptualised based on the findings.

*Chapter 7* discusses the theoretical and managerial implications of the presented results.

*Chapter 8* provides the conclusion to this thesis. In this chapter the important findings of the thesis are summed up and the problem statement is answered. Lastly, *chapter 9* provides suggestions for future research. In this chapter the methods and the results are put into perspective and future research is suggested.



## 2 Online grocery shopping

This chapter will address the notion of online grocery shopping, in order to provide an understanding of the term as it is conceived in this thesis. It thus reflects my pre-understanding of the term.

In researching the field of study concerning OGS, there are two main variations that can be explored: One is the *traditional grocery experience in an online environment*, such as Nemlig.com and coop.dk MAD (previously Irma.dk), which provides the opportunity to purchase items known from supermarkets, both perishable goods, such as meat, dairy, greens, etc., and stable goods, such as toilet paper and other household articles, with the added service of them being delivered to the doorstep. The second variation is composed of those e-grocers who provide *meal-box solutions*, such as Aarstiderne.com, retnemt.dk, and kokkenshverdagsmad.dk. This type of solution provides customers with all the ingredients, including the recipes, to cook meals for two to five days, i.e. the goods provided are measured as to fit the recipes, in order to minimize food-waste. However, is it not possible to order stable goods through these e-grocers, although Aarstiderne.com has an assortment of specialties, including greens, fruit, wine, cheese, chocolate, etc., which can be purchased and delivered with the meal-box.

It is evident from the abovementioned variations that they are distinctive, hence in addressing the problem statement of this thesis, I focus only on the first variation of OGS, i.e. the traditional grocery experience in an online setting. This delimitation is made, firstly to keep the research focused, since the two variations call for different theoretical frameworks. Secondly, the two variations exert great differences in the level of convenience that they offer. Convenience related to the first variation will be addressed in section 4.2.1, but in short, it relates to time-saving and minimisation of physical effort, as proposed in the introduction. The latter variation yields convenience in that it provides a full meal-solution, i.e. the consumers do not have to exhaust their creative minds in order to decide upon dinner, they simply choose from the selection provided by the e-grocer, and when it arrives at their doorstep, they merely have to follow the instructions provided. This level of convenience is not present in the first alternative of OGS, as it merely mimics the offline supermarket, i.e. it provides a range of products, from which the consumer has to select among, and add to their virtual basket.

Finally, the two variations also yield differences in terms of how influenced they are by habit. Both variation can be viewed as innovations, and according to Robertson (1967) innovations can be classified as either continuous, dynamically continuous or discontinuous, based on the degree to which they represent technological advancement and change in behavioural patterns, i.e. habits (T. Hansen, 2005: 102). A continuous innovation is regarded as a minor technological advancement, which does not require consumer to make any behavioural changes. A dynamically continuous innovation has more disrupting effects on behavioural patterns than continuous innovation, however it represents a technological advancement which basically does not change existing behavioural patterns. Lastly, a discontinuous innovation is a technological advancement that leads to a new behavioural pattern among the consumers who adopt it. (T. Hansen, 2005: 102; Robertson, 1967: 15-16). Hence, the adoption process of a discontinuous innovation, might prove lengthier, and possibly more problematic, than an innovation, which does not require consumers to change their behavioural patterns (Hand et al., 2009: 1207). Online grocery shopping is a discontinuous innovation (Hand et al., 2009: 1207; T. Hansen, 2005: 102), as it requires a significant change in shopping behaviour, as consumers are not able to physically inspect handpick groceries from a supermarket shelf before putting them into their virtual basket. Whereas meal box-solutions arguably can be regarded as a dynamically continuous innovation. In this case the technological advancement of online ordering together with the home-delivery constitutes the innovation, however it does not alter the behavioural pattern of cooking a meal. In other words, the meal box-solutions do not require as large a change in the habitual behaviour, as OGS in the traditional sense does.

In short, OGS is conceived as the online equivalent to the traditional supermarket experience, however, it does introduce changes to consumer behaviour, which is the likely reason as to why the adoption is low.

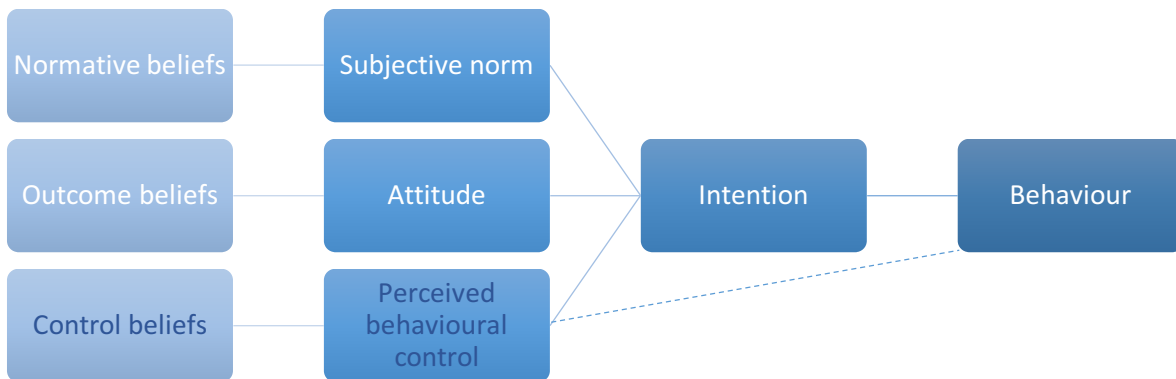
### 3 Theoretical frame

This chapter will assert the theoretical framework of this thesis, by reviewing the chosen theories and conceptualise an integrated framework.

Several theories and models have been applied for the purpose of understanding consumer OGS-behaviour. Hansen (2006: 94) suggested that there are three main theories and two main perspectives on online consumer behaviour: The *theory of reasoned action* (Fishbein & Ajzen, 1975) and the *theory of planned behaviour* (Ajzen, 1991), the *technology acceptance model* (Davis, 1989), the *theory of adoption of innovations* (Rogers, 1983), the *trade-off/transaction cost perspective* and the *perceived risk perspective*. They all add valuable insight into the field of study, however, since this thesis main purpose is to study consumers' *attitude* toward OGS-behaviour, the theory of reasoned action and the theory of planned behaviour are found to be most applicable as they are conceptualised as *attitude-toward-behaviour* models. Yet, through the literature review various elements of the other perspectives will surface, as they are integrated concepts of the drivers and barriers of attitude towards OGS.

As the theory of planned behaviour is not able to explain the influence of habit on behaviour I will use the two concepts *deliberate* and *automatic processing* from the *Motivation and Opportunity as Determinants of the attitude-behaviour relationship-model* (MODE) (Fazio, 1990) in order to conceptualise the effect of habit. Furthermore, since the MODE-model does not assess habit as a model-construct, I will introduce the *Motivation-Opportunity-Ability* model (MOA) (Ölander & Thøgersen, 1995) in order to prove the applicability of habit as a construct. The MOA-model will furthermore allow me to reconceptualise the TPB, and hence this will lead to the proposed integrated model. The following sections introduce the theories that will constitute the framework of this thesis and thus answer SQ<sub>1</sub>: *Which psychological and social processes affect the formation of attitude and intention?*

### 3.1 The theory of reasoned action and planned behaviour



**Figure 1 – The original model:** *The theory of planned behaviour (based on Ajzen, 1991).*

Fishbein and Ajzen's (1975) *theory of reasoned action* (TRA) is an attitude-toward-behaviour model, based on theories of rational choice (Aarts et al., 1998: 1356). The TRA is composed of the constructs marked in white in Figure 1. The TRA propose that consumer *behaviour* is determined by the consumers' behavioural *intention*. The antecedents of this intention are *attitude* and *subjective norm* (T. Hansen et al., 2004: 540; T. Hansen, 2008: 129; Aarts et al., 1998: 1356). Attitude does not form on its own, it is based on outcome beliefs, i.e. the positive or negative beliefs held about the behavioural outcome. Likewise, subjective norm is formed on normative beliefs, i.e. the perceived opinion of others in relation to the given behaviour.

TRA has been widely criticised for being concerned with rational, volitional and systemic behaviour, i.e. behaviours which the individual exerts control over (T. Hansen et al., 2004: 540; Sheppard, Hartwick, & Warshaw, 1988: 326; Aarts et al., 1998: 1356). For example, Sheppard et al. (1988: 326) argued that "*a variety of consumer activities involve limits on the consumer's ability to perform a given intended action or to achieve a certain outcome*". Hence, a consumer might be prevented from buying groceries online if the consumer perceives it to be too complex, or if the consumer lacks the necessary resources to perform the action (T. Hansen et al., 2004: 540). As a result of this critique, Ajzen (1991) revised the TRA, and included a third construct, namely *perceived behavioural control* (PBC), creating *the theory of planned behaviour* (TPB), as seen in

Figure 1. The PBC-construct is thus the consumer's subjective belief about the difficulty or ease of performing the given behaviour, and the extent to which they exert control (T. Hansen, 2008: 129).

TPB thus assumes that behavioural choices are made consciously and are guided by reasoned considerations (Fazio, 1990: 89; Aarts et al., 1998: 1357), i.e. that consumers consciously consider subjective norm, their attitudes, and their perceived behavioural control, and based on these considerations make a reasoned choice of behaviour. However, in the next section, I will argue that not all behaviour is the result of reasoned, i.e. deliberate, processes.

### 3.2 Deliberate and spontaneous guides to behaviour

Fazio's (1990: 78) model of *Motivation and Opportunity as Determinants of the attitude-behaviour relationship* (MODE) proposes two ways in which attitude may guide behaviour; a deliberate way and a spontaneous way.

The *deliberate* way that attitude guides behaviour is the one proposed by the TPB, i.e. consumers deliberately and consciously consider the positive and negative beliefs that they hold about the outcome of a given behaviour. However, if consumers had to rely solely on reflective reasoning processes throughout all daily decisions, it would prove highly dysfunctional for daily life, since it would take too long to reach any decision. Therefore, the ease with which we function socially on a daily basis, indicates that behaviour occurs *spontaneously* rather than through constant deliberate processes (Fazio, 1990: 78). This is due to the fact that most daily situations are recurrent. The first time one encounters a behaviour, it is necessary to go through the deliberate process in order to form an attitude towards the behaviour, however, the attitude is then cognitively stored, and the next time one encounters the same situation that attitude is retrieved from memory. In other words, behaviour will happen automatically since one does not need to reflect consciously about one's attitude towards the reencountered behaviour (Fazio, 1990: 79).

This automatic process is consistent with the definition of habits, as they can be defined as "[...] *learned sequences of acts that have become automatic responses to specific cues, and are*

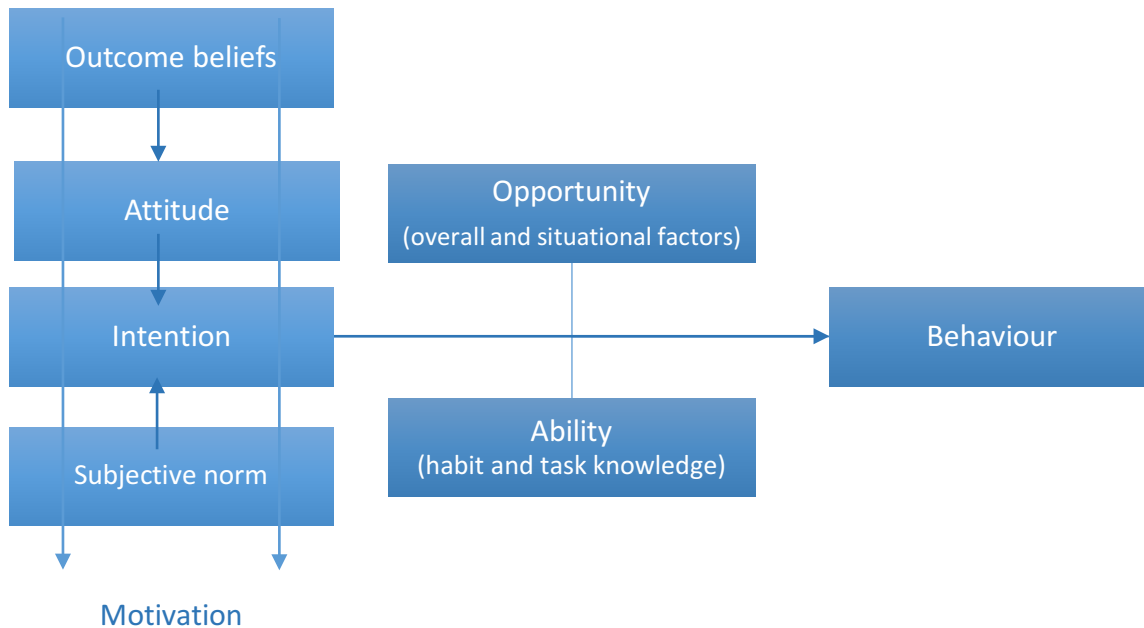
*functional in obtaining certain goals or end-states*” (Verplanken & Aarts, 1999: 104). Hence, once a habitual behaviour is established, due to frequency under similar circumstances, it no longer requires a process of reasoning, i.e. one no longer needs to evaluate relevant attitudes, subjective norms and behavioural control, or form a conscious intention towards the behaviour. Instead the process is an unconscious and automatic response to attain the given goal (Ronis et al., 1989: 220; Aarts et al., 1998: 1360). Putting this into an OGS-perspective, shopping in an offline supermarket can be considered a habit, as it is an automatic response to attain the goal of filling up the fridge when empty.

The TPB is relevant as a main theoretical frame, since consumers still rely on deliberate processing in the case of encountering a new behaviour, or when motivated to deliberate about behavioural choices (Fazio, 1990: 93), e.g. when a consumer is faced with the alternative choice of OGS to offline grocery shopping. Yet, this is where habit enters into the equation, because even though the consumer might consciously deliberate on the alternative option of OGS and form a positive attitude towards it, the automatic response, i.e. the habit, is likely take over if there is not sufficient motivation to change the behaviour (Fazio, 1990: 93). Habit thereby poses an influence on the attitude-behaviour relationship, and is thus likely the greatest barrier to *new*<sup>3</sup> behaviour. This influence is found in the MOA-model.

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<sup>3</sup> Note here the important distinction that habit is a barrier to intention and subsequent behaviour, not to attitude. An attitude towards an alternative behaviour can be formed independently of a habit, but is less likely to carry over into behaviour, due to the moderating role of the habit.

### 3.3 The Motivation-Opportunity-Ability model



**Figure 2:** The Motivation-Opportunity-Ability (MOA) model (based on Ölander and Thøgersen, 1995).

The *Motivation-Opportunity-Ability* (MOA) model (Ölander & Thøgersen, 1995), as depicted in Figure 2, was developed to address change in consumer behaviour in connection with pro-environmental behaviour.

The first concept of the model is *motivation*, which refer to the motivation of the consumer to choose one alternative over another in order to reach his or her goal (Ölander & Thøgersen, 1995: 360). The motivational concept is based on the *theory of reasoned action* and the idea that the consumer's "[...] intention to engage in the behaviour captures the motivational factors and transforms them into a behavioural disposition" (Ölander & Thøgersen, 1995: 360). The motivational factors that determine intention, are thus attitude and subjective norm. Motivation influences behaviour directly, however opportunity and ability moderate the motivation-behaviour relationship in the following ways:

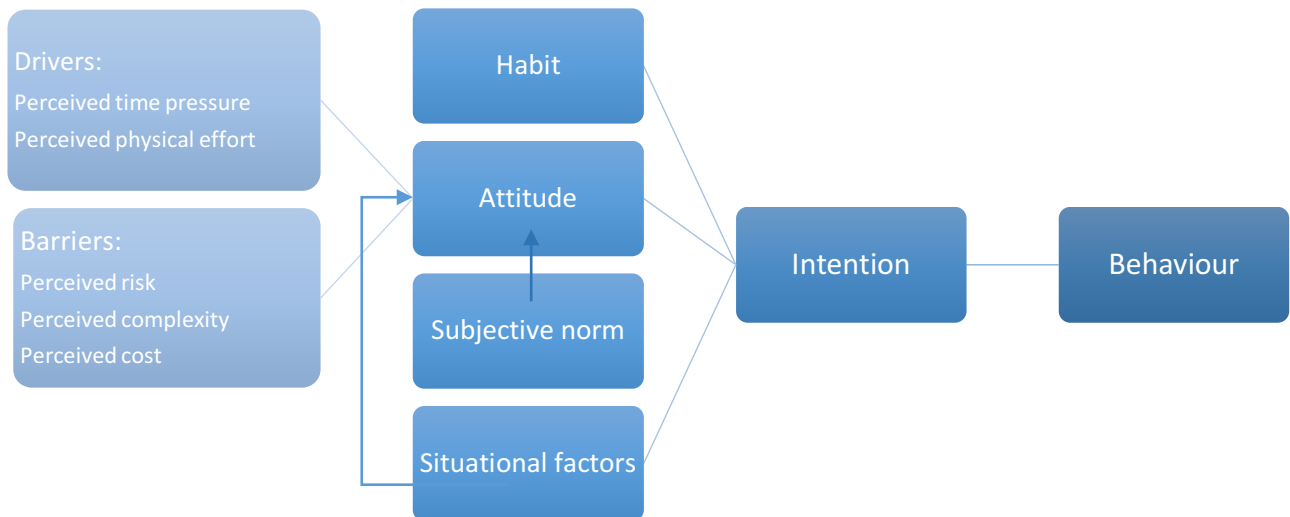
*Opportunity* is the first precondition for the performance of behaviour, since behaviour will not occur if the opportunity is not present. The concept bears resemblance to that of *perceived behavioural control* (Ajzen, 1991), however, Ölander and Thøgersen (1995: 365) conceptualise it as *objective preconditions to perform behaviour*, i.e. opportunity and situational factors instead of perceived control over the behaviour. The preconditions are objective, as they refer to, e.g. source separation programmes, which are structural conditions created by a municipal, and not subjective decisions made by the individual. However, it is important to note that they acknowledge that “[...] individuals may perceive the same conditions differently and hence (subjectively) see different opportunities” (1995: 365).

*Ability* is the consumer’s ability to perform the given behaviour. This is the second precondition for the behaviour, since motivation only leads to behaviour if the consumer has the required abilities to perform it (Pieters, 1991; Ölander & Thøgersen, 1995: 364). Based on Pieters (1991) Ölander and Thøgersen (1995: 364) proposed to operationalise ability through two factors, namely task knowledge and habit. *Task knowledge* is the consumer’s knowledge about how to reach the goal. However, the knowledge may be faulty (Ölander & Thøgersen, 1995: 365). Applied to OGS this means for example that the consumer might not know how to order groceries online, thereby being *unable* to do so. *Habit* is proposed to be an integrated part of ability due to the nature of habitual behaviour, i.e. that once a behaviour has been performed frequently it is cognitively stored and thus makes the consumer capable of performing the behaviour automatically. In other words, the consumer acquires the *ability* to perform the behaviour with little or no conscious attention.



### 3.4 The integrated model

Based on the presented theory, the following integrated model is proposed:



**Figure 3 – The integrated model:** *The theory of planned behaviour including the influential factors of drivers and barriers on attitude, and the moderating effect of habit and situational factors on the intention-behaviour relationship, based on the MOA-model.*

In approaching the OGS field of study, I have chosen Ajzen's (1991) *theory of planned behaviour*, two concepts from Fazio's (1990) *Motivation and Opportunity as Determinants of the attitude-behaviour relationship* model, and Ölander and Thøgersen's (1995) *Motivation-Opportunity-Ability* model as the main frames for my production of knowledge. The combined constructs of these models explicate the psychological and social processes that affect the formation of attitude and intention, and constitute Figure 3.

The reasons for choosing the TPB is firstly that the model was developed to predict and explain behaviour through measures of attitude towards intention and subsequent behaviour, thus reflecting the first part of the purpose of this thesis. Secondly that the TPB has been repeatedly used and consistently validated for its ability to predict OGS intention and behaviour (T. Hansen et al., 2004; T. Hansen, 2008; Ramus & Nielsen, 2005; Wu, 2003). However, although numerous studies have proven the influence of habit on behaviour (Ronis et al., 1989; Triandis, 1979; Ölander & Thøgersen, 1995; Aarts et al., 1998), the role of *habit* in relation to researching OGS,

has yet to be studied. Applying this additional construct to the model can be viewed as an *other-variable approach* (Ronis et al., 1989: 215), and the reason for choosing this approach is that the influence of the applied variable, or construct, reduces the correlation between attitude and behaviour, and as a result, improves the prediction and understanding of the given behaviour, i.e. OGS (Ronis et al., 1989: 215; Aarts et al., 1998: 1361). Herein lies the applicability of the MOA-model, since it was developed to explain behavioural change through the influence of habit. Consequently, the TPB is reconceptualised based on the concepts of the MOA-model.

The deliberate choice of not applying either the TPB or the MOA-model in full, is based on two reasons: Firstly, even though the TPB has been used and validated in connection with OGS, it is not able to explain the influence of habit on behaviour. And secondly, even though the MOA-model attempts to integrate habitual and contextual factors with the TRA, it is done so in order to explain change in pro-environmental behaviour, and thus the factors do not reflect the purpose of this thesis.

The effects of the constructs of the integrated model as depicted in Figure 3, will be addressed in chapter 4. Beyond that, the chapter will generate the research propositions of the thesis. These propositions are rooted in the theory, as links are assumed to exist between the theoretical concepts, and it is based on these assumptions that the research propositions will be generated.

## 4 Development of research propositions

This chapter will put forth the research propositions, which are to be tested through the use of the qualitative method, which will be described in chapter 5. The results will then be presented in chapter 6.

As implied in section 1.5, It is important to clarify that the following are propositions and *not* hypotheses. The two are often used interchangeably, as a hypothesis is defined as “[a] *supposition or proposed explanation made on the basis of limited evidence as a starting point for further investigation*” (Oxford Dictionaries, n.d.). A proposition is thus similar to a hypothesis, however, the difference between the two are proposed to lie in the research method. The term hypothesis is most often used together with the deductive research method and qualitative data, thus a hypothesis can be tested and validated. The term proposition, on the other hand, is used in connection with the inductive method and qualitative data, as a link between theoretical concepts can be proposed to exist, but the link cannot be quantified and validated by the existing data (Kvale & Brinkmann, 2014: 258-59).

The following chapter will reflect my *pre-understanding* of the theoretical concepts of the model. It is structured in accordance with the integrated model as depicted in Figure 3, and the constructs and propositions will be conceptualised through the use of relevant secondary literature.

### 4.1 Habit

The problem with the *theory of planned behaviour* is that the PBC-construct still includes some level of reasoned processing, as it is conceived as the individual’s *subjective* perception of complexity and control. To address the issue of the TPB being guided by reasoned processing, habit is inserted as an individual construct, moderating the attitude-behaviour relationship. Hence, the following sections will answer SQ<sub>2</sub>, i.e. *what influence does habit pose on the intention-behaviour relationship within the frame of the theory of planned behaviour?*

In the MOA-model the ability-construct, i.e. habit and task knowledge, functions as a moderator on the attitude-behaviour relationship (Ölander & Thøgersen, 1995: 360). The reason for this

influence of the construct lies in the fact that once a behaviour becomes habitual, it functions as an autonomous antecedent, and thus attitude towards a behaviour can change without making a corresponding change in behaviour, i.e. there are *attitude-behavioural inconsistencies* (T. Hansen, 2005; Ronis et al., 1989: 220, 224). As previously mentioned (in section 3.4), the reduction of this consistency, or correlation, between attitude and behaviour, is what improves the prediction-power of the integrated model.

However, I do not conceive habit as the ability to perform a given behaviour, i.e. to make OGS a habit, as presented in the MOA-model, instead I conceive habit as *an objectification of offline shopping*. In other words, offline shopping is the habit that influences the adoption of OGS-behaviour, which reflects the specific research purpose of this thesis. Ölander and Thøgersen (1995) also proposed the idea that habit can function independently by referring to Triandis (1979), who found habit to be influential as an independent construct. Verplanken and Aarts (1999: 113) suggest that interaction between habit and intention helps the prediction of later behaviour. This idea is indirectly based on the concept of the MODE-model, i.e. that when one encounters a new behaviour, one will initiate a deliberate process in deciding upon intention, whereas when behaviour is sufficiently repeated the spontaneous response takes over, since the motivation to form a new intention is not strong enough. In other words, intention predicts behaviour to the extent that habit is weak, and vice versa (Ronis et al., 1989; Verplanken & Aarts, 1999: 113). Thereby answering SQ<sub>2</sub>, i.e. habit is an autonomous construct that pose a moderating influence on the intention-behaviour relationship within the frame of the theory of planned behaviour.

In regards of OGS, the attitude-behavioural inconsistencies mean that consumers might change their attitude about OGS from negative to positive, thus changing their intention towards OGS, but since the change in attitude occurs after the formation of the habitual behaviour of shopping offline, the intention to do OGS is unlikely to result in actual behaviour. In economic psychology this is referred to as the *status quo bias*, which is used to explain decision-making by William Samuelson and Richard Zeckhauser (1988). Their main finding is that decision-makers exhibit

significant *status quo bias*, i.e. when faced with alternatives, decision-makers commonly stick to their status quo decision (ibid., 1988: 8), i.e. habit.

Not shifting from offline grocery shopping to OGS can thus be viewed as maintaining status quo. Offline shopping is likely to be viewed as the optimal choice, which commend users to engage in a cut-off strategy, i.e. if the utility of the status quo is perceived to sufficiently high, then consumers will stick with their current choice of service (Samuelson & Zeckhauser, 1988: 34, 36). This is referred to as *channel trade-off* by Hansen (2006: 96). Both offline and online grocery shopping can be said to hold attributes over each other, however, I expect that if/when consumers are faced with the alternative of OGS, they are likely to uphold status quo rather than switch channel, if the *perceived utility* of OGS is not sufficient. Perceived utility is conceived as the collective weigh out of the all the factors of the integrated model that influence intention and subsequent behaviour. A behavioural decision on grocery shopping is thus based on weighing and combining information about all the attributes of the mode of shopping. Thus I make the following propositions:

P<sub>1</sub>: If the perceived utility of OGS is low, consumers will uphold status quo when faced with the alternative of OGS.

P<sub>2</sub>: If the perceived utility of OGS is high, consumers will overrule status quo when faced with the alternative of OGS.

## 4.2 Attitude

Habits seem hard to break, however, as previously mentioned in section 1.1, Verplanken and Aarts (1999: 105) argue that conscious deliberation makes consumers capable of overruling habits, suggesting that habits can be overcome. However, in order to do so, it requires consumers to actively deliberate on alternative choices. Habit is thus determining behaviour to the extent that consumers do not actively consider the alternative of online grocery shopping.

Deliberating on the alternative of OGS implies forming an attitude, and Ronis et al. (1989: 213) argue that attitudes are central to the formation and modification of habits. It is important to

recognise that numerous factors precede attitude formation and change (Wu, 2003: 37). Attitudes are developed from both indirect and direct experiences in life, i.e. from personal experience and learnings with reality, as well as from word of mouth, both online and offline. Hence, consumers do not necessarily have to have experience with OGS to form or change an attitude and maybe, consequently, their habitual behaviour. In order to find out whether there are substantial driving forces of attitude to overrule habitual behaviour, it is important to address the drivers and barriers of attitude in connection with OGS, since attitude has been found to be the most important predictor of online grocery buying intention (T. Hansen, 2008: 135).

#### 4.2.1 Drivers of attitude

Drivers of attitude are connected to favourable beliefs about the outcome of a given behaviour. According to Eyal (2014: 95), the new way of doing things must prove itself as a more convenient way of fulfilling the existing needs of the consumer, in order to successfully change a behaviour. In other words, it has to make old routines easier. In this line of thought Morganosky & Cude (2000: 17) refer to Kinsey and Senauer (1996), who proposed that *“the ultimate time-saving convenience may be home shopping”*, i.e. OGS in this context. Consequently, convenience is one of the most cited and prevalent drivers for engaging in online grocery shopping (Bhatnagar et al., 2000; Huang & Oppewal, 2006; Morganosky & Cude, 2000; Ramus & Nielsen, 2005; Verhoef & Langerak, 2001).

Convenience can be defined as *“a reduction of the opportunity costs of effort and time involved in shopping activities”* (Bhatnagar et al., 2000: 337), hence time-saving and minimisation of physical effort are factors of convenience. A reduction of cost then refers to what Becker (1965) posited in his *theory of allocation of time*; that consumers maximize their utility subject to income constraints as well as time constraints. In other words, consumers seek the best solution possible within their limits of money and time. In relation to grocery shopping, it is thereby given that the consumers will choose the retail channel where the total cost of money and time of the process is lowest. With the utility of consumption of the goods being equal for the two channels, i.e. consumers obtain the same groceries from online and offline supermarkets, the choice of channel comes down to the *bundle of services* they provide (Bhatnagar et al., 2000: 99).

Choosing one channel over another thus requires consumers to make trade-offs between attributes, as mentioned in section 4.1.2. For example, if they want their groceries delivered, they must accept that they cannot pick the items out themselves (see section 4.2.2 for further explanation), and reversely, if they want to pick out the items, they have to spend the time required to go through the entire process (i.e. transport, finding the items, waiting in line, packing, and carrying the items home). However, there are still costs in relation to time. In the study by Morganosky and Cude (2000: 24), it was found that consumers of OGS felt that they saved time on transport, though not on the process of doing the actual shopping. In other words, consumer may spend the same amount of time in-store online as well as offline, but they reduced time cost of the total process since they were able to cut out transportation-time.

Nevertheless, since OGS eliminates much of this time cost, and added that it relieves consumers of the physical effort, i.e. it maximises utility, several researchers have proposed that consumers who perceive time-pressure and/or who seek to reduce their physical effort when shopping for groceries, will view OGS to fit their needs and consequently form a more positive attitude towards OGS (Bhatnagar et al., 2000; see T. Hansen, 2006: 97; Verhoef & Langerak, 2001).

Time and physical effort cannot be completely separated, since time is an inherent factor of the physical effort that is required to shop for groceries offline. In other words, there is a level of physical effort in the time-consuming aspects of grocery shopping, which is evident within transportation, moving around in the supermarket to pick out the items, standing in line, packing the items, and carrying them home. OGS reduces the physical effort that is required in offline shopping. Based on this and on result from previous research (e.g. T. Hansen, 2006; Verhoef & Langerak, 2001), I expect that consumers who relate physical effort to offline grocery shopping will hold a positive attitude towards OGS. I thus make the following propositions:

P<sub>2</sub>: Perceived physical effort of offline grocery shopping will positively affect attitude towards OGS.

P<sub>3</sub>: A positive attitude based on perceived physical effort of offline grocery shopping can overrule habitual behaviour.

Time-pressure related to grocery shopping is conceptualised as the degree to which consumers consider themselves busy (T. Hansen, 2006). Busy consumers thus perceive time constraints and are therefore likely to seek time-saving shopping solutions (Verhoef & Langerak, 2001: 278). The convenience of being able to shop from home, in a less stressful environment, at all hours of the day, was an evident influencer in the study by Ramus and Nielsen (2005: 340). Furthermore, both Morganosky and Cude (2000) and Ramus and Nielsen (2005) found that time-saving was one of the primary motivational factors of OGS, thus I expect that consumers who perceive time-pressure as a barrier will hold a more positive attitude towards OGS. I propose as follows:

P<sub>4</sub>: Perceived time-pressure of offline grocery shopping will positively affect attitude towards OGS.

P<sub>5</sub>: A positive attitude based on perceived time-pressure of offline grocery shopping can overrule habitual behaviour.

#### 4.2.2 Barriers of attitude

Barriers of attitude are connected to unfavourable beliefs about the outcome of a given behaviour. Since OGS has yet to prove truly successful, a liable deduction would be that consumers do not find it convenient enough, or perhaps even inconvenient. Previous research has looked critically at the effect of convenience, and concluded that convenience is outweighed by the perceived risk of shopping online (Anckar et al., 2002; Bhatnagar et al., 2000).

##### 4.2.2.1 Perceived risk

Perceived risk can be regarded as a multidimensional construct (Lim, 2003), "*which in an online context can be conceptualized as a person's perception of the possibility of having negative outcome or suffering from harm or losses associated with e-commerce*" (T. Hansen, 2006: 96). The *online* aspect of OGS is important in this connection, since previous research suggest that consumers perceive greater risk when shopping online versus offline (see T. Hansen, 2006: 100). The potential risks that have been proposed include: violation of credit card security (e.g. Bhatnagar et al., 2000; T. Hansen, 2006); not receiving the groceries on time (e.g. Huang & Oppewal, 2006); receiving inferior quality goods and having to accept or return them (e.g. T. Hansen, 2006; Ramus & Nielsen, 2005); and not being able to touch, smell, and pick out the groceries, i.e. inspect their quality prior to purchase (Anckar et al., 2002; Jayawardhena, 2004;



Kempiak & Fox, 2002). Consumers thus perceive risk in the face of outcome uncertainty (T. Hansen, 2006: 97).

In this thesis perceived risk is conceptualized as “*the extent to which a consumer believes that it is unsafe to use the web for online grocery buying purposes or that negative consequences are possible*” (T. Hansen, 2006: 100). Previous research suggests that perceived risk will have a negative influence on consumers’ online grocery buying (Forsythe & Shi, 2003; T. Hansen, 2006: 107), demonstrating that perceived risk may be an important barrier to OGS. This is specifically related to inexperienced consumers (Bhatnagar et al., 2000: 98; T. Hansen, 2006: 110). I thus propose the following:

P<sub>6</sub>: Perceived risk will negatively affect attitude towards OGS.

#### 4.2.2.2 Perceived complexity

The online aspect of OGS is also important in terms of *perceived complexity*, since online shopping in many ways differs from offline shopping. In the TPB, *complexity* is integrated as a part of the consumer perceived behavioural control. However, instead I propose that perceived complexity is within the confines of the outcome beliefs towards attitude. The reason for this is that it can be hard to distinguish between the difficulty or ease of completing a behaviour and a favourable or unfavourable attitude, since, logically, it must follow that an action which is regarded as difficult to carry out will form an unfavourable attitude, and vice versa (Kraft, Rise, Sutton, & Røysamb, 2005: 482). Additionally, I will also infer that *task knowledge*, from the ability-construct in the MOA-model, is within these same confines, since not having the ability to complete a task can be regarded as high perceived complexity. As mentioned in section 1.3 perceived complexity is also one out of Rogers (1983) five characteristics that influence the rate of adoption of an innovation. Ring and Tigert (2001) proposed that the lack of adoption of OGS is due to the sites being too difficult to shop and navigate in.

Perceived complexity refers to the degree to which consumers find OGS difficult to perform (Verhoef & Langerak, 2001: 277). OGS-research which has applied perceived complexity, has found indications that consumers may hesitate from buying groceries online, if they perceive a

high level of complexity (T. Hansen, 2006: 110; Verhoef & Langerak, 2001: 275). It is important to note that these research studies were presented a decade or more ago, thus it can be suggested that perceived complexity is likely overcome by this day and age. However, if consumers still relate complexity to online grocery shopping the usage barrier may still occur. This will then hold valuable managerial implications, as it will imply that e-grocers have yet to provide simple websites and effective ordering procedures. I make the following proposition:

P<sub>7</sub>: Perceived complexity will negatively affect attitude towards OGS.

#### 4.2.2.3 *Perceived cost*

Shopping online also infer an added *perceived cost*. It was suggested by Hansen (2006: 111) that the price of having the groceries delivered should be investigated in future research, and Huang and Oppewal (2006: 349) suggested that delivery charges could be considered an inconvenience and a risk, as well as a cost. In this thesis, cost will be viewed as the difference in monetary cost perceived by consumers when comparing online and offline grocery shopping. I propose that this cost include *delivery fee* and *fixed minimum amount*, i.e. the amount that consumers have to shop for, in order to place an order.

Huang and Oppewal (2006: 337) refer to studies which have revealed that a large proportion of consumers consider delivery fees a major barrier towards OGS. The issue of minimum purchase on the other hand, has to the best of knowledge not been researched yet. This barrier, arguably, rules out online grocery shopping for consumer segments, such as students and single households, due to the large amount and the planning needed. For example, if a single household wants to buy groceries online, the consumer has to purchase for a minimum of 400 DKK on nemlig.com (nemlig.com, 2016) and 500 DKK on coop.dk MAD (Coop.dk MAD, 2016). This is likely a week's worth of groceries, consequently, the consumer has to plan meals for the entire week before embarking on shopping for groceries online. Planning is thus perceived as a subsequent barrier to perceived cost, and I expect that consumers who perceive these costs will consider them as barriers to OGS. I thus propose the following:

P<sub>8</sub>: Perceived cost will negatively affect attitude towards OGS.

### 4.3 Subjective norm

Attitude can change due to numerous factors, however, one way is already within the confines of the TPB, namely subjective norm, or *social influence* as it is also referred to. Since the TPB was conceptualised, the relation between attitude and subjective norm has been proven to exist, i.e. subjective norm influence attitude (Ronis et al., 1989: 220-21; Wu, 2003: 37). Hansen et al. (2004: 546) furthermore proved this correlation in connection with OGS. In the integrated model, subjective norm is thus proposed to have a direct influence on attitudes, and thereby an indirect influence on intention.

Subjective norm is the *perceived opinion of referents in relation to the given behaviour* (T. Hansen et al., 2004: 540; T. Hansen, 2008: 129; Aarts et al., 1998: 1356). In an OGS context, consumers are not just faced with evaluating their intention towards purchasing groceries, but also their intention towards purchasing groceries through an alternative channel, they will have to consider the risks of this new channel, and thereby become more sensitive to social influence (T. Hansen et al., 2004: 547; T. Hansen, 2008).

Many different studies show the strong effect of social reward<sup>4</sup> on behaviour, which is driven by the need for social reinforcement and acceptance (Eyal, 2014: 77-78). Eyal (2014: 78) sites Albert Bandura's social learning theory (1986), which demonstrate that when people observe others being rewarded for a particular behaviour, they are more inclined to alter their own beliefs and subsequent behaviours. This reaction is more prevalent when people observe the behaviour of people comparable to themselves or those who are slightly more experienced. Thus I expect that, if a consumer has referents who have a positive attitude towards OGS, possibly due to experience, the referents are likely to influence the consumer towards a positive attitude. Conversely, if the referents have had a negative experience, the referents are likely to influence the consumer towards a negative attitude. Subjective norm can thus be perceived as both a driver and a barrier of attitude. I thus propose the following:

P<sub>9</sub>: Positive social influence in relation to OGS will positively affect attitude towards OGS.

P<sub>10</sub>: Negative social influence in relation to OGS will negatively affect attitude towards OGS.

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<sup>4</sup> Also known as *rewards of the tribes* (Eyal, 2014: 77).

#### 4.4 Situational factors

The MOA-model proposed that *opportunity* is the objective preconditions to perform behaviour, i.e. opportunity and situational factors. The opportunity to do OGS is present to the extent that consumers have access to a computer and the internet, and since this thesis only is concerned with consumers who have these prerequisites, I will infer that they have the opportunity to shop for groceries online. In the event that consumers are somewhat unable to shop online, I regard it as being an aspect of *perceived complexity*. Situational factors, on the other hand, pose a relevant influence on intention in connection with OGS. Morganosky and Cude (2000: 24, 25) and Hand et al. (2009: 1215) studied the effect of situational factors on the intention to purchase groceries online, and found that situational factors were apparent influencers, in that a number of participants cited, e.g. having young children, or having a degree of physical disability, as being the primary driver of OGS. Therefore, I will conceive situational factors as *subjective* preconditions to perform behaviour.

OGS allows parents to shop for groceries without having to take their children to the supermarket, and thus not having to resist the exhortations of their children to buy e.g. candy. Furthermore, it reveals the time-saving aspects, in that it allows them to spend more time with their family, since shopping can be done at night, when the children are put to bed. Due to legislation governing retail hours, many supermarkets in Denmark are open almost all hours of the day, and it is thus still possible to go out and shop at night, however, parents are unlikely to leave their sleeping kids at home to go grocery shopping. For consumers with physical ailments, such as elderly people or people with permanent or temporary physical disabilities, OGS enables them to complete the task of grocery shopping by eliminating the physical effort, e.g. by getting the groceries delivered to the door, instead of having to carry them home.

In the integrated model, Figure 3, situational factors are both perceived to have an indirect as well as a direct influence on intention. The indirect influence is exerted through attitudes, since situational factors can initiate deliberate processing, thus they are a part of forming the attitude towards intention and subsequent behaviour. The direct influence on intention, on the other hand, is proposed to exist in situations where OGS is the apparent option, e.g. for elderly people or people with physical disabilities, who cannot carry out grocery shopping themselves. In this

case, consumers might not hold a predominantly favourable attitude towards OGS, but instead perceive OGS as a necessity to perform grocery shopping behaviour.

All consumers are influenced by a varying degree of situational factors at some point, from short term, e.g. breaking a leg, getting a cold, to long term, e.g. having dependent children, and permanent disabilities. I therefore conceive situational factors as subjective preconditions that, to some lesser or greater extent, invalidate the consumers' ability to shop for groceries in the offline supermarkets. Situational factors thus relate to the aspects of convenience, as they are the reason for perceiving physical effort and time-pressure of offline grocery shopping. Hence, consumers are likely to be motivated to engage in a deliberate analysis of OGS, and, given that they perceive the opportunity to engage in OGS to be present, will overrule the spontaneous response. I propose as follows:

P<sub>11</sub>: Situational factors will positively affect attitude towards OGS.

P<sub>12</sub>: The influence of situational factors can overrule habitual behaviour.

## 5 Research design

This chapter will describe the choices and considerations that have been made in connection with the research design of the qualitative study. Furthermore, the chapter will review the limitations related to the research design.

In order to research the primary problem statement of this thesis, and to uncover the beliefs underlying attitude, subjective norm and the influence of habit and situational factors on OGS, the qualitative research method has been applied. This method was chosen since *"[q]ualitative methods (such as in-depth interviews and focus groups) are typically used [...] for studies in which it is important to go into depth as regards the respondents' less tangible precursors of behaviour such as attitudes, feelings and motives"* (E. Rasmussen & Østergaard, 2006: 93).

Qualitative research methods are characterised by being non-numeric unlike quantitative research methods that are focused on numbers and standardisation of data. Instead, qualitative research focus on the meanings that can be derived from the data. Thus, working with qualitative methods is about understanding and interpreting the meaning of the data instead of measuring it (Malhotra & Birks, 2006: 136; E. S. Rasmussen & Østergaard, 2002: 80).

The primary data will be collected through the use of *focus groups*, thus the following sections will address the relevant issues in connection to this method, i.e. participants, the design and structure, and lastly the methodological strategy applied to analyse the data, which will reflect the choices and limitations made in connection with transcribing, coding and categorising the empirical data.

### 5.1 Participants

The choices made in connection with recruitment, quantity and demographics reflect the optimal variation that was possible to establish under the given circumstances and time constraints (Halkier, 2009: 27, 36). This echoes the point made by Barbour (2007: 64) that *"matters [of control of sampling and research design] are often taken out of our hands"*.

### 5.1.1 Recruitment

The participants were acquired through *snowball-sampling*, i.e. recruiting participants from your own outer network (Halkier, 2009: 31). This was done by writing an invitation (see Appendix 1), sending it out to relevant groups on Facebook, and asking members to share the invitation or invite relevant others to the event. The invitation included a brief introduction to the study and limited it from individuals who buy meal-box-solutions (see chapter 2 for explanation). This was done in order to provide potential participants with relevant information in order to decide whether they were able as well as wanted to partake in the focus groups (Halkier, 2009: 31).

The original idea was to have two groups of participants, one who had purchased groceries online and one that had not. The groups would then be internally homogenous, but differ from each other in level of experience (Halkier, 2009: 28). This idea was based on previous research designs, e.g. Hansen (2005) and Ramus and Nielsen (2005), who considered three consumer segments: 1) non-adopters of online shopping, 2) adopters of online shopping, and 3) adopters of online shopping and OGS. Since online shopping is prevalent<sup>5</sup> among Danish consumers, segment 1, i.e. the non-adopter segment, was considered irrelevant to address in this thesis. Yet, contrasting the other two segments, can hold valuable managerial implications, since if segment 3 view certain factors more positively than those in segment 2, such results can provide guidance to e-grocers on what factors to stress in order to attract new customers (T. Hansen, 2005: 103).

However, finding participant who had tried to purchase groceries online proved difficult, even though it was attempted to recruit participants through alternative channels. This was expected prior to embarking on the recruitment process for two main reasons. Firstly, only 17 pct. of the Danish population had tried to purchase groceries online in 2015, so the group of potential participants was already limited on a national level. Thereto comes that it is also limited within my own network, since there is evidence to suggest that is consumers with higher incomes, consumers with children, or the elder generation of consumers who are the primary OGS-users (e.g. Morganosky & Cude, 2000). Secondly, I assume that the lack of interest for participation by experienced participants from outside my own outer network, can be attributed to my lack of authority and/or lack of high enough incitements for participation (Barbour, 2007: 55). The

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<sup>5</sup> 81 pct. of the Danish population perform online shopping (European Commission, 2015).

incitements offered were cake, coffee and the chance to win two tickets to the movies, which would be drawn at random between the participants. This information was disclosed in the invitation (see Appendix 1). Nevertheless, three participants had tried to purchase groceries online. The implications of this will be addressed in section 5.1.3.5.

### 5.1.2 Number of groups and participants

Two focus groups were established with five participants in each. Ideally the research should have been repeated until no new knowledge surfaced (Halkier, 2009: 35; Kvale, 1996: 101-03). However, it has not been possible to do so, since gathering and analysing qualitative data is both time-consuming and a comprehensive task (Halkier, 2009: 36). However, in the event that additional focus groups were held, I believe that the results of the research would be consistent since the same topics occurred in both groups. In other words, expanding the number of focus groups would not necessarily provide better empirical data (Barbour, 2007: 59; Halkier, 2009: 36).

The recommended number of participants in each focus group, is often cited to be between six and twelve, however, it is also evident from literature that focus groups can be equally successful with three to four participants (Barbour, 2007: 60; Halkier, 2009: 33-34). The beneficial effects of having a smaller number of participants in each group are that all participants are able to have their say, and that the groups do not require a high level of moderating, i.e. control or involvement by the interviewer (Barbour, 2007: 60; Halkier, 2009: 34). The importance of the level of interviewer-involvement becomes evident in section 5.2 on the design and structuring of the focus groups. The beneficial effect of larger groups, on the other hand, is that they elicit more perspectives on the subject (Halkier, 2009: 34). This would have been suitable to this study, since it focuses on the meanings elicited in the discussions, however, it was not possible to recruit more participants. Besides, Barbour (2007: 60) argue that data based on larger groups becomes exceedingly demanding to analyse. A smaller number of participant, i.e. five, was thus considered acceptable as well as suitable, in order to make sure that everyone had their say, that I was able to facilitate the participants' deeper meanings and social constructions, and that these could be analysed properly.



### 5.1.3 Socio-demographic aspects

Focus groups should be homogenous in terms of background, not in terms of attitudes (Barbour, 2007: 59; Malhotra & Birks, 2006: 160-61), thus the two groups were largely homogeneous in background. This, in turn, provides a firmer ground for patterning the data, since the differences that are observed are not due to background, but due to the differences in the characteristics of the participants. A point of criticism could be that this would not elicit a lot of differing perspectives, and that important demographic groups were left out (Barbour, 2007: 59). However, the human mind should not be underestimated for its ability to conceive scenarios, and relevant perspectives on OGS in various life cycles were elicited by the participants through references to relevant others and imagined scenarios. Yet, it is acknowledged that first-hand knowledge from differing demographics groups would have provided greater insight, since important characteristics in connection with the problem statement, should be represented in the choice of participants (Halkier, 2009: 26-27).

As previously mentioned, it was not possible to engage other demographic groups, and the homogeneous background was thus considered to be an acceptable precondition to form the groups upon. Nevertheless, there are six relevant aspects to comment on in connection with the established focus groups.

#### 5.1.3.1 Age

The participants were between the age of 24 and 30. This is not the optimal scenario, since secondary empirical evidence suggest that OGS is used by all age groups (e.g. Morganosky & Cude, 2000). However, the production of knowledge in focus groups depend on the social interaction between the participants. In practical terms this means that in order to establish a good level of interaction, the participants' needs to feel comfortable in the group-setting. If there is a large variation in age and experience, i.e. the groups are too heterogeneous, there is a risk of opinions being suppressed (Halkier, 2009: 27-28). There is evidence to suggest that younger group members feel intimidated by older ones, which is then likely to cause younger members to agree with older ones or choose not to share their opinion at all (Kuniavsky, 2003). In the debriefing, i.e. after the interview and with the recorder turned off, both groups were asked how they experienced the session, in order to review how the participants' experienced the social recognisability and ease of the conversation (Halkier, 2009: 62). Both groups concurred to have had a pleasant

experience, which reflects that they felt comfortable expressing themselves openly, which in turn positively influence the validity of the meanings that were elicited (ibid., 2009: 62).

#### 5.1.3.2 Gender

The distribution of men and women was unequal, with one male representative in the first group, and two male representatives in the second group. This is believed to reflect a common household pattern, i.e. that women tend to do more of the grocery shopping than men, and thus are likely to exert greater interest and knowledge on the subject, as well as being the main decision-maker when it comes to choice of shopping channel.

#### 5.1.3.3 Level of education

All participant had obtained or were on the verge of obtaining a higher educational degree.

Secondary empirical evidence suggest that consumers with higher degrees, and higher incomes, are more likely to purchase groceries online (e.g. Morganosky & Cude, 2000). Hence, the level of education is perceived as a suitable selection criterion, although it was not explicitly targeted in the recruitment process.

#### 5.1.3.4 Geography

All participants live in the greater Copenhagen area. The concentration of offline supermarkets is greater in this area, which have implications for the ease performing or reverting to habitual behaviour. However, OGS-users are mainly concentrated in the greater Copenhagen area (Simonsen, 2015), thus the participants reflect the standard Danish OGS-consumer.

#### 5.1.3.5 Level of experience

Three participants in the first group had tried to purchase groceries online, whereas none of the participants of the second group had tried to do so. This presented valuable insight due to the differences between the two groups in terms of group-dynamics and level of factual knowledge versus suppositions. As already mentioned, it is the social interaction that provides knowledge, i.e. data, and having *experts*, i.e. experienced participants, in the first group, made it possible for them to share their experiences and knowledge. Whereas the second group relied on suppositions and convictions. The two groups were thus able to provide distinct but equally valuable knowledge through their interactions, this means that they had differing interpretations, i.e. social constructions, of the same phenomenon (Halkier, 2009: 15). In other words, this allows for instructive comparison between the levels of experience (Barbour, 2007: 64).

#### 5.1.3.6 Participant relation

In the first group, two of the participants were married to each other (CE1 and ME1). And that two participants from the second group knew each other beforehand (FK2 and VA2). On one hand, Halkier (2009: 30) imply that it can pose a risk to the discussion if participants know each other, since they might convey to already established relations of dominance, and thus not speak freely. On the other hand, both Halkier (2009: 30) and Barbour (2007: 64) also reason that it can provide a more relaxed setting, thereby acknowledging the potential trait of this interrelation, i.e. that it can provide additional insights since discussion would resemble everyday talk more. The interrelations were considered in connection with setting up the two focus groups, but the participants in question were not able to partake in the alternative group. However, the participants were not found to be negatively influenced by their relation.

Having addressed the relevant aspects in connection with the focus group participants, the next section will turn to the design and structure of the focus groups.

### 5.2 Focus group design and structure

There are three methods of structuring a focus group: A loose method, with few and open questions; a tight method, with many and more specific questions; and the funnel method, which is a combination of the two, i.e. the interview starts off loose, with open questions, and ends up more tightly structured, with more and specific questions (Halkier, 2009: 38-39). For the purpose of this thesis, the *funnel method* was chosen. The advantage of this model is that it provides the necessary open space for the participants to interact and discuss their attitudes and experiences, while providing the interviewer the opportunity of obtaining all the necessary data for the research purpose, through asking more specific questions (ibid., 2009: 40).

From a social constructivist viewpoint, it is important to let the participants interact as much as possible, allowing a wide spectre of opinions, attitudes, experiences, etc., to be put forward, as they are defining the participants' social construction of OGS. The role of the moderator and the use of the funnel method, can thus be viewed as controlling. Yet, the role of the moderator is within the bounds of social constructivism, since it is to create the social space in which the constructions are made, which requires the moderator to; facilitate an informal setting with active participation, make the participants stay on the subject, and make them express as many different

opinions and experiences as possible (Halkier, 2009: 49-50). The production of empirical data is thus a coproduction between the moderator and the participants' (Brinkmann & Kvale, 2015: 218; Halkier, 2009: 49; Kvale, 1996: 3-5).

### 5.2.1 Topic guide

A brief and semi-structured topic guide was made prior to conducting the two focus groups (see Appendix 2). It is important to note that a topic guide is a flexible guide rather than a tightly structured protocol (Barbour, 2007: 84). The choice of content in the topic guide reflect two things. Firstly, it reflects the *knowledge interest* of the project, i.e. the types of knowledge that the focus groups shall produce. And secondly, it reflects the chosen structure, i.e. the funnel method (Halkier, 2009: 41). It is also important to note that the participants were not given the topic guide, thus, the only information that they received prior to commencing on the discussion was enclosed in the oral introduction. The topic guide consists of four parts, which are structured as follows:

The topic guide first outlined an introduction. This included an introduction to the subject, to all the partakers, and lastly to the notion of focus group. This was done in order to secure that everyone knew the purpose of the focus group, each other, and their role, i.e. what was expected of them (Halkier, 2009: 51-53). The participants were also informed that the discussion would be recorded, but that their names would be kept anonymous.

Secondly, an opening exercise was conducted, in which the participants were asked to take two minutes writing down keywords about any initial positive or negative perspectives of OGS. This was done in order to ease the participants way into the topic by allowing them to take their time in forming a foundation for the discussion, and in order to lay down the focus for the later discussion (Barbour, 2007: 83; Halkier, 2009: 57-58, 43). This way, all participants would have something to say, and the written answers functioned as a memo of opinions throughout the discussion. Importantly, this also allows the participants to use their own words, instead of basing their initial perspectives on predefined wordings (E. S. Rasmussen & Østergaard, 2002: 80). In the first group, the technique of proposing hypothetical scenarios was applied, in order to facilitate discussion and elicit opinions about the influence of situational factors, e.g. having kids (Bloor et

al., 2001: 44; Halkier, 2009: 43). This might have been an unnecessary interference, since one participant stated that she “[...] *was actually just about to mention that*”. In the other group this technique was not applied, as the influence of having kids was mentioned early on.

Thirdly, based on the initial exercise, and the purpose of this thesis, three central, open-ended questions were listed to initiate discussion: One concerning the positive aspects of OGS, another on the negative aspects of OGS, and thirdly one on habits. They were selected based on their presumed ability to elicit information about the drivers and barriers of OGS and the influence of habit. In order to obtain the necessary data for the research purpose, an overview of the theoretical topics was inserted in the guide, including supplementary questions. This structure was based on the funnel method, as using prompts to aide-mémoire would allow me to address the topics in a more specific manor, in case they had not been covered in the initial discussion, as well as to kick-start discussions and keep the discussion focused. This also emphasize an important characteristic of focus group discussions, i.e. that even though the topic guide is structured, it is not possible to control the sequence of and content of questioning, since the participants may address other subjects out of the intended sequence (Barbour, 2007: 83). I acknowledged the unstructured character of the focus groups and viewed the topic guide as a flexible guide, thus allowing myself to be open to new perspectives and turns in the discussion, while still being able to focus on getting the desired information. At the end of the session, the participants were asked if they had anything else that they wanted to say, with reference to the list from the initial exercise, in order to make sure that they had voiced all issues that they found relevant.

Lastly, the recorder was turned off and the participants were *debriefed*. This included asking them how they had experienced the session (see section 5.1.3.1), and letting them engage in general conversation. In the second group, where none of the participants had tried to purchase groceries online, the recorded discussion was based on suppositions and convictions about OGS. As not to influence their meanings I did not disclose any details about OGS, i.e. minimum purchase, delivery fee, delivery method, etc., prior or during the session. However, in the debriefing I disclosed this information, and told them what the three participants from the first group had expressed in

connection with their experiences with OGS. This provided the additional insight that the 400 DKK minimum purchase was viewed as a great barrier by most of the participants.

The methodological approach to analysing the result from the recorded discussion, will be dealt with in the following section.

### 5.3 Methodological approach to focus group data

As explained in section 1.6, I will approach the data with a *pragmatic version of grounded theory*.

The original version of the strategy is a purely inductive approach for developing theory that is “*grounded in data systematically gathered and analy[s]ed*” (Strauss & Corbin, 1994), i.e. the theoretical terms are generated by the participants (Barbour, 2007: 119; Halkier, 2009: 73). In the pragmatic version, the terms are generated from the theoretical frame and the literature review, from which the research propositions were made. In other words, I had presuppositions of the themes that were likely to arise. These themes form the basis of the initial categories, however, as will be described in section 5.3.2, the categories are both derived from theory as well as from the empirical data, i.e. new theory is allowed to occur.

#### 5.3.1 Transcribing

Transcribing does not need to be performed in rigorous detail (Bloor et al., 2001), thus a rough transcription of both focus group recordings has been made (see Appendix 3 and 4). The data is close to comprehensive, albeit some off-topic discussions have been replaced by a short description of the talked-of topic is inserted in parenthesis. Furthermore, the transcriptions have been cleaned from spoken expressions, such as “*øh*” and “*m-m*”, as well as they are not marked for laughter and pauses, as otherwise advocated as rules of transcription by Halkier (2009: 72). Bloor et al (2001: 59-62) and Halkier (2009: 71) argue that this reduction in data is not advisable, however, I will infer that the real value of the produced data lie in the full, on topic statements made by the participants rather than in the expressions of wavering and agreement, pauses, etc. The choice of reducing the data reflect the research purpose of this thesis (Brinkmann & Kvale, 2015: 213). The purpose of this thesis does not necessitate a detailed linguistic or conversational

analysis. Therefore, a verbatim and word-by-word transcription would be superfluous and time-consuming rather than genuinely useful.

Due to the reduction, the correctness and validity of the presented transcript can be questioned. However, Brinkmann and Kvale (2015: 213) argue that there is no one correct or valid transcription, since there is no true, objective transformation from oral to written mode. Thereto, Mishler (1991: 271) note that “[d]ifferent transcripts are constructions of different worlds, each designed to fit our particular theoretical assumption and allow us to explore their implications”. This reflect the research philosophy behind social constructivism, i.e. that the transcripts are subjective interpretations of the elicited statements guided by the theoretical frame. The construction and interpretation is furthermore evident in the translation of the Danish statements into English.

The focus groups were conducted in Danish, as the potential lack of English vocabulary skills was viewed to potentially threaten the elicitation of opinions. In contrast, conducting the discussions in the participants’ mother tongue was viewed as to make the participants more confident and comfortable. Likewise, the interviews have been transcribed in Danish. However, when using the statements in chapter 6 on results, they have been translated into English in order to keep the thesis in a consistent language. By doing this I acknowledge my active role as a translator and interpreter of meaning, although it is never possible to know the full meaning behind the elicited statements. Appendix 5 present an overview of the Danish statements and the corresponding translations. Implicit elicitations are made explicit through a subjective interpretation of the meaning, which are presented in brackets.

### 5.3.2 Coding and categorising

The abovementioned reveals that the coproduction of data extends beyond the in situ discussion. Brinkmann and Kvale (2015: 218, 219) points out that transcripts should not be viewed as a collection of statements, but as stepping-stone towards a continuous unfolding of meanings. Thus, *[t]he analysis of the transcribed interviews is a continuation of the conversation that started in the interview situation, unfolding its horizon of possible meanings* (2015: 219).

Coding and categorising provide an overview of the empirical data and systemically reduces it in order to be able to unfold the horizon and meanings. In terms of grounded theory this is called *open coding* or *data-driven coding*, i.e. “the process of breaking down, examining, comparing conceptualising and categorising data” (Brinkmann & Kvale, 2015: 227). The transcripts were coded and categorised, although rigorous coding was not applied, i.e. the codes are not counted and structured, the beliefs evident in the text bits are merely accentuated (Halkier, 2009: 73). This is based on the grounded theory approach, in which codes do not need to be quantified, instead they enter into a qualitative analysis based on the relation to other codes and the context (Brinkmann & Kvale, 2015: 227).

The *categories* were formed on the basis of the established theoretical frame, thus reflecting the choice of approaching the data with a pragmatic version of grounded theory. The categories are formed in order facilitate comparison and proposition testing (Brinkmann & Kvale, 2015: 229). Hence, each category was separated into positive and negative beliefs, in order to identify opposing beliefs in each category. Finally, two additional categories were derived from the empirical data. These will be dealt with in section 6.6. Thus, the categories are a mix of theory-driven categories developed from the theoretical frame, and data-driven categories developed from the empirical data. Chapter 6 will go through each category reviewing the findings of the conducted research.



## 6 Results

This chapter will review the opinion, meanings and attitudes elicited by the participants of the two focus groups conducted. When the participants were asked to consider the positive and negative aspects, which they associate with OGS, they would have initiated a deliberate process as described by the MODE-model in section 3.2, i.e. they would have deliberately and consciously considered the positive and negative beliefs that they hold about the outcome of OGS. The elicitation of these considerations are then the results of the empirical investigation, and will be analysed in turn.

It is important to clarify that the following results are solely based on the outcome of the focus groups, and that the beliefs will most likely be evaluated differently by different consumers, as proposed by Ramus and Nielsen (2005: 349). This means that the confirmation or disconfirmation of the results is not as to say that the results stemming from the empirical data are generally conclusive, they are only conclusive to this specific study. This follows from the use of the *qualitative method* and *inductive arguments*, as described in section 1.6. For the sake of clarification; qualitative data cannot be validated and quantified as it is the case with quantitative data, and in an inductive argument “*the premises are intended only to be so strong that, if they were true, then it would be unlikely that the conclusion is false*” (IEP Staff, n.d.). In other words, I believe that the truth of the premises provides a sound reason to believe that the conclusions are true. Moreover, I acknowledge the *bias of subjectivity*, which infer that the presentation of the results is based on my subjective interpretation.

The structure will not be fully consistent to that of chapter 4, as habit will be addressed as the last of the original constructs of the integrated model, i.e. Figure 3. This is due to the conception that habit will be upheld or overruled based on the perceived utility of all the other factors of the integrated model, which influence intention and behaviour. Furthermore, some theoretical implications will be touched upon, however, all relevant implications of the results will be addressed in chapter 7.

## 6.1 Drivers of attitude

As described in section 4.2.1 drivers of attitude relate to favourable beliefs about the outcome of a given behaviour. These beliefs were proposed to concern minimisation of physical effort and time-pressure, and tied together under the term *convenience*. Since the focus groups were conducted in Danish, the term convenience did not surface in its original wording. However, in Danish the terms “*nemt*” and “*let*” are conceived to cover for the English term (Gyldendals Røde Ordbøger, n.d.).

Perceived physical effort and time-pressure will be dealt with in the following subsections in accordance with the theory-driven categories. However, since they are inherently linked under the term convenience, aspects of both drivers will occur in each subsection.

### 6.1.1 Perceived physical effort

In regards to physical effort, the participants in both groups perceived the convenience of having the groceries delivered to the door, thus  $P_2^6$  was confirmed, but only to the extent that there was talk of large shopping trips involving large amounts of groceries and thus several bags.

*“[...] [T]he greatest advantage of Nemlig[.com] is [when you have to do] a large amount of shopping, as I see it, and that you can get [the groceries] delivered.” (CE1 – 26<sup>7</sup>)*

The participant stated that they generally do frequent and smaller amounts of shopping, which is related to the aspect of time-consumption that is ingrained in the physical effort of carrying out offline grocery shopping (see section 4.2.1.1 for further explanation). Several participants stated that they only lived approximately five minutes away from an offline supermarket, and due to the short distance they did not attach significant physical effort to the trip. Thus, they found it more convenient to shop offline. However, when they considered the prospect of living further away from offline supermarkets, they attached a higher degree of physical effort to it and, in turn, they presupposed that they would have higher incentives to shop online.

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<sup>6</sup>  $P_2$ : Perceived physical and effort of offline grocery shopping will positively affect attitude towards OGS.

<sup>7</sup> Key: CE reveal the speaker, 1 is the group number, and 26 assert the quote number, specifying the location of the quote in the transcriptions in Appendix 3 and 4.

*“I would do it if I lived further away from supermarkets. [So] if it took half an hour to get to a supermarket, then I would definitely do it. [However], when it only takes me five minutes to get to Rema 1000 then it is just that bad [to have to go there].” (CGD2 – 79 and 81)*

I expected that consumers who relate physical effort to offline grocery shopping, would hold a positive attitude towards OGS, but since the participants do not relate prohibitive physical effort to offline shopping currently, the perceived physical effort is not high enough to constitute a dominant positive attitude, which in turn could overrule habit. Thereby there is no support for P<sub>3</sub><sup>8</sup> in terms of physical effort among the participants. Though, to the extent that the participants lived further away from offline supermarkets, there would be a higher degree perceived physical effort and, in turn, the attitude towards OGS would be affected positively to the degree of being able to overrule habitual behaviour.

#### 6.1.2 Perceived time-pressure

Participants in both groups perceived the timesaving convenience of OGS in terms of being able to shop for groceries in situations that are less stressful than going to the offline supermarkets during rush hour.

*“I also think that it is less time-consuming if you live a busy life. That you don’t necessarily have to go [to the supermarket] and stand in line, and spend half an hour waiting in line [...]. That it might be a little faster when you shop online.” (VA2 – 3)*

Hence P<sub>4</sub><sup>9</sup> is confirmed, since perceived time-pressure, i.e. the extent to which the participants considered themselves busy, had a positive effect on the participants’ attitude towards OGS. However, in terms of perceived time-pressure being able to overrule habit, there was only little evidence to suggest that the participants perceived time-pressure was high enough to form a

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<sup>8</sup> P<sub>3</sub>: A positive attitude based on perceived physical effort of offline grocery shopping can overrule habitual behaviour.

<sup>9</sup> P<sub>4</sub>: Perceived time-pressure of offline grocery shopping will positively affect attitude towards OGS.

positive attitude that would be able to make a turn of habit. Two aspects were apparent in connection hereto:

First, several participants mentioned the timesaving aspect of being able to purchase everything at once, however, they had different takes on it. On one hand, OGS was thought to establish these conditions with experienced consumers when compared to offline shopping, where it might be necessary to go to several different specialty stores in order to purchase the needed items. In this case, OGS was found to be timesaving. On the other hand, the participants of the second group attached high risk to purchasing fruit and vegetables online (see section 6.2.1.4 on risk), to the extent that they would not purchase these types of goods online, whereas they would be willing to purchase stable goods, such as canned goods and products from brands which they were familiar with. This meant that they found it less time-consuming to go to the offline supermarket, instead of having to shop half the goods online and the other half offline.

Second, the aspects of doing small purchases and the low time-consumption, due to the short distance in connection with going to the offline supermarket, was weighed up against having to sit around and wait for the delivery to arrive. The participants' viewed the prospect of having to wait at home for the groceries to be delivered as a great barrier since it would affect their opportunity for engaging in spontaneous activities negatively.

*"I am mostly concerned with the fact that you have to be at home, that is, that you have to time [the delivery] with being home. That would be the greatest barrier for me. [...] I often make [spontaneous plans] and then it would be annoying if you had to sit around and wait [for the delivery to arrive]." (MB1 – 170)*

This barrier was also existent to the experienced consumers, e.g. ME1 (110) argued for one of the points made in the introduction, i.e. why consumers should sit around and wait for their groceries to be delivered, when they can go to a supermarket nearby and get their groceries immediately. Hence, most of the participants perceived a higher degree of time consumed by OGS compared to

the habitual behaviour of offline shopping.  $P_5^{10}$  is thus largely disconfirmed since perceived time-pressure is not high enough among the participants presently. However, having a family and/or a career was cited influences that would be able to overturn the habitual behaviour.

### 6.1.3 Sub-conclusion

The drivers of attitude were not found to be substantial in their own to overrule the habit of offline shopping among the participants in the present study. The convenience of OGS was the aspect that was brought up by both focus groups as the first positive thing that came to their minds, when asked to consider OGS as way of procuring their groceries. In both groups there was general agreement that OGS, or at least the ideal of it, was more convenient than offline shopping. However, as the discussions unfolded the picture became blurred. The participant did not see the value of convenience in their everyday lives, instead, both physical effort and time-pressure was related to convenience under the influence of situational factors. Several participants inferred that being a family with children or being elderly would amplify the physical effort and, in the instance of having a family and/or a career that time-pressure also would be maximised, and, in turn, make them able to overrule habit. This was expected, as situational factors were argued to relate to the aspects of convenience as the reason for perceiving physical effort and time-pressure of offline grocery shopping, in section 4.4.1. Therefore, these aspects will be dealt with in more detail in section 6.5 on situational factors.

## 6.2 Barriers of attitude

Contrary to the drivers of attitude, the barriers of attitude are related to unfavourable beliefs about the outcome of a given behaviour. The barriers can then be conceived as the inconveniences of OGS and are proposed to include perceived risk, complexity and cost. These proposed barriers will be dealt with in turn in the following subsections.

### 6.2.1 Perceived risk

As defined in section 4.2.2.1 perceived risk is the extent to which a consumer believes that it is

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<sup>10</sup>  $P_5$ : A positive attitude based on perceived time-pressure of offline grocery shopping can overrule habitual behaviour.

unsafe to use the web for online grocery buying purposes or that negative consequences are possible. The participants largely perceived the same risk factors as previous research has suggested, i.e. risk of online payment; not receiving the groceries on time or receiving the wrong groceries; receiving inferior quality goods and having to accept or return them; and not being able to touch, smell, and pick out the groceries, i.e. inspect their quality prior to purchase. Since there are several factors of risk, they will be dealt with separately and then be summed up in section 6.3.1.5 in relation to the proposition.

#### 6.2.1.1 Online payment

The perceived risk of online payment was cited among the participants of the second group, however, it was not a high perceived risk for most participants. One of the participants mentioned having had bad experiences with online purchases in the past, and stated that no matter which website she was buying from, she did not like to disclose her credit card information (VA2 – 188). The other participants acknowledged the risk, though it was explicated that they trusted large and well-known online companies, and in particular Danish companies due to the safety legislation. Thus they did not perceive high risk in regards of online payment. In general, the participants of both groups were experienced with some form of online shopping and therefore also with online payment, thus the perceived risk is low although still present.

#### 6.2.1.2 Handling

Most of the inexperienced participants elicited concerns about how the groceries are handled, e.g. would the frozen goods be thawed, the milk be warm, and the eggs cracked upon delivery. One of the experienced participants stated that she had had concerns prior to embarking on using Nemlig.com for OGS, but these concerns had been unproven after having tried the service. Yet, she continued:

*“[...] if I had to use a new retailer, [...], then it would be something that I would think about immediately, that is, how they handle the groceries before they are delivered to me.”*

(AMM1 – 120)

The participants also had concerns about handling in connection with delivery, e.g. how the delivery guys would enter the building; whether the groceries would be left outside and thus be at risk to be stolen by others; the possibility that the groceries would arrive late; and the possibility

of receiving the wrong groceries. None of these concerns were confirmed by the experienced participants, which is arguably part of the reason as to why they would use the service again.

This largely demonstrates that risk arise in the face of uncertainty, i.e. when a consumer is inexperienced, as argued in sections 4.2.2.1, or when trying a new service. And conversely that risk is minimised with positive experience.

#### 6.2.1.3 *Return of goods*

The trouble the consumer had to go through if he or she for some reason had to complain about a product and/or return it was an evident factor of inconvenience to all participants, although the experienced participants only had had good experiences with having to complain about and/or return wrong or damaged goods. Still, it was seen as a major drawback of OGS that it leaves consumers exposed to the risk of having to return wrong or damaged goods, and be left without current needed items. One participant indicated that:

*“[...] [I]t wouldn’t change anything for me if they came with it the next day, I would be useless to me if it is something that I [need] now.” (VA2 – 129)*

In connection hereto, it was stated that receiving the wrong good or not receiving the good at all, would leave consumers having to go to the supermarket anyway. Thus it was viewed more convenient to go to the supermarket to get the groceries in the first place, thereby minimising the risk of not getting the needed items. It should, however, be noted that the inexperienced participants believed that the option of return was offered. In other words, it was not perceived as a risk that they would not be able to return wrong or damaged goods, the perceived risk was related to the possible trouble of having to deal with it. The issue of having to return the goods, will be dealt with further in section 6.2.2 on perceived complexity.

#### 6.2.1.4 *Inferior quality*

The participants of the second group were particularly concerned with the loss of opportunity to be able to touch, smell, and pick out the groceries themselves, i.e. experience attributes (Nelson, 1970), especially in regards of fruits and vegetables. This relates to the risk of receiving goods of inferior quality. They expressed scepticism about the freshness of the goods delivered from an

online supermarket, as they imagined scenarios of receiving goods close to the expiration date and damaged goods in general. In other words, they did not assume a high level of quality. However, the opposite was evident from the discussion in the first group; when asked whether they attached any risk to buying groceries online, one of the experienced participants stated that:

*“Not with groceries. I actually think that [Nemlig.com] has saved me the process of going to [the supermarket] and having to think; is this tomato too soft, or is it okay. They have already made sure that you get fresh vegetables.” (ME1 – 119)*

Yet, this was not just due to experience, as an inexperienced participant also had high expectations to OGS in terms of quality.

*“[...] [I]f you bring home a bad head of lettuce, that has happened, then I have thrown out and not thought more about it, other than; that’s too bad, but I wouldn’t think like that if it came from Nemlig[.com], then I would be pissed, since it should be in order.” (PD1 – 128)*

In other words, the opposing view is thus that when shopping offline, the risk of getting goods of inferior quality is at one’s own expense, but when shopping online, there are higher expectations that this risk is eliminated, i.e. that you will not receive inferior quality. Additionally, preferences were also an issue, since preferences are individual, i.e. some prefer green bananas over brown, but when it is left to others to pick out the groceries, it is uncertain whether these preferences are met.

Preferences were also relevant in terms of stable goods. As mentioned in section 6.1.2, the participants did not attach the same risk to purchasing stable goods online, e.g. non-perishable, canned and packaged goods, and they were thus willing to purchase these online, but mainly to the extent that they were familiar with brand, i.e. that they knew the quality that could be expected. Some participants stated that they had such strong preferences that they went to different supermarkets in order to purchase their favourite brands. To one of the experienced participants this even meant making a list of what she did not want to purchase online, but instead preferred to purchase offline, because they did not have the right brand on Nemlig.com (ME1 –



23). Still, the experienced participants did not attach risk to the freshness of the of groceries due to their positive experience, thus positive experience with the service can offset the effect of not being able to experience the product beforehand.

#### 6.2.1.5 Summary of perceived risks

It is apparent that all participants, inexperienced as well as experienced, attach some level of risk to OGS, which in turn affect their attitudes negatively. In regards to *online payment* the perceived risk was generally low, which is likely due to the participants being used to carry out of online transactions. It was furthermore apparent that they the perceived risk decreased when the company was large, well-known, and Danish. In terms of *handling*, the perceived risk was high, to the extent that the participants were inexperienced, as it was evident that this risk decreased with positive experience. The same was the case for *return of goods*, however, it was still found to be an inconvenience. Lastly, the risk of receiving *inferior quality* presented opposing results; in the first group, they trusted and expected a high level of quality resulting from OGS, they thus perceived risk to be low since they believed that a negative consequence, i.e. receiving inferior quality, was less likely to occur. In the second group, the loss of experience attributes was a large barrier to OGS since the participants wanted to pick out the groceries themselves, as they did not trust the quality resulting from OGS. All in all,  $P_6^{11}$  is largely confirmed, but not unequivocally, since experience was found to reduce the perceived risk, which, in turn, confirm that risk is a greater barrier to inexperienced consumers, as suggested in section 4.2.2.1.

#### 6.2.2 Perceived complexity

As stated in section 4.2.2.2, perceived complexity refers to the degree to which consumers find OGS difficult to perform (Verhoef & Langerak, 2001: 277). Some of the inexperienced consumers believed OGS to be less difficult than going to the offline supermarket, as they expected the online supermarket to provide a better and easier overview of the groceries. A part of the explanation is found in that the participants perceived themselves to have the skills acquired to perform online shopping in general, thus they did not perceive it as being difficult or complex to shop online, and

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<sup>11</sup>  $P_6$ : Perceived risk will negatively affect attitude towards OGS.

supposed it to be the same in the case of OGS. However, it is important to note that the latter perception was based on suppositions. The experienced participants, on the other hand, added a different perspective, since they found Nemlig.com's website difficult to navigate, due to a poor search function, at least initially:

*"Regarding search function, I think that [Nemlig.com's] search function is poor. [...] For example, in the beginning it took me a very long time to order the groceries." (ME1 – 7, 141)*

The experienced participants who found it difficult to search and navigate Nemlig.com's website, had continued to use the service, thus I will infer that the degree to which the participant found it difficult to do OGS is still low. Perceived complexity fades with general online shopping experience, and P<sub>7</sub><sup>12</sup> is therefore not confirmed in the present study, since the majority of the participants did not perceive complexity due to general experience. However, there was evidence to suggest that the perceived difficulty of using OGS-websites might negatively influence some consumer's intention to purchase groceries online, as the participants believed that the perceived complexity is higher among the older generations. Conversely, it was believed that the younger generations would have no difficulties and attach little or no risk to shopping online, including OGS.

Whereas the participants did not perceive a high degree of complexity to the shopping situation, another factor of perceived complexity was evident, i.e. *perceived post-purchase complexity*. Even though having to return the goods was an evident factor of risk, e.g. that an egg could arrive broken and it should either be accepted or returned/exchanged, the issue of how the return-process was handled was a source of perceived complexity, as the participant could not comprehend how it should be carried out. The perceived post-purchase complexity influenced the inexperienced participants' attitude negatively to a higher degree than the initial proposition of perceived complexity.

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<sup>12</sup> P<sub>7</sub>: Perceived complexity will negatively affect attitude towards OGS.

### 6.2.3 Perceived cost

One of the first points that were cited in both groups in connection with cost, was that they believed that OGS would eliminate impulse buying. Thus, initially disconfirming  $P_8$ <sup>13</sup>. However, the point was disproved by the experienced participants, as they had resumed impulse buying once they became experienced using the service. Moreover, the inexperienced participants believed it to be more expensive to shop online:

*“I would [buy groceries online], if it costed the same [as offline]. My immediate idea about purchasing things online is that it is [very] expensive. [...] [I] have a feeling that it is expensive to [have the goods]] delivered, [and] I imagine that shopping online is a luxury thing to do.” (CGD2 – 11, 81)*

As expected, one of the perceived costs was the delivery fee. It was, however, only addressed as a barrier in the second group, thus the added costs posed a negative influence on the participant's attitude towards OGS. In the first group it was only mentioned as a side-note in the discussion of delivery. The delivery fee did thus not seem to constitute as large a barrier as found in previous research. Instead, the minimum purchase was perceived to be a greater barrier to both inexperienced as well as experienced participants.

*“[...] [T]here is a catch, at least with Nemlig.com, that you have to purchase for a minimum of 400 DKK, [but] it is not always that you reach that amount, and [...] then you have to buy more, which also has [had the effect] that I have kept myself more away from [online grocery shopping].” (ME1 – 23)*

The rule of minimum purchase was thus perceived to make OGS more expensive, since it would incite the need to buy more items than necessary. This is perceived as a consequence of the fact that the participants to a large extent only made smaller purchases, and some even stated to do daily shopping trips. OGS thus do not fit their shopping habits, since they would not be able to make small purchases, although they concurred that going to the offline supermarket on a daily

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<sup>13</sup>  $P_8$ : Perceived cost will negatively affect attitude towards OGS.

basis was also expensive, due to the many temptations. One of the experienced participants stated that he would use service more if the minimum purchase was lowered to 200 DKK (CE1 – 80). However, the discussion was turned back to the issue of inconveniences of OGS, as another participant stated that if you were able to make smaller purchases, it would still be easier to make those small purchases in the offline supermarket (PD1 – 105).

The participants only found OGS ideal to the extent that they were able to plan a weekly menu, write a list of the items needed, and then shop according to that list. This was believed to minimise the frequency of supermarket-trips, and since it would imply larger amounts of groceries, it would likely also be favourable to have the groceries delivered in accordance with prior statements concerning physical effort. However, most participant expressed that they were not that organised and did not bother to make such plans, and it would only happen in the case of having to shop for larger event, as previously mentioned in section 6.1.1. As expected (see section 4.2.2.3), planning is thus a subsequent barrier of perceived cost.

All in all, the participants largely attached higher costs to OGS, especially due to the issue of minimum purchase, which influenced their attitudes negatively, thus confirming P<sub>8</sub>. However, when the participants imagined having a family, the issue of a purchase minimum was found to be eliminated since it would imply that larger amounts of shopping needed to be done.

#### 6.2.4 Sub-conclusion

The proposed barriers of OGS were all found to negatively influence the attitude towards OGS. However, it was also found that they were able to be reduced. The effect of the barriers of perceived risk and complexity, both the initial perception of complexity as well as post-purchase complexity, was found to be reduced with experience, proving that perceived risk is higher among inexperienced consumers. The reduction of risk will be dealt with in more detail in section 6.6.1 on trust. In regards to perceived cost, both experienced and inexperienced participants found the 400 DKK-rule to be a large barrier. This barrier could be minimised as an effect of: the minimum purchase amount being lowered; the participants being able to prepare weekly meal plans; hosting larger private events; and/or having a family, thereby having to do larger amounts of shopping.

### 6.3 Subjective norm

As stated in section 4.3.1 subjective norm is the perceived opinion of referents in connection to a given behaviour, i.e. it constitutes social influence on the decision-making process. In the present study, the sources of reference were found to be family, friends, neighbours and Trustpilot.com. Most participants concurred that they were influenced by their referents, and that positive views would influence their attitude towards OGS positively, and vice versa with negative views. It was furthermore clear that most participants would turn to some sort of referent before trying OGS, due to the related factors of risk, in line with results from Hansen (2004: 547). Both  $P_9$ <sup>14</sup> and  $P_{10}$ <sup>15</sup> were thus confirmed, in line with prior research, although two participants stood out. VA2 (63) and FK2 (64) stated that even though the referents had good experience they would not purchase groceries online.

In the first group it was evident that the positive elicitations about OGS made by the experienced participants influence the attitude of the inexperienced participants, as one of them stated:

*“I definitely think, after you have talked about Nemlig[.com], that maybe [I] should try it. Since you have told so much good about it.” (MB1 – 140).*

Furthermore, although the study was not set up to produce actual results, a result, nevertheless, surfaced, in part due to the influence of positive subjective norm. One participant (CGD2), who had been predominantly sceptical throughout the discussion, made a turn after hearing the facts that were disclosed in the debriefing. The next day she purchased groceries from Nemlig.com, including fruit and greens, even though she had stated that she would never do so, during the discussion. Thus  $P_9$  was confirmed through an actual example. Yet, it should be mentioned that it was also partly due to breaking down the barrier of perceived cost, since CGD2 had thought it to be more expensive to shop for groceries online. The 400 DKK rule did not prove a barrier in this case, as it was weighed against the time-consuming prospect of daily shopping.

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<sup>14</sup>  $P_9$ : Positive social influence in relation to OGS will positively affect attitude towards OGS.

<sup>15</sup>  $P_{10}$ : Negative social influence in relation to OGS will negatively affect attitude towards OGS.

### 6.3.1 Sub-conclusion

As described in section 4.3.1, it was expected that negative and positive influence posed by relevant referents were weighed in order to form an attitude towards OGS. The confirmation of both proposition, prove the direct influence of subjective norm on attitude, as revealed in prior research (T. Hansen et al., 2004). The theoretical implications of the actual result, which will be dealt with in section 7.1.

## 6.4 Situational factors

The fluent nature of attitudes and beliefs are also evident in terms of situational factors, since several participants stated that their intention to purchase groceries online was a reflection of their lifecycle stage. In other words, their intention was likely to change through the course of years.

Situational factors have already been mentioned several times in this chapter, reflecting the immense influence that they pose on the attitude and intention towards OGS. In section 4.4.1, situational factors were conceived as factors that invalidate the consumers' ability to shop in an offline supermarket. The most prevalent factors were consistent with the results from the study by Morganosky and Cude (2000), i.e. being a family with young children or having some degree of physical disability, in this case elderly people. Furthermore, having to cater for large private events, and living farther away from offline supermarkets, also surfaced as situational influences, as addressed in section 6.1.1 and 6.1.2.

Situational factors were found to influence attitudes towards OGS positively, since most participants expressed that having a family and a fulltime job would make OGS an ideal solution. As previously stated in section 6.1.3, the change in attitude occur since the situational factors imply more time-pressure as well as physical effort, thus situational factors fuel the drivers of attitude to a degree of actually being able to overrule habit. An example given:

*"[...] [I]f something was to change our habits, it would be something drastic, such as having kids."*

(ME1- 39)

Since none of the participants had children, any form of disabilities, or lived far away from an offline supermarket,  $P_{11}$ <sup>16</sup> and  $P_{12}$ <sup>17</sup> are confirmed on the basis of suppositions and examples from relevant others regarding these situational factors. Yet, the influential factor of having to do large amounts of shopping in connection with hosting private event, was mentioned explicitly. This factor posed as a temporary positive influence on the intention towards doing OGS, to the degree of resulting in actual behaviour. However, it also implies that the decision to do OGS may be reversed when the initiating situation no longer applies. The latter factor only overrule habit in specific situations and is thus short-termed, while having a family or being disabled constitute influences, which are able to overrule habit on a long-term basis.

#### 6.4.1 Sub-conclusion

Situational factors were found to be the most influential constituent in terms of overruling the habitual behaviour of offline shopping, both short-term and long-term. This is due to the larger physical effort and/or time-pressure that the factors implicate, thereby the situational factors positively influence the drivers of attitude and subsequently the intention to do OGS. The indirect influence of situational factors on intention through attitude, as proposed in section 4.4.1, is thus confirmed. However, there was not found any explicit evidence of the direct influence of situational factors on intention. This will be addressed in more detail in section 7.1 on theoretical implications.

### 6.5 Habit

The drivers and barriers of attitude towards OGS together with the influence posed by subjective norm and situational factors are determinant for the formation of intention towards OGS. In turn, this means that the strength of the drivers has to be greater than the barriers in order to overrule the habitual behaviour. As described in section 4.1.1 and 4.1.2, habit is regarded as the objectification of offline shopping and upholding the habit is congruent to upholding status quo.

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<sup>16</sup>  $P_{11}$ : Situational factors will positively affect attitude towards OGS.

<sup>17</sup>  $P_{12}$ : The influence of situational factors is likely to overrule habitual behaviour.

The conception of habit, as proposed in section 4.1.1, was found to be correct as the participants perceived offline supermarkets as their primary shopping channel, i.e. their habitual behaviour. They found offline shopping to be reliable and the risk of negative consequences was viewed as low compared to OGS. In other words, the offline supermarkets do not pose the barriers that OGS does. For example, the following was stated by one of the experienced participants:

*"[...] [I] actually think that it is the 400 DKK rule that is the reason why we often return to the normal [way of shopping]. [...] [I] think it hurts [Nemlig.com's] development quite a bit, because if we have to shop for groceries and need to buy it now, but only [gather groceries for the amount of 200-300 DKK], then we don't want to find all kinds of extra products, instead we bike the 2 minutes [it takes to get] to Netto and do the shopping [there]." (CE1 – 26).*

The perceived barriers of OGS thus feed the participants inclination to uphold status quo. What is more, in a discussion of what would change their habits from offline to online, one participant stated that it would require for all the supermarket to close (VA – 76). It was thus apparent that the perceived utility of OGS was considered to be low in the present study, since the drivers were not found to be higher than the barriers. Thereby SQ<sub>1</sub><sup>18</sup> is confirmed, as the perceived utility of OGS is low, the participants carry on with their habitual behaviour, thus upholding status quo. However, on the other hand, the perceived utility was found to be high to extent that the participants considered themselves influenced by situational factors, thus confirming SQ<sub>2</sub><sup>19</sup>. The following quote from one of the inexperienced participants sums it up:

*"Well, for me it's a habit to go to Netto, I'm familiar with it, and it is what I have always done. [But] if it was easier, or I lived far away, then it could be a habit that [the guys from Nemlig.com] came. So it has a lot to do with what you are used to." (MB1 – 138)*

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<sup>18</sup> P<sub>1</sub>: If the perceived utility of OGS is low, consumers will uphold status quo when faced with the alternative of OGS.

<sup>19</sup> P<sub>2</sub>: If the perceived utility of OGS is high, consumers will overrule status quo when faced with the alternative of OGS.



It holds three important implications. Firstly, it proves the conception of habit. Secondly, it proves the point that the new way of doing things has to be easier than the old way, as proposed in section 4.2.1. This suggests that the OGS is not easier than shopping offline, but if it was, behaviour and habit could change. Finally, it also suggests that behaviour and habit can be changed due to the influence of situational factors.

#### 6.5.1 Sub-conclusion

The participants were found to express status quo bias as described in section 4.1.2, i.e. when faced the alternative of OGS, they would stick to the status quo. The drivers of attitude towards OGS were not great enough to override the barriers, i.e. the perceived utility was low. Consequently, behaviour and habit is unlikely to change, unless the participants' attitude is positively influenced by situational factors.

### 6.6 Additional factors of influence

Two additional factors of influence surfaced from the empirical data, namely *trust* and *shopping enjoyment*. These are not new discoveries in OGS-research, however, as implied in section 1.5 on research limitations, it was not possible to include all aspects of prior research in the present study. Thus, both trust and shopping enjoyment was initially omitted from the study in order to focus on the perceived key factors.

Together with the empirical data, elements from prior research will be used in order to explain and conceptualise the two additional factors.

#### 6.6.1 Trust

Trust was an apparent factor of influence, which is likely due to trust being thought of as the most effective means of reducing risk and uncertainty (Y. H. Kim & Kim, 2005: 1). As previously stated in section 4.2.2, consumers perceive greater risk when shopping online than offline, as they are faced with added uncertainty and consequently perceive risk. This is especially evident when consumers are inexperienced with an online service. However, based on the empirical data, trust

can be established directly as well as indirectly through experience to reduce the perception of risk and uncertainty. The direct influence of experience is evident in the following statement, made by one of the experienced participants:

*“It’s about trust, right? And many of us have gained trust pretty fast in terms of [how they handle things], so you discard as a risk factor.” (CE1 – 121)*

In general, the experienced participants perceived less risk and exhibited greater trust in regards to OGS. Trust relates to the factors of perceived risk, since the consumer will have to trust the e-grocer to: send the groceries once the money transaction is completed; handle the groceries properly through the entire chain of process; pay back the money or replace the product in the event of receiving damaged goods; inspect the good and deliver high quality. However, consumers who have yet to purchase groceries online will be inclined to seek normative guidance from relevant referents, in order to reduce uncertainty. In the present study it was evident that the participants sought several sources of subjective norm, e.g. seeing the neighbours use the service consistently, reading company reviews on Trustpilot.com, hearing positive stories from peers, thereby establishing trust through indirect sources of experience. For example, one inexperienced participant stated that:

*“[...] [W]hen it is a popular company, then I have faith in them doing things properly. I might not be that critical about it, because if it works out for them, and many (people) shop there, then it must be alright. And [...] hearing [positive things] from others, friends, or family, I would also think; well, there are no problems to it.” (MB1 – 122)*

#### **6.6.1.1 Sub-conclusion**

Trust appeared as a positive influence on attitude and intention towards OGS that is, intention to do OGS for inexperienced consumers and *repurchase* intention for experienced consumer. It functions directly through experience and indirectly through subjective norm to reduce uncertainty and perceived risk. This is furthermore the likely reason as to why trust appeared in the empirical data, since it is an inherent aspect in relation to risk and subjective norm.

### 6.6.2 Shopping enjoyment

Shopping enjoyment was discovered as a second additional factor of influence. It can be defined as the pleasure one obtains from the shopping process, and has been proposed to be an experience which often transcend the product purchase itself (Huang & Oppewal, 2006: 338). Shopping enjoyment relates to *hedonic* shopping values as opposed to *utilitarian* shopping values. While a consumer with utilitarian values treat shopping as work, a consumer with hedonic values treat shopping as an enjoyable experience.

Some participants treasured the offline shopping experience as a way to achieve moments of pleasure, as it was perceived as being fun; a way to unwind after a long day; and as a way to get out, socialise, and interact with other people. In other words, they found that the enjoyable dimension of grocery shopping was lost with OGS. Likewise, there was no explicit evidence that the experienced consumers found it fun or exciting to shop online. However, when participants imagined having a family, the lack of shopping enjoyment was counterbalanced by the lack of time:

*“It depends on whether you have the time for it. [...] [A]t the moment, while I’m writing my thesis and have all the time in the world, then I think it’s fine to go out and shop, and take my time doing it, but if I had a fulltime job and I knew that I had to pick up my kids then and there, and that I furthermore had to go train for a half marathon, then I probably wouldn’t find it enjoyable to be in a supermarket for two hours. So I think it depends on where you are in life.” (CGD – 45)*

In this scenario, OGS was found to minimise the daily workload and subsequently produce more quality time. However, at the current stage of the participants’ life, they related hedonic values to offline grocery shopping, although it, to some degree, was outweighed by the stress of shopping during rush hour.

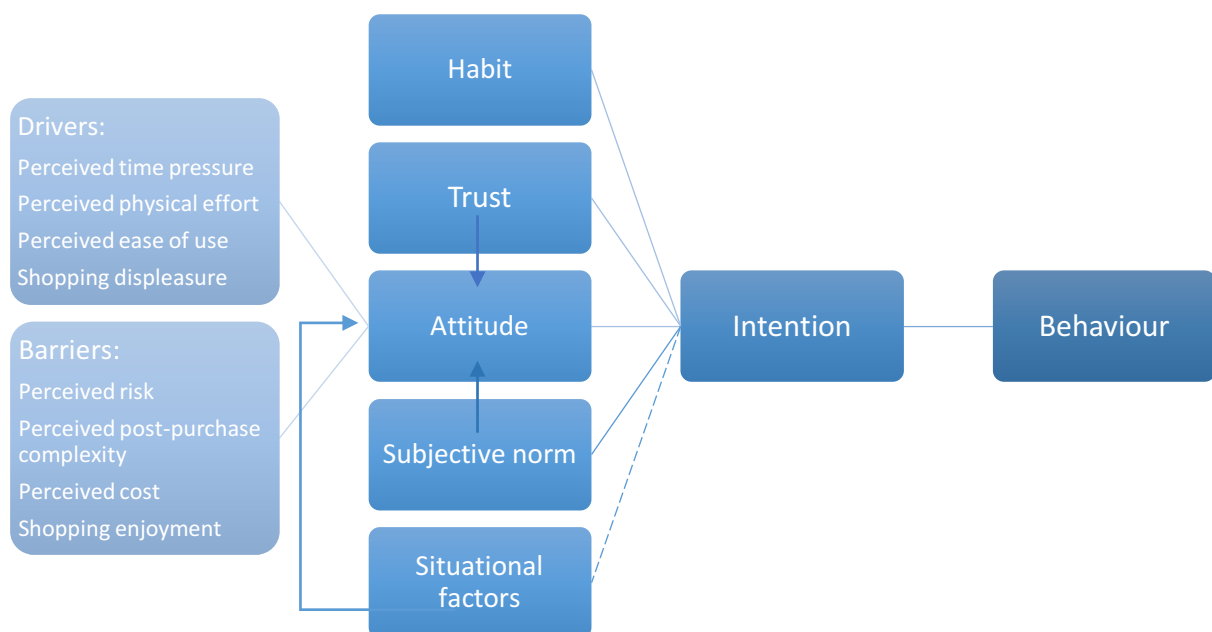
#### 6.6.2.1 Sub-conclusion

The participants related hedonic values to offline grocery shopping, but not to OGS. Shopping enjoyment is thus a barrier to OGS in the present study. However, under the influence of situational factors, consumers will be likely to relate utilitarian values to grocery shopping, which,

in turn, means that shopping enjoyment no longer constitute a barrier. Instead the drivers of attitude, i.e. perceived physical effort and time-pressure, will take over and pose as positive influences towards OGS.

## 6.7 The revised model

The integrated framework, i.e. Figure 3 in section 3.4, was found suitable for the purpose of this research, however, it has been revised based on the results found in the empirical data. Thus, Figure 4 also provide a revised answer to SQ<sub>1</sub>, i.e. which psychological and social processes affect the formation of attitude and intention. The revised model, as depicted in Figure 4, will serve as the foundation for section 7.1 on theoretical implications.



**Figure 4 – The revised model:** *The integrated model including trust as an influencer of attitude and intention, shopping enjoyment as a barrier of attitude, and the direct link between subjective norm and intention.*

## 7 Discussion

This chapter will review the theoretical and managerial implications of this study and provide an answer to SQ<sub>3</sub>, i.e. *how can you strengthen the drivers, and minimise the barriers of attitude towards OGS?* First, section 7.1 will discuss the theoretical implications of the revision of the integrated model, as depicted in Figure 4. Then, section 7.2 will discuss the managerial implications.

### 7.1 Theoretical implications

The present research results were largely consistent with prior research in terms of confirming the proposed *drivers of attitude*, i.e. minimisation of physical effort and time-consumption. However, these drivers were only strong enough to initiate behaviour under the influence of *situational factors*. This indicates that the convenience associated with OGS is preconditioned by the consumers' situation. In other words, the situational factors function as triggers for the adoption of OGS. The finding is consistent with the finding by Hand et al. (2009: 1215) and Morganosky and Cude (2000), but contrasts the suggestion made by Verhoef and Langerak (2001: 283) that perceived convenience is a decisive factor in determining consumers' intention to adopt OGS. The finding confirms what was proposed in section 4.4, i.e. that situational factors indirectly influence intention through attitude. However, the study was not able to confirm the direct influence of situational factors on intention, since there was no first-hand knowledge to prove the correlation. Yet, the empirical data suggest that, OGS might be used by the elderly segment, due to invalidating physical ailment, even though they may relate higher risk and complexity to OGS. This presumes a predominantly negative attitude towards OGS. OGS is thus used due to necessity rather than a positive attitude. The direct influence of situational factors is thus marked with a dotted line in Figure 4, reflecting the unconfirmed effect of the proposed correlation.

The *barriers of attitude* towards OGS were also generally consistent with prior research. However, since most research in this field of study is close to a decade old, it is generally not surprising to find some inconsistencies as well as disconfirmation of propositions. In this line of thought, Ramus and Nielsen (2005: 350) foresaw that the risk of online payment would be “[...] likely to diminish over time as consumers generally become familiar with making payments though the internet and as improved and safer payment systems are introduced.” This was evident in the present study,

both in the case of the *risk* of online payment, but also in the case of risk of return of goods. These barriers are thus proposed to be largely overcome by this day and age since consumers are familiar with the traits of online shopping in general. In the present study, online payment was a low or non-existing barrier to the extent that the participants trusted the e-retailer. Likewise, the return of goods was not perceived as risk, rather as a complexity, which will be dealt with in the following paragraph. In terms of the theoretical implications of perceived risk of online payment and return of goods, it is a matter of consumer segment. On the one hand, it could be argued that the two factors of risk are outdated, and can therefore be removed from the proposed model. However, they are only outdated to the well-experienced users of online shopping. Therefore, on the other hand, if further research was to be conducted using several different consumer segments, the risks might be perceived higher when talking with elderly people, as proposed in the previous paragraph. Thus, the level of risk related to these factors is believed to be age-dependent, and in the event of further research being carried out, it would provide an opportunity to compare the risk across differing segment and age groups.

*Perceived complexity* has been reinterpreted as perceived post-purchase complexity, which is the perceived difficulty of returning damaged goods or substitute wrong or missing goods. In terms of the original perception of perceived complexity, the inexperienced consumers did not perceive OGS to be highly complex. Therefore, it could be inferred that instead of being a barrier, complexity could be perceived as a driver, i.e. the perceived ease of using OGS-websites might positively influence consumer attitude towards OGS. This has been confirmed in studies by Raijas (2002) and Liu and Wei (2003), and *perceived ease of use* has thus been inserted as driver in the revised model. The fact that the experienced participants did not find it easy to navigate the OGS-websites proves that genuine complexity might still be a barrier, however, this will be dealt with in section 7.2 on managerial implications.

*Shopping enjoyment* surfaced as an additional factor of influence on attitude and intention. It is proposed to be a barrier of attitude towards OGS, since the participant found offline shopping to be enjoyable, with the exception of shopping during rush hour. Conversely, it could be argued that people with utilitarian shopping values, i.e. people who dislike grocery shopping, would have a

more positive attitude towards OGS, as proposed by Anckar et al. (2002: 212, 215) and Huang and Oppewal (2006: 334). *Shopping displeasure* is thus proposed to be a driver of attitude, functioning together with the other drivers to reinforce the perceived convenience of OGS. Both factors, i.e. shopping enjoyment and shopping displeasure, have been placed accordingly in Figure 4.

The perceived risks, the perceived post-purchase complexity, and to some extent the perceived cost of OGS and the lack of shopping enjoyment, are inherent characteristics of online shopping, i.e. the source of these barriers cannot be removed without removing the positive aspects of OGS. As exemplified in section 4.2.1, if consumers want their groceries delivered, they must accept that they cannot pick the items out themselves. It thus relates to the channel trade-off, which was explained in section 4.1.2 as the weighing of the attributes that comprise each line of service. The decision to choose either shopping channel was therefore suggested to be based on the perceived utility of it. On the one hand, the participants currently perceived offline shopping as the optimal choice, i.e. the perceived utility is sufficiently high, making them uphold status quo, as proposed by Samuelson and Zeckhauser (1988: 34, 36). On the other, when the participants imagined themselves being influenced by situational factors, the perceived utility was in favour of OGS. The finding by Samuelson and Zeckhauser (1988), is thus only supported to the extent that the consumer is not under the influence of situational factors. A likely explanation is found in the *theory of allocation of time*, as explained in section 4.2.1. It proposes that consumers seek the shopping channel where the total cost of money and time of the process is lowest. Currently, the participants did not find it time-consuming to go to the offline supermarket and they believed it to be more expensive to shop for groceries online due to delivery fee and purchase minimum, thus the total cost of time and money is perceived to be lowest in offline supermarkets. However, in the imagined scenario of having kids and a fulltime job, the time constraints would increase and the cost would not be constrained by the fixed minimum amount. OGS would thus possibly provide the lowest total cost, making it the optimal choice. The optimal choice of channel thus depends on where you are in life, as was proposed in section 6.4. The indirect influence of situational factors on intention through attitude is thus confirmed yet again, as the barriers are moderated by the existence of situational factors.

The above indicates that, although the sources of the barriers cannot be removed, they can be overcome due to the influence of situational factors. However, there is also evidence to suggest that the barriers, to some degree, can be overcome with direct and indirect positive experience and subsequent *trust* in the service provided. The idea is that as trust increases, consumers are likely to perceive less risk than if trust was absent (D. J. Kim, Ferrin, & Rao, 2008: 5), i.e. the effect of trust mediates the effect of risk on consumers intention to do OGS. The correlation between trust and willingness to shop online has been proven to exist (see *ibid.*, 2008: 5), and trust is thus believed to influence the intention to do OGS for inexperienced consumers and the repurchase intention of experienced. As described in section 6.6.1, the experienced participants perceived less risk, and the participants generally concurred to be influenced positively by positive social influence. Thus, trust is perceived to function indirectly through subjective norm and directly through experience to reduce uncertainty and perceived risk, thereby explaining its proposed placement and correlations in Figure 4.

In terms of the function of *subjective norm*, the correlation between attitude and subjective norm, as proposed by Hansen et al. (2004: 546), was confirmed by this study. In the integrated model, Figure 3, the direct link between subjective norm and intention, as it occurs in the TPB (Figure 1), was removed, since it was not believed that the study would produce the necessary result to prove this correlation. However, the post-research result presented in section 6.3, infers that a direct influence on intention exists, since the participant had a predominantly negative attitude towards OGS, but due to positive social influence by experienced referents, she changed her intention. The attitude was only subsequently changed as a result of a positive experience. This reflects the fluent nature of beliefs and attitudes, thus underlining the point that it is not possible to validate the data. The link between subjective norm and intention has thus been reinstated in Figure 4.

Inserting *habit* as a construct in the theory of planned behaviour was proposed in section 3.4 to improve the prediction and understanding of OGS-behaviour. Whether the insertion of habit as a construct, as depicted in Figure 3, improves the *prediction* of behaviour, is difficult to confirm. On one hand, it can be argued that it is harder to predict OGS since the influence of habit instigate



attitude-behaviour inconsistencies, i.e. a predominantly positive attitude towards OGS might not result in OGS-behaviour. On the other hand, habit improves the prediction of behaviour to the extent that OGS is not considered as an alternative, as habit will then predict habit, since consumers do not engage in deliberate processing about their choice of shopping channel, unless they are presented with an alternative. However, even in the case of the latter, the consumer might consciously deliberate on the alternative option of OGS and form a positive attitude and intention towards it, yet habit is likely to overrule the intention if there is not sufficient motivation to change the behaviour, or if the perceived utility of OGS is low. In other words, the construct does improve the *understanding* of the low adoption of OGS, since intention only predicts behaviour to the extent that habit is weak, as proposed in section 4.1.1, and if the perceived utility is low, the perceived barriers will fuel the incentive to uphold status quo.

The habit of offline shopping is strong with most consumers, however, the reason that situational factors can overrule habitual behaviour is found in the definition of a habit, since habitual behaviour is contingent on the opportunity to perform that behaviour under similar circumstances. Therefore, “[...] *habitual forces are probably less operational when [behaviour] is novel or blocked by some objective constraints*” (Aarts et al., 1998: 1369). In other words, when consumers are influenced by situational factors habit is weakened and may be overruled if the perceived utility of OGS is sufficiently high.

#### 7.1.1 Sub-conclusion

The results of this study have been largely consistent with prior research in asserting the perceived drivers and barrier of OGS, however, there is evidence to suggest that some barriers have been overcome, e.g. the perceived risk of online payment and the perceived complexity. From the results, some alterations to the integrated model have been made, forming the revised model, Figure 4. This includes the insertion of the modified barrier post-purchase complexity; the perceived ease of use as a driver; shopping enjoyment as a barrier and shopping displeasure as a driver; trust as a direct and indirect influence on intention minimising the barriers; and a direct link between subjective norm and intention. Beyond this, the theoretical implications indicate that the influence of habit does improve the understanding of the low adoption of OGS, verifying habit as a construct of the theoretical frame. Moreover, an important implication of this study is that situational factors seem to precondition the influence of the drivers of attitude. Convenience was

currently found to be outweighed by the barriers, but when the participants imagined themselves under the influence of situational factors, the perceived convenience increased to the extent that the barriers and habit could be overcome. From a theoretical viewpoint the drivers of attitude towards OGS are strengthened by the influence of situational factors, and the barriers are minimised by trust. Still, the results do not merely hold theoretical implications they also hold managerial implications for current and future e-grocers on the Danish market, these will be addressed in the next section.

## 7.2 Managerial implications

The findings of the study have important implications for e-grocers and potentially also for other e-retailers. From the results of this study it is argued that consumers who live farther away from an offline supermarket, have a family, or are invalidated by physical ailments, i.e. are influenced by long-term situational factors, will be more inclined to do OGS. In other words, the situational factors trigger the change in behaviour, but they are beyond the e-grocers' control. However, the situational circumstances can be used as a basis for marketing communications content and target advertising, as suggested by Hand et al. (2009: 1216). For example, advertising focusing on the added convenience of OGS could be placed in relevant magazines and outer-area newspapers. Yet, for consumers under situational influence, OGS has higher utility and the adoption may thus prove easier. However, consumers alike to the participants of this study, who are not under any of these situational influences and consequently are unlikely to change their habits, comprise a hard-won target group for e-grocers. Therefore, the implications will mainly be directed at attaining these consumers. In that regard, the following implications are perceived to be the most relevant.

As stated in section 4.2.1, the new way of doing things must make old routines easier in order to successfully change a behaviour. However, the experienced participants found it difficult to navigate the OGS-websites, which was mainly due to an inferior search function. It is thus important that e-grocers design a website, which is simple to navigate and has an effective search function. The findings suggested that the inexperienced participants did not suppose that the OGS-websites would be hard to navigate, i.e. their perception of complexity was low. However, they did perceive the process of returning damaged or wrong goods highly complex. As proposed

by Morganosky and Cude (2000: 25), e-grocers must be careful not to replace in-store stressors, such as cueing, with parallel online stressors, such as the hassle of having to return goods. E-grocers should consequently have an attractive compensation and replacement policy. These policies, along with information regarding return procedures, should then be explicitly and clearly stated on the website in order to address any consumer concerns. In sum, it should not require high online navigation skills and effort to do OGS, as it will minimise the likelihood of adoption.

Beyond making clear and explicit statements about the return procedures on the website, e-grocers should generally aim at reducing the risk of consumers having to return goods. As suggested by Ramus and Nielsen (2005: 350), this can be done by setting high quality standards for the selection of each grocery item as well as for the process of handling in terms of packaging, transportation, and delivery to the consumer. This will consequently also reduce the risk of receiving good of inferior quality. Such procedures already seem to be in place, as the experienced participants stated to never have received damaged goods as a result of mishandling, and that they trusted e-grocer to pick out the freshest vegetables. Nonetheless, having one bad experience with OGS is likely to make consumers revert back to status quo. Hand et al. (2009: 1216) argued that the adoption of OGS is frequently re-evaluated and, as a consequence, the post-purchase evaluation is crucial to the decision of whether to continue or discontinue with OGS. It is thus imperative that e-grocers consistently deliver high quality goods, as it will lead to consumers trust and increase the likelihood of the continuous use of the service.

For inexperienced consumers, who perceive high risks, trust needs to be instigated by means of subjective norm, as implied in section 6.6.1 and 7.1. One of the most cited referents was Trustpilot.com. The participants did not trust all reviews blindly, although they appeared to be influenced by the overall evaluation of the company in question. Nevertheless, how the company handled reviews was found to influence consumer beliefs, and e-grocers should thus make sure to handle any inquiry appropriately. Furthermore, stories about positive experiences from experienced referents were found to be highly influential, this is consistent with research on online word-of-mouth, which has proven that opinions given by experienced customers have a

significant effect on new customers purchase decision-making (Bataineh, 2015: 127). E-grocers should thus share, or invite customers to share, these stories on their online platforms.

Still, establishing trust among experienced consumer might not result in OGS-behaviour since the barrier of the fixed minimum amount will be likely to take effect. Lowering the amount would make consumers able to do smaller amounts of purchases online, and based on the statements from some of the participants in this study, this would mean that they would increase the use of online supermarkets. The second factor related to cost, i.e. the delivery fee, was perceived to make online shopping more expensive. However, one experienced participant elicited that the grocery items were cheaper online than offline, thus possible outweighing the cost of delivery. In order to get consumers to try OGS, in addition to lowering the minimum amount, the delivery fee could be eliminated, at least initially. For example, eliminating the delivery fee off of the first three purchases would allow new customers to try the service, establish trust in the quality of the goods and service provided by the e-grocer, and perhaps initiate a new habit, or at least provide reason enough to use the service occasionally. In the case of the latter, the participants of this study found OGS to be an optimal way of procuring groceries for larger events. E-grocer could thus promote OGS for occasional use, and consequently acquire consumer, who would otherwise not use the service, albeit only temporarily.

Consumers who do not use the service, possibly attach hedonic values to offline shopping. Most participants of this study found it enjoyable to roam the supermarket isles for good deals and to have some form of personal interaction while doing so. Conversely, OGS was found to be an impersonal experience. OGS will probably never be able to provide consumers with the same experience as gained offline, although a participant suggested that virtual reality would be able to enhance the online experience in the future. Nevertheless, a strategy could be for e-grocers to point out that the time saved by shopping online leaves the consumer with time to do more enjoyable things than going to the supermarket, e.g. be with family or friends. In other words, the negative belief that the social aspect is not present in OGS could be compensated by the positive belief that consumers' gain quality time. Yet, OGS still would infer the lack spontaneity that was subject to concerns in this study, even though it may only concern one to two hours a week where

consumers are prohibited from making spontaneous plans. For the inexperienced consumers, this was possible due to a belief that the window of delivery was over wider. The lack of spontaneity could thus be downplayed by e-grocers, by placing focus on the fact that the consumer can pick out the hour in which they want their delivery to take place, and that this hour can be used for enjoyable things, such as homely recreation. Furthermore, e-grocers should have procedures and high-standards for on-time delivery, as late deliveries will influence attitudes and the subsequent intention negatively.

The last managerial implication will address a possible target group, namely young people who just moved away from home. This potential target group was pointed out by the second focus group. The idea behind targeting this segment is that they have yet to form their own habits in terms of grocery shopping, beyond this, they are perceived to shop online to a greater extent than most other consumer segments. It is therefore proposed to be easier to instigate the habit of OGS with this segment, since habit is weak and they are believed to perceive less barriers. For e-grocers to reach this segment, it will possible require to lower the minimum amount, as previously proposed, and/or offer student-discounts, as incentives to use the service.

#### 7.2.1 Sub-conclusion

E-grocers have to enhance the effectiveness of their website and procedures, minimise the barriers in relation to cost, increase trust by consistent superior performance and quality, and target consumer and segments with appropriate value propositions. It is important to clarify that the managerial implications do not denote that habits can be fully changed or formed. In this study and in the study by Hand et al. (2009: 1216), OGS is found to complementary to buying groceries in offline supermarkets rather than substitutive. In some cases, it will be necessary for consumers to shop offline due to OGS lacking the opportunity of fast delivery, e.g. in the case of running out of milk, or any other needed item. Nonetheless, the proposed managerial implications will help to minimise the disparity between online and offline grocery shopping, and help to form or increase a positive attitude towards OGS.

## 8 Conclusion

The purpose of this thesis was to *study the influence of attitudes and habit on online grocery buying intention, in seeking to explain the low adoption of online grocery shopping*. The study will thus provide an answer to the problem statement: *What are the drivers and barriers of attitude towards online grocery shopping intention and behaviour, and how does habit influence the intention to purchase groceries online?* The first part of the purpose, i.e. to study the influence of attitudes on the intention to do OGS, is twofold since the aim was to identify the attitudes that act as drivers of buying intention, and correspondingly, which attitudes constitutes barriers, leading consumers away from buying intention. The attitudes driving consumers towards OGS were found to be the *perceived time-pressure*, the *perceived physical effort*, and *shopping displeasure*, which are all connected to offline shopping, and lastly the *perceived ease of use* of the online supermarket website and *positive subjective norm*. Conversely, the barriers of attitude towards doing OGS were found to be the *perceived risk*, the *perceived post-purchase complexity*, and the *perceived cost* of OGS, and lastly offline *shopping enjoyment* and *negative subjective norm*.

In this study, it was apparent that the barriers outweighed the drivers, as the perceived convenience and the perceived ease of OGS were not great enough to instigate a change in intention and behaviour. A reason that was exhibited in this study is that many consumers live close to an offline supermarket, which reinforces the habit, as it is easier, quicker and possibly cheaper to go to the supermarket, than to shop for groceries online and thereby have to wait as well as pay for the delivery. In addition, a high level of shopping enjoyment was attached to offline shopping, attributing to it being the preferred choice. The influence of subjective norm was found to influence and instigate trust with consumers, thereby having a mediating effect on the perceived barriers of OGS. The post-research result indicated that positive social influence is able to overrule the barriers, as it heightened the perceived utility of OGS in this case. However, if the perceived utility of OGS is low, it is arguably unlikely that changes in intention and behaviour will occur as a consequence of positive social influence. The most prominent barriers were perceived the perceived risk of handling and inferior quality, the perceived post-purchase complexity, and the perceived cost, specifically the fixed minimum amount. The perceived risk of online payment received only weak support, which is proposed to be due to general online shopping experience.

From the results of this study, it can thus be argued that one explanation for the low adoption of OGS lies in the barriers of attitude exceeding the drivers of attitude. However, it should be kept in mind that even if the attitude towards OGS is predominantly positive, it does not necessarily instigate a change in behaviour and habit, i.e. there can occur attitude-behavioural inconsistencies as described in section 4.1.2. This is due to the moderating effect of habit on intention.

In addition regards to the second part of the purpose, the findings suggest that the process of adoption is severely impeded by the influence of habit on intention. The influence is twofold. Firstly, as proposed by Aarts et al. (1998: 1355), habit is likely the greatest barrier to new behaviour, since it is an automatic response to a specific situation, i.e. instead of engaging in a deliberate process about the alternative, the decision to go to the offline supermarket is a heuristic shortcut to solve the problem and achieve the goal of filling up the fridge. Secondly, when/if consumers do engage in the deliberate process of weighing the alternative of OGS, the perceived utility of the alternative has to be higher than that of the habit. If it is lower or equal to that of the habit, it will commend consumers to uphold status quo. Habit is thus determining intention and behaviour to the extent that consumers do not actively consider the alternative of online grocery shopping, or in case that the perceived utility of the alternative is low.

An important finding of this study was that a high perceived utility of OGS was preconditioned by situational factors, and that situational factors comprise the influence that is most likely to overrule habitual behaviour and pave the way for adoption. It should be kept in mind that this is not confirmed by the study, as appropriate participants were not represented in the focus groups, thus the finding is based on suppositions elicited by the present participants. Nevertheless, it is believed that long-term situational factors, such as having kids, living far away from an offline supermarket, and/or being invalidated by physical ailments, as well as short term situational factors, such as hosting a larger event, will increase the perceived convenience of OGS. In these cases, OGS is proposed to be the optimal choice of shopping channel, since the situation will infer on or more of the following issues: increased time-pressure, increased time-consumption of offline shopping, larger amounts of groceries, and a decreased ability to carry home the groceries. These situational factors can weaken the habit, since they instigate constraints to the usual

behaviour. However, as previously stated, the consumer has to actively deliberate on the alternative option of OGS and subsequently find its perceived utility higher than that of offline grocery in order to initiate a change in grocery shopping behaviour. In sum, situational factors can weaken the habit and increase the perceived utility of OGS, but only if OGS is consciously considered as an alternative to offline shopping.

Another important finding of this study is the indication that once a consumer has tried an OGS-service and has had a positive experience, the perception of risk is considerably reduced due to an increase in trust. Trust based on experience is thus expected to have a direct influence on repurchase intention, since an increase in trust will reduce the uncertainty and perceived risk of OGS and increase the willingness to shop online. Even though the consumers of the present study did not use the online supermarket as the single source of shopping, trust had been established due to the experience of a high level of service, and, consequently, they had intentions to do OGS again, especially if under the influence of short or long-term situational factors.

In previous research, Hansen (2008: 135) found attitude to be the most important predictor of online grocery buying intention. Attitude is also important, since it can still determine intention. To the extent that habit is weak, possibly due to the influence of situational factors, attitude-behaviour consistency can occur. In this case, the drivers of attitude have to be greater than barriers in order to overrule habitual behaviour. In case the attitude is predominantly negative, a change in behaviour would be unlikely to occur, even without the proposed influence of habit. Attitude thus pose an influence on intention and subsequent behaviour in connection to OGS if it is negative. However, this is congruent to upholding status quo.

In summation of this study, habit moderates the attitude-towards-behaviour relationship, i.e. it influences the intention to behave in accordance with one's attitude. The influence of habit can thus explain why Danes do not do OGS to a greater extent, as they might not consider the option of OGS, even though they might be one in the 42 pct. that perceive themselves as busy and think that family time suffer due to that, or they consider it, but find the utility to be lower than that of offline shopping. Either way, they stick to status quo, thus providing an explanation to the low adoption of OGS.



## 9 Suggestion for future research

In this, the final chapter of this thesis, some brief suggestions will be made for future research based on the limitations of the present study.

Firstly, the present research is limited by the methodological choice of applying a mono-qualitative method. Future research could thus apply a quantitative method, such as a survey, to test the revised model, Figure 4. In this case, the present study can be viewed as a pre-study of the problem, which can provide the quantitative survey with specific variables to be tested and quantified (Halkier, 2009: 17). Knowledge produced by the quantitative research could then be followed up by new focus groups, in order to qualify the explanations of the patterns emergent from the data (ibid., 2009: 19). This way there is a reciprocal action between the qualitative and the quantitative data, where the qualitative data can be used to gain a deeper understanding of the patterns uncovered by the quantitative data. This reflects the idea behind the hermeneutic circle, as described in section 1.6, i.e. that interpretation can continue endlessly.

Secondly, this study is limited in that all the participants of the two focus groups were of the same age as well as they were not under the influence of any situational factors, such as having children. Future research should thus test the influence of habit and situational factors on differing consumer segments, in order to establish whether consumers that are under the influence of different situational factors do attach higher perceived utility to OGS. This should include testing of the younger consumer segment that were proposed in section 7.2 on managerial implication.

Thirdly, the present study has not been able to test actual behaviour (see Verhoef & Langerak, 2001: 284). Future research could thus include measures with regard to actual OGS-behaviour, allowing consumers to evaluate the actual utility of OGS. These measurements of OGS patterns could possibly prove the attitude-behaviour inconsistencies and the influence of habit.

Finally, since this study is limited to grocery retailing, it would be interesting to verify the revised model by testing it on other categories of goods bought online, such as clothing and electronics. Additionally, it would also be interesting to test the model on the other version of OGS, which was presented in chapter 2, namely meal-box solutions.

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## 11 Appendixes

### 11.1 Appendix 1 – Focus group invitation



**INVITATION TIL KAFFEPAUSE**

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24 APRIL KL. 14.00 ELLER KL. 15.30

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CBS - SOLBJERG PLADS 3 (LIGE VED FREDERIKSBERG METRO ST.)

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Trænger du til en kaffepause og en god snak? Så kom og deltag i en **fokusgruppe** under temaet *køb af dagligvarer på nettet og indflydelsen af vanens magt*.

Alt vil blive anonymiseret, og det tager **max 1 time**.

Hvad du får ud af det:

- Alt den kaffe, te, frugt og kage, som du kan drikke og spise.
- Spændende viden og hyggelig dialog.
- Muligheden for at vinde **to biografbilletter**.

Formålet med fokusgrupperne:

- At få diskuteret og uddybet de holdninger og synspunkter I har forbindelse med det at **købe dagligvarer på nettet og indflydelsen af vanens magt**.
- Danne viden til **mit speciale**.

Hvem er inviteret?

- **Alle**, men jeg søger folk der **ikke har prøvet at købe dagligvarer på nettet**, og folk der **har prøvet at købe dagligvarer på nettet**, dog **ikke måltidskasse-løsninger**, som fx fra Aarstiderne.com og retnemt.dk.
- Gruppe 1 er inviteret til kl. 14.00 og gruppe 2 er inviteret til 15.30

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TAK FOR DIN OPMÆRKSOMHED, JEG HÅBER PÅ AT SE DIG DEN 24.

MVH. CATHRINE

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## 11.2 Appendix 2 – Topic guide

### Introduktion:

- Tak fordi at I ville komme. I er her i dag for at skabe viden til min kandidatafhandling som omhandler køb af dagligvarer på nettet og indflydelsen af vanens magt.
- Introduktionsrunde (Cathrine, Mette (hjælper), alle andre; navn, alder, beskæftigelse)
- I dag skal vi snakke om det at købe dagligvare nettet, og hvad jeres holdninger er i forbindelse med det. Og så skal vi også snakke om vaner i forbindelse med indkøb.
- Introduktion til fokusgruppe:
  - o Ikke et interview
  - o Det er jer der skal snakke og diskutere
  - o Jeg har nogle emner
  - o Det er først og fremmest jeres holdninger, de er alle lige vigtige og der er ingen rigtige og forkerte svar.

- 1) Isbreaker: Hvad tænker I om det at købe dagligvarer på nettet? Både de positive og de negative aspekter i kan komme på.
  - a. Øvelse: Brug 1-2 minutter på at skrive stikord ned.
- 2) Startspørgsmål: Hvad fik jer til at købe/hvad kunne få jer til at købe dagligvarer på nettet?
  - a. Hypotetiske scenarier: Kan i give eksempler på hvad der ville få jer til at købe dagligvarer på nettet?
- 3) Hvad holder jer fra at købe dagligvarer på nettet? / Forbinder i nogle bestemte risici med det?
- 4) Hvad er jeres normale vane i forbindelse med dagligvarer indkøb? (Oplevelser og erfaringer)
  - a. Har det en indflydelse på om i vil købe dagligvarer på nettet?

### Emneoversigt - teori:

| Emne                  |  |
|-----------------------|--|
| Time pressure         | Opfatter i at det ville spare jer tid at handle på nettet? Hvorfor/hvorfor ikke? |
| Physical effort       | Hvad forbinder i med at handle i en fysisk butik?                                |
| Perceived risk        | Hvilke risici forbinder i med det at handle på nettet?                           |
| Perceived complexity  | Handler i andre ting på nettet?  |
| Price                 | Forbinder i nogle omkostninger ved det at handle på nettet fremfor i butikken?   |
| Subjective norm       | Har andres holdning en indflydelse på hvad I køber?                              |
| Situational influence | Hvad skulle der til for at ændre vanen?  |
| Habit                 | Overvejer i at købe madvarer på nettet? Hvorfor/hvorfor ikke?                    |

### Debriefing:

Hvordan har i oplevet det at være med i dag?

### 11.3 Appendix 3 – Transcript of focus group 1

Moderator: CP

| Quote no. | Transcript   | Speaker |
|-----------|--|---------|
| 1         | Introduktion + øvelse  |         |
| 2         | Jeg kan godt starte. Jamen jeg tænker, at det også er lidt <b>let</b> at købe dagligvarer på nettet, fordi det kommer lige til døren og der er <b>ingen impuls køb</b> , som meget af det der koster penge hen ad vejen. Og jeg har også hørt, at nogle gange så kan man få det <b>leveret</b> hele vejen ind ad døren, også selvom man bor på 4. sal, og det gør det også <b>nemt</b> , hvis man nu skal ud og <b>købe rigtig meget ind</b> . Så det synes jeg lyder rigtig godt.   | PD1     |
| 3         | Ja, men jeg vil godt fortsætte. Jeg har handlet igennem noget der hedder Nemlig.com et par gange. Og har også handlet for andre, min kærestes <b>mormor</b> , hun er er ældre dato og bor på plejehjem, og får så varer den vej igennem. Og de positive ting synes jeg hvert fald er <b>gennemsigtighed af priser</b> , og <b>hurtig levering</b> . Og jeg synes personligt, at der er <b>højere service</b> end jeg oplever i butikkerne når jeg handler, og også hvis der er dårlige varer, så <b>får man en ny varer</b> , hvor hvis man finder noget der ikke er godt nede i Rema1000, så får man bare at vide, at der står en skraldespand. Og udenlandske varer sætter jeg også meget pris på, jeg kan godt lide tyske varer. Så det synes jeg i hvert fald er rigtig positivt. Og så lidt i kontrast til det du (henvendt til PD1), så synes jeg at <b>impuls køb bliver større</b> når jeg handler på nettet, fordi så er der de gode tilbud, så det er i hvert fald et minus fra min side, at jeg <b>bruger lidt flere penge</b> når jeg handler på nettet. | AMM1    |
| 4         | Ja, altså for, der vil jeg også sige at det er <b>nemt</b> , især når man <b>ikke har bil</b> , så er det dejligt med de <b>store tunge varer</b> , at de kan komme ind af hoveddøren med det samme. Og så til en start, når vi kommer til de negative synspunkter, så har jeg nogle andre ting der vejer imod, men til en start, så vil jeg sige, at man <b>undgår de her impuls køb</b> , fristelserne, det er nemmere at holde sig til en indkøbsseddel, til at starte med i hvert fald. Så hvis man gerne vil holde sig til <b>indkøbssedlen</b> og den slanke linje, så synes jeg ikke at det var så fristende, i hvert fald i starten. Og ja, så er <b>det hele samlet et sted</b> , i stedet for at jeg, i fysiske butikker, så er der nogle ting man skal have i Netto, og nogle ting man skal have i Irma, og så skal man til en helt tredje for at få blomster. Så det er rigtig rart, at man bare kan <b>få det hele overstået på én gang</b> .   | ME1     |
| 5         | (IT-mand synspunkter - omkring bagvedliggende systemer)  | CE1     |

|    |   |      |
|----|---|------|
| 6  | Jeg tror, at jeg er meget enig i det alle har sagt, med at man sparer rigtigt meget tid, tror jeg. Og er man en <b>børnefamilie</b> , så tænker jeg, at det må være rart, hvis man har tre børn og så hurtigt lige kan klikke det hjem som man skal bruge, og så <b>bruge tiden på noget andet end at gå ud og handle ind</b> . Og så er der også et <b>godt overblik</b> , og hvis, som du (henvendt til AMM) sagde, har en speciel diæt eller spiser palæo eller et eller andet, så kan måske <b>nemmere finde alt</b> det i en, eller på en eller anden hjemmeside, i stedet for at man skal rundt til alle mulige steder for at finde det. Og så det med, som du (henvendt til ME) sagde med, at man måske har en <b>madplan</b> , så man køber ind til en uge af gangen, i stedet for at man hele tiden går ned lige og køber lidt forskelligt, det tænker jeg må være det positive. | MD1  |
| 7  | Mht. det der med søgefunktioner, der synes jeg så - nu bruger jeg Nemlig.com, når jeg bruger det - og der synes jeg, at deres <b>søgefunktion er for dårlig</b> . Det synes jeg, og den kunne laves bedre, fordi den er sådan, altså man er jo vant til Google ikk', hvor man kan skrive hvad søren man vil, og så skal den nok prøve at forstå hvad det er man mener. Hos Nemlig.com der er det sådan, at hvis du ikke har stavet det præcis som det staves, eller sådan som deres produkt fremstår, så finder man det ikke. Og så skal du selv manuelt gå ind og sige: okay jeg tror, at det hører til den der kategori, så må jeg nok kunne finde det, men det kan være lidt <b>svært</b> .  | ME1  |
| 8  | (IT-synspunkt på søgefunktion, ikke nemt at lave en god søgefunktion). <b>Det skal være supernemt</b> at finde frem til tingene. Man kan jo ikke gå rundt på samme måde, jo man kan jo selvfølgelig gå alle kategorierne igennem ..   | CE1  |
| 9  | Men så ophører hele ideen, for meningen er vel at det bare lige skal være let, og at man bare lige vupti finder det hele, men hvis man sådan ligesom skal sidde og bruge lang tid på det, <b>så kan man ligeså godt gå ned i Netto</b> .  | PD1  |
| 10 | (IT-synspunkt: tracke og hjælpe brugeren, men også lede forbrugeren i fordærv)  | CE1  |
| 11 | Ja, man får jo også mails med gode tilbud.  | ME1  |
| 12 | (IT-synspunkt: Tracking af adfærd på sociale medier, og på tværs af medier)   | CE1  |
| 13 | Ja, og endda skridtet videre og forudse, hvad de vil købe. (...) Det ser jeg som en kæmpe fordel. (...) Gemmer præferencer, og giver dig de tilbud du vil have, men selvfølgelig gemt så det ikke er så åbenlyst.   | AMM1 |
| 14 | Ja, så det ikke skræmmer brugeren   | CE1  |
| 15 | Meny, de havde den der reklame med, at man nu kan få personlige tilbud, og vi gik direkte i fælden og tilmeldte os, og det giver jo også nogle fordele rundt omkring, men ideen var jo så, at man skulle få de her personlige tilbud hele tiden, det gør vi overhovedet ikke. (... eksempler)   | PD1  |

|    |  |     |
|----|--|-----|
| 16 | Nej, så det er bare ikke så godt endnu, det er <b>ikke personligt nok</b> , og du føler ikke, at det er rettet mod dig   | CE1 |
| 17 | Overhovedet ikke (... eksempler). Personligt, ahr, og nu gør i det endda åbenlyst at i tracker, hvad vi køber  | PD1 |
| 18 | Nej, så god er man ikke til det i dag helt, det er noget som mange firmaer kæmper med  | CE1 |
| 19 | Altså jeg tænker også på det der med, at man kan få meget lavet <b>personligt</b> med, hvad man køber osv. Det kan man jo også gøre endnu bredere, hvis man handler på Nemlig.com, så kunne man <b>linke til nogle blogs</b> der havde nogle opskrifter på lige præcis det man spiste, man kan jo gøre det ret bredt og ud til større cirkler. Hvis det nu det var, at man havde noget særligt, palæo eller gluten eller et eller andet, så man på den måde kunne gøre det større end bare det at handle, og at på den måde, via ens interesse, kunne <b>brede det ud</b> .  | MB1 |
| 20 | I ser muligheder på sigt, men ...  | CP  |
| 21 | Som nok ikke bliver brugt så meget endnu. Det er også nogle trends generelt på internettet, som begynder at komme, men Nemlig.com og andre dagligvarebutikker ikke helt har <b>ikke benyttet sig optimalt af</b>   | CE1 |
| 22 | I nævner at det er nemt, hvad forbinder i med at det er nemt?  | CP  |
| 23 | Det er som regel <b>fysisk</b> , vil jeg sige. Når man <b>kun har sin cykel</b> og man skal <b>købe ind til 30års fødselsdag</b> , så er det ret mange turer frem og tilbage, hvis man skulle gøre det på cykel, så er det meget rart at sige: okay, lige til denne her <b>begivenhed der tager vi det altså via nettet</b> . Hvilket det så for mit vedkommende også er endt med, altså jeg kunne rigtig godt <b>se fordelene i starten</b> , ved at man handlede der til dagligt, og fristelserne var der ikke ligeså meget, som når man er på vej op til kassen, men da jeg så var kommet så meget ind i det, og brugte det som den eneste ting, så fik nettet samme virkning på mig, som når jeg var i en fysisk butik. Så det endte faktisk med, at <b>så kom impuls købene</b> også. Plus at der også er den lille hage, i hvert fald ved Nemlig.com, at <b>man minimum skal købe for 400 kr.</b> , og det er altså ikke altid at man kommer op det beløb, og så kommer der altså nogle ting i indkøbskurven. Ja, så bliver man <b>nødt til at købe mere</b> , hvilket så også har gjort, at jeg har holdt mig lidt mere fra det, så det efterhånden, udover at jeg gerne vil holde mig mere til indkøbssedlen, så er det efterhånden blevet til, at jeg <b>bruger de fysiske butikker til det daglige, og så til store arrangementer, så er det nettet</b> . Men så er jeg også et <b>vanedyr</b> , jeg <b>kan ikke lide at jeg ikke kan se den samme emballage</b> , som jeg er vant til, og det har de altså ikke altid, den pakke som jeg plejer at få i Netto, den kan jeg ikke få på nettet. | ME1 |

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|    | Det kan afgøre det meget for mig. Så laver jeg sådan en liste med, ej <b>dem gider jeg ikke at købe på nettet, dem vil jeg købe i de fysiske butikker.</b>   |     |
| 24 | Så vane spiller en rolle?  | CP  |
| 25 | Selvfølgelig kan man sige, at <b>man kan vende sig til alt.</b> Og nåh okay, så må jeg begynde at købe den der ost, den ser lidt anderledes ud, men den smager sikkert ligesådan.  | ME1 |
| 26 | Ja, jeg tror faktisk at det er <b>400 kroners-reglen</b> der ofte gør, at vi ryger tilbage til det normale. Det er faktisk det der skader Nemlig, jeg ved godt, at de gør det for ikke at skulle spille for mange penge på levering, men jeg tror, at det <b>skader deres udvikling ret meget.</b> Fordi, hvis vi står og skal købe ind og skal have nogle ting nu, men vi har kun for 2-300 kr., ej så <b>gider vi ikke at sidde og finde alle mulige ekstra produkter,</b> så cykler vi bare de 2 minutter ned i Netto og handler ind. <b>Og den største fordel ved Nemlig, det er de store indkøb,</b> ser jeg, og at man kan få dem <b>leveret.</b> Og i teorien kunne firmaer som Netto også sagtens understøtte at du gik ned og sagde: jeg vil have den, den og den, lever det til mig i morgen. De kunne også have være med på den der bølge, og så synes jeg ikke, lige nu, at de der online dagligvarebutikker har så meget mere at byde på. Altså indtil at der kommer noget <b>personalisering</b> og de <b>gør det nemt at søge frem til ting.</b> Når man står lige nu, og i Netto, der ved du hvor varer er, og her der skal du fremsøge varerne, og når du så alligevel har denne her <b>400 kroners-regel</b> som du skal ud over, så kommer der alligevel en del barriere, i forhold til bare lige at <b>cykle ned, 2 minutter,</b> og lave de indkøb. | CE1 |
| 27 | Ja, jeg synes vi <b>brugte flere penge</b> faktisk. I den periode hvor vi brugte det til dagligt, der synes jeg, at vi brugte flere penge. Fordi, nåh men jeg skal op på de her <b>400 kr.,</b> så tager jeg lige en ekstra pose fuglefrø. Det endte det med, og ja, så også fordi at fuglefrø er sindssygt tunge at kører hjem.   | ME1 |
| 28 | Så jeg tror, at der er <b>stort potentiale,</b> men lige nu bliver mange af <b>fordelene ikke udnyttet godt nok,</b> og så er der bare mange <b>irritationer der gør, at vi falder tilbage til de normale indkøb.</b>  | CE1 |
| 29 | Dem der har prøvet det, I nævner, at større events får jer til at bruge det. Hvad kunne få jer andre til at købe dagligvarer på nettet?  | CP  |
| 30 | Jeg tror, at hvis jeg vidste, at der var rigtig meget <b>økologisk</b> samlet et sted, altså hvis der var nogle særlige varer, som jeg rigtig gerne ville have, så tror jeg, at <b>hvis jeg vidste at det hele var der, så ville det være nemmere.</b> Og også som I siger, så hvis man har et eller andet stort <b>arrangement,</b> og man ikke gider at <b>slæbe alle mulige poser,</b> det tror jeg også at det ville være sådan for mig. Men altså, vi bor <b>2 minutter væk fra Netto,</b> og jeg synes, at det er meget <b>hyggeligt</b> lige at gå ned, og man kender efterhånden personalet  | MB1 |

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|    | dernede, og så kan man lige sige hej. Det synes jeg er meget hyggeligt, så derfor synes jeg at, ja, at det er derfor at jeg ikke bruger det.  |     |
| 31 | Ja, jeg tror også, at det er derfor, at jeg ikke gør det, altså to grunde: et jeg <b>bor 2 minutter fra en Netto</b> og 5 minutter fra en Meny, og jeg kan cykle mig til alt andet, så der er ikke nogen fordel i det på den måde. Derudover så er min <b>dørklokke i stykker</b> , så når folk de skal ind, så er det et problem, så at få leveret varen fysisk i opgangen vil blive et problem. Og sådan en lille småting gør, at <b>jeg ikke gider at sætte mig ind i det</b> . Og så er jeg heller aldrig hjemme når de så skulle <b>levere</b> , så kan man selvfølgelig vælge hvad tid på dagen de skal komme, men jeg gider ikke sætte mig ind i det. Jeg kan faktisk <b>godt lide at købe ind</b> , der er et eller andet hyggeligt over det, når man lige vælger alle andre tidspunkter end mellem kl. 16-17. Så kan jeg faktisk godt lide det, og jeg synes det er <b>hyggeligt</b> komme ned i min Netto og sige hej til (... personalet). | PD1 |
| 32 | Så der skulle være sådan en chatfunktion på Nemlig.com, så man også lige kan chatte med nogle af de andre der er derinde og handle (joke).  | CE1 |
| 33 | Det er jo ikke fordi man snakker, man er vel dansker, og kigger heller ikke nogen i øjnene før man betaler, men der er stadigvæk sådan noget <b>trygt</b> over det at man sådan lige skal ned i Netto, og selvom de har stillet varerne der, hvor de står megameget i vejen, jamen nåh, sådan er det jo altid   | PD1 |
| 34 | Jeg tror også, at jeg synes, at det er <b>hyggeligt</b> det der med at se mine Netto-drenge. der er sådan fem unge drenge der sidder dernede, og det er sådan; jeg skal lige ned til Netto-drenge og lige have et eller andet. Jeg kender dem jo heller ikke, men det er bare hyggeligt, at man ved hvem der dernede, og lige sige goddag og have en god dag.   | MB1 |
| 35 | Så der bliver nødt til at være <b>mere personlighed</b> ved Nemlig, man skal føle, at man handler med nogen, og ikke bare med en kold hjemmeside måske  | CE1 |
| 36 | (afbryder) <b>Det personlige element mangler</b>  | ME1 |
| 37 | Der er også en anden ting ved det der med at bruge Nemlig, de der <b>400 kr. gør at man skal lave en madplan</b> , og jeg er sindssygt dårlig til at lave madplaner. Jeg elsker når jeg endelig har gjort det, men jeg gør det nærmest aldrig. Det er måske to uger på et år, hvor jeg endelig får taget mig sammen til at planlægge mine måltider. Jeg <b>gider heller ikke</b> .  | PD1 |
| 38 | I begynder at nævne negative ting, men holder lige fast i de ting der kan gøre, at I vil købe madvarer på nettet. Hvis vi opstiller nogle hypotetiske scenarier; hvad nu hvis I fik børn?   | CP  |
| 39 | Jeg skulle faktisk lige til at sige det, at hvis der var noget der skulle gøre at vores <b>vaner skulle ændre sig</b> , så skulle det være sådan noget drastisk noget som at få <b>børn</b> . Fordi der kunne jeg forestille, og det jeg også se på vores   | ME1 |



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|    | <b>naboer</b> , de har sådan tre børn i gennemsnit og de har <b>fuldtidsarbejde</b> , og de kommer allesammen hjem sindssygt sent, og skal de allesammen nå at få børnene hentet, og nåh, men så har de også lige nogle indkøbsposer, så det er har de fuldstændig droppet, begge vores naboer de sværger til Nemlig.com, vi kan jo se at bilen kommer. Ja, så der kan jeg sagtens se, at I sådan en situation, der ville vi ændre vores vaner.   |      |
| 40 | Ja, man skal købe mere ind, <b>flere indkøb</b> , og man har <b>mindre tid</b> til at gå ned og hygge sig, og der er <b>mere der skal slæbes</b> .  | CE1  |
| 41 | Ja, det har meget at gøre med, hvilken situation vi også er i. Altså så længe jeg endnu ikke har et arbejde, og først skal starte studie igen her til sommer, så er det lidt mere <b>fleksibelt</b> kan man sige. Og det gode ved Nemlig.com er jo nemlig, at de har vide <b>leveringstidspunkter</b> , så det tror jeg da måske vil kunne gøre, at man <b>brugte det mere engang i fremtiden</b> . Så den <b>travle børnefamilie</b> , der kan jeg kan jeg forstå det, og hvor <b>karrieren</b> også fylder meget, der kan jeg forstå det.   | ME1  |
| 42 | Anne-Marie du nævnte også, at du handler ind for din kærestes <b>mormor</b>   | CP   |
| 43 | Ja, og det er jo også det <b>nemme</b> . Så bestiller man det hun skal have, og så er der en rigtig sød Nemlig-mand, som faktisk altid afleverer varer til hende, og de har opbygget et forhold, så han pakker faktisk også hendes varer ud, og det er ikke en del af servicen, men de hygger sig. Så jeg kan godt se lidt det <b>personlige</b> , ikke for mig selv, fordi det skal bare være nemt, og fordi før jeg startede på mit speciale, kunne jeg jo arbejde rigtig meget, så når jeg først fik fri kl. 18 fra, og så bare tænkte; nu skal jeg ned til sure mennesker, og har de overhovedet det jeg skal have, ej, det er <b>nemmere bare at få det leveret</b> , og jeg ved at de har det (jeg skal bruge), og igen, hvis der er noget der er dårligt, så bliver det <b>byttet med det samme</b> , og der er ikke spørgsmålstejn, de diskutere ikke med folk hvis det er. Og dengang vi brugte, og vi <b>handler selvfølgelig også stadigvæk i butikker</b> , så bruger vi appen, minetilbud, for at få denne her gennemsigtighed i priser. Og vi har regnet lidt på brug af Nemlig, og bruger nok mange penge generelt på mad i forvejen, men vi sparer faktisk (på at bruge Nemlig.com), for en mælk koster 3 kr. hvor den koster 5 kr. i Rema1000 og sådan noget. Så hvis vi kigger i det små, så tror jeg faktisk, at vi både <b>sparer tid og penge</b> på at gøre det. Og også at, min kærestes mormor der, hun kan få varerne, hun er ikke afhængig af, at vi skal have fri, og hun går i seng kl. 19, så vi kan næsten ikke nå ud til hende, hvis vi har været på arbejde, så det kan ske om formiddagen når hun er frisk, så vi har stor værdi af denne her Nemlig-mand der lige kommer forbi. | AMM1 |
| 44 | Det er også en fin <b>service</b> de så yder  | PD1  |

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| 45 | Jamen det er det, og det er jo ikke en del af deres service, men ja <b>de der 110 %, det gør jo også at man gider det.</b> I starten var der så en fejl, hvor vi havde bestilt nogle portere til hende, hvor vi havde bestilt 10, og så kom der 100. Men dem kom de samme dag og hentede, og sagde undskyld for fejlen. Og jeg synes, at der er super service. (Nævner minetilbud igen - gennemskuelighed)  | AMM1 |
| 46 | Dreje det over på de negative ting, I har allerede nævnt nogle, men hvad er det der holder jer fra at købe dagligvarer på nettet? Er der nogen bestemte risici, som I forbinder med det?  | CP   |
| 47 | Nu siger du risici, men det eneste jeg kan komme i tanke om, det er den der skide dør der ikke åbner, og hvor vi ikke kan høre dørtelefonen. <b>Hvordan i alverden skal jeg få leveret varen?</b> Det er nok den største risici, som jeg lige kan se. Og så skulle det fordi jeg <b>ikke kan stole på de der vognmænd</b> der kommer, men efter at have hørt sådan en historie der, så vil jeg da gerne tro på dem. Men nu har jeg så også hørt dårlige historier om dem, så .. Men det er nok også mest min egen dør, der gør, at jeg ikke lige kaster mig ud i det. | PD1  |
| 48 | Jeg tænker meget sådan <b>miljømæssigt</b> , altså at når flere og flere bestiller og skal bruge en masse biler til at køre rundt med Nemlig-varer, det giver noget mere miljømæssig forurening, end hvis man kører en masse varer hen til en butik, og så kommer alle derhen.  | MB1  |
| 49 | Men alle der kommer hen til butikken er jo potentielt også i biler. Så i stedet for at det er en bil der kører rundt, så er det jo så 100 biler der kører ...   | CE1  |
| 50 | (afbryder) Ja, det er selvfølgelig rigtigt, det kommer jo an på hvor man bor henne  | MB1  |
| 51 | De kører jo heller ikke kun med dine varer, de laver jo sådan en <b>rute</b> . Det er derfor, at når man går ind og bestiller, så skal man sige, hvornår man skal have det <b>leveret</b> , og så er der nogle tidspunkter hvor det er dyrere at få det leveret, så koster det hele 34 kr. at få det leveret, i stedet for i yderpunkterne, hvor det kan koste helt ned til 9 kr. at få det leveret. Og det er jo så fordi at folk kommer hjem fra arbejde på samme tidspunkt, og så vil alle jo gerne have den rute, og så er den rute jo overbelastet.              | ME1  |
| 52 | Ahr okay, jamen jeg troede, at det var sådan til hver kunde, at man kørte ud  | MB1  |
| 53 | Nej, det tror jeg ikke logistisk kan betale sig for dem heller, nej   | CE1  |
| 54 | Nej, men det var i hvert fald bare det som der slog mig allerførst, som jeg tænkte ville være noget <b>negativt</b> . Og så det der med at det er lidt <b>upersonligt</b> , men nu har vi lige hørt den søde historie om Nemlig-manden  | MB1  |
| 55 | Men hvis jeg var Nemlig, så ville jeg prøve på at <b>sprede sådan nogle historier</b>   | CE1  |
| 56 | Jamen altså, inden jeg prøvede det, og jeg har det stadigvæk også, hvis jeg prøvet nye leverandører, så er det helt klart, <b>hvordan de behandler varerne.</b>   | AMM1 |

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|    | Hvis jeg handler mælk, ligger de så i en bil, altså varmt i et par timer. Altså det er sådan noget jeg tænker på, og måske er lidt sensitiv overfor, hvordan min ... og der er jeg måske også lidt mere hys, fordi jeg ved fra min mor, som har arbejdet på hospital, at mælk kun må stå ude i så og så lang tid før der begynder en proces. Så det tænker jeg helt klart på, når jeg skal have varer, ja, behandlingen af dem. Og så har jeg selvfølgelig også, hvis der så er noget, <b>hvordan returnerer man madvarer?</b> Altså hvis man har et knust æg, kommer man så med det, og kommer der så et andet æg. Det er selvfølgelig sådan nogle ting som man tænker over. Og så <b>trustpilots</b> , jeg handler næsten ikke, generelt på nettet, hvis jeg ikke har været på Trustpilot og lige for god for at de ikke snyder |      |
| 57 | Og se hvordan de reagerer når der er nogle der er, altså der er altid nogle der er utilfredse på <b>Trustpilot</b> , så spørgsmålet er meget om ...   | CE1  |
| 58 | Ja, og <b>hæver de så penge og så får du ikke varerne. Kommer de tre timer for sent</b> , og sådan nogle ting. Nu har de har været forsinket to gange til Rasmus' mormor, og der har de sendt en sms at de er forsinkede, og det synes jeg faktisk også er en meget <b>god service</b> fra deres side, men det er helt klart også sådan noget som jeg går ind og tjekker, før jeg overhovedet, det er sådan generelt med nethandel, jeg tjekker lige inden jeg bevæger mig ud   | AMM1 |
| 59 | Ja, om der er brodne kar  | CE1  |
| 60 | Ja, men det der jo altid være. Ja, men sådan generelt om selve firmaet  | AMM1 |
| 61 | Er det noget i andre også genkender, det her med at tjekke? Har i nogle lignende usikkerheder?  | CP   |
| 62 | Jeg tjekker generelt også firmaer, også på <b>Trustpilot</b> , før jeg handler hos dem. Men mht. Nemlig.com, som jo er det mest konkrete eksempel vi har her, der har/føler jeg ikke de <b>risici</b> , fordi vi har jo set, og vi har prøvet at få <b>byttet</b> , og vi har set at de er hurtige til at bytte, og ja, der er ikke nogen dikkedarer  | CE1  |
| 63 | Ja altså, og de <b>stoler jo på deres kunder</b> . Jeg tror der er én gang, der havde de <b>glemt en vare</b> , og der ringede jeg så med det samme til dem og sagde at der manglede altså det der brød jeg bestilte, det er her altså ikke, og det undskyldte de mange gange, og så satte de så penge ind på min Nemlig-konto, sådan så det ville blive fratrullet ved næste gang vi bestilte. Og så ringede jeg også engang, hvor jeg havde købt nogle sovende påskeliljer, og de ville simpelthen ikke vågne op, og der ringede jeg jo så til dem, og det vidste de så godt, de havde hørt det fra mange andre, så der var ikke noget, og den her store diskussion, den var der slet ikke.   | ME1  |
| 64 | Nej, så vi føler os rimelig <b>trygge</b> ved det   | CE1  |

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| 65 | Ja og så mht. <b>hvordan de behandler varerne</b> , der har jeg jo så kunne se når de pakker ud og rækker mig poserne gennem hoveddøren, der kan jeg jo se at det er meget fint delt op, jamen tørvarer de er i den boks, og frysevarerne de ligger med en masse frostelementer rundt om sig. Og jeg kan mærke det, de er jo kolde og isen er jo ikke tøet. <b>Der er virkelig orden på det</b> , synes jeg, med hvordan de forskellige varer skal <b>opbevares</b> .   | ME1  |
| 66 | Var det noget der gjorde at du var tilbøjelig til ikke at bestille det i starten?   | CP   |
| 67 | Næh, det <b>tænkte jeg faktisk slet ikke over</b> . Jeg tænkte, at de har de nok styr på. Total naiv. Jeg tænker altså, man kender jo hjem-is bilen, og den kører jo rundt, og der er jo ikke rundt med smeltet is. Så tænker jeg, at <b>de vel også må kunne finde ud af det</b> , med den lille rute de har.  | ME1  |
| 68 | Er det noget i andre har tænkt over som en barriere for ikke at prøve det?  | CP   |
| 69 | Nej, for jeg er aldrig kommet så langt i tanken faktisk. Jeg har altid tænkt at det er smart, slut. Men når i så siger det, så ja, jeg ville da bliver <b>bekymret</b> for om jeg fik alle 10 æg leveret ordentligt, og om min mælk var kold, men det ville nok først være i det øjeblik hvor jeg sad derhjemme og fandt ud af hvad det var jeg skulle have. Ligesom jeg ville tænke; gad vide om min is når frem smeltet. Men nej, det er ikke som sådan en <b>barriere</b> lige nu, men nu hvor i siger det ...   | PD1  |
| 70 | Jeg tror også mest at jeg tænker på det der med <b>om man lige er hjemme</b> , altså at man lige skal time det med at man er hjemme, det vil være den største barriere for mig. Hvis man lige fik en <b>spontan aftale</b> , så åh nej, så skal jeg lige vente på Nemlig. Det er tit jeg lige hurtigt laver et eller for en ide, eller lige mødes med nogen, og så er det <b>irriterende, hvis man skulle sidde og vente</b> . Det ville være min barriere, tror jeg. Jeg tror jeg <b>har alt for meget tillid til sådan noget</b> , til bare at tænke at det har de nok styr på. | MB1  |
| 71 | Jeg kigger i hvert fald meget efter <b>gennemsigtighed</b> , både på deres hjemmeside, og på trustpilot og på deres priser og sådan noget. Om man kan stole på dem inden man kaster sig ud i at kaste penge efter dem.  | AMM1 |
| 72 | Jeg har også brugt trustpilot et par gange, men jeg synes nogle gange at <b>det kan være lidt svært</b> , for så er der jo alle dem der bare hylder det til skyerne, og så er der alle brokkehoveder, hvor man tænker: hold da op, I har da været igennem det hele, hvor der bare ikke er noget der gik godt.   | PD1  |
| 73 | Ja, men skal lige øve sig lidt i at læse de der <b>brokkehoveder</b> , fordi nogle gange så er det sådan nogle små hændelige ting som selvfølgelig sker, og så går folk bare helt i det røde felt lige med det samme. Og så synes jeg bare at det er spændende at så lige at se <b>hvordan virksomhederne griber det an</b> , og om de behandler det, eller om det bare er noget der får lov til at eskaleres. Og der synes jeg det er meget rart, dem hvor man kan se, at de går ind og  | CE1  |

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|    | siger: det er vi kede af, altså går ind og behandler kunde, og siger her er en eller en eller anden kompensation, så man godt kan se at kunden der kun har givet en stjerne og råbt og skreget, at det måske ikke var helt fair at de svinede virksomheden så meget til, det ser jeg i hvert fald ofte.   |     |
| 74 | Vi bruger det fx ofte til når vi køber ferier på nettet. (Snakker om hoteller og trustpilot)  | ME1 |
| 75 | I har snakket meget om trustpilot, er der andre der har indflydelse på om i vil købe dagligvarer på nettet? Bliver i influeret af jeres omgangskreds?   | CP  |
| 76 | Ja, det er jo nok også hvad man hører, sådan <b>mund til mund</b> , og man kan se <b>naboerne</b> bruger det, og det fungerer.  | ME1 |
| 77 | På den måde er det godt at det er synligt at vognen kommer.   | CE1 |
| 78 | Men det er ikke altid at de bruger deres egen, nogle gange er det bare en anonym, men de fleste gange er det deres, med logo på.  | ME1 |
| 79 | Jeg ville også sige at det sådan var <b>venner</b> og hvad man hører af <b>gode historier</b> rundt omkring, også de dårlige selvfølgelig. Hvis venner og <b>familie</b> siger at det er godt, så vil jeg da nok <b>turde at springe mere ud i det</b> , hvis jeg bare havde hørt det et eller andet sted fra, og bare tænkte: åhr det skal jeg prøve.  | PD1 |
| 80 | Jeg tror, at vores største <b>barriere</b> er den der <b>400 kroners-regel</b> , hvis den var nede på 200 så tror jeg at vi ville bruge det meget mere.   | CE1 |
| 81 | Ja, helt sikkert  | ME1 |
| 82 | Hvad hvis der var nogle der sagde, at de havde haft dårlige oplevelser?   | CP  |
| 83 | Så ville jeg <b>holde mig væk</b> fra det   | PD1 |
| 84 | Og ville det være et stærkere incitament?   | CP  |
| 85 | Det ville nok komme an på historien, og på groft det er. Det kan jo altid ske at et æg der er slået ud, men det er så nok <b>hvordan de håndterer det</b> , der er sådan det vigtige.   | PD1 |
| 86 | Og så at de sjældent laver en diskussion ud af det. Fordi jeg tror at det er enormt vigtigt for deres forretningsmodel.   | CE1 |
| 87 | Ja, altså hvis der først kommer en shitstorm, så er de på den   | PD1 |
| 88 | Ja, så er det hele ødelagt. Det kan gå helt grassat, ja.  | CE1 |
| 89 | Men det kommer også an på antallet af de her <b>dårlige historier</b> man har i omgangskredsen, for hvis der er bare er 50/50, så ville jeg nok ikke gide, og hvis der var mange, så ville jeg overhovedet ikke gide at bruge det. Men hvis det bare er en lille smule der kom ad gangen, så kunne jeg måske overveje det, og så lave min egen beslutning om jeg synes det er godt eller skidt. | PD1 |
| 90 | Hvis nu vi skal snakke en lille smule om vane, hvad er så jeres generelle vaner i forhold til det at handle ind?  | CP  |

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| 91 | Jeg <b>handler når jeg er sulten</b> . Det gør jeg faktisk, jeg ved ikke om det er noget psykisk eller hvad, men jeg skal altid handle når jeg er sulten. Nåh, hvad skal jeg så have i aften ..   | AMM1 |
| 92 | Det er der man køber mest slik, er det ikke? Når man er sulten, når man er ude at købe ind.   | CE1  |
| 93 | Jo, og så, jeg skal lige hygge mig i aften  | AMM1 |
| 94 | (Joker om det med at man lige skal forkæle sig selv)  |      |
| 95 | Jeg kender det faktisk godt, jeg gør det så bare i butikken. Vi handler ind nærmest dagligt, for vi tænker ikke så langt, vi tænker nærmest kun lige til hvad skal vi have i aften, og hvad skal vi lige have i morgen. (...) Jeg <b>handler meget dagligt</b> faktisk, det er en rigtig dårligt vane egentlig, at gå ned hver dag og bare købe en liter mælk. Men det er igen den der <b>madplan</b> som jeg aldrig får lavet, men som jeg burde lave.   | PD1  |
| 96 | Så ville du også blive ramt af den <b>der 400 kroner-regel</b> hos Nemlig. Fordi, hvis man godt kan lide, eller fordi man har en <b>vane</b> , hvor man ofte køber ind, så holder det jo ikke at man skal sidde og skrabe 400 kroner sammen på bonen hver eneste gang, det kommer man jo aldrig op på. Altså, vi køber ind et par gange om ugen, 1 til 2 gange, nogle gange 3 gange, men stadig så kan det være svært at komme over 400 kr., også når det er meget små dagligvarer man køber (...), altså så skal der alligevel nogle ting til før man når op på 400.   | CE1  |
| 97 | Altså jeg bruger også indkøb sådan lidt som <b>tidsfordriv</b> nogle gange, eller holde mig i gang kan sige, for man kan hurtigt blive meget isoleret når man ikke har et sted man skal være hver dag. Så sådan rent psykisk er det en rigtig god ide at komme ud af hoveddøren ofte, men jeg ved så også godt, at det kan betyde at man får brugt flere penge. Så jeg synes, at jeg prøver at tænke over, ahr kan vi ikke prøve at skære det ned til to gange om ugen, og det kræver selvfølgelig også noget <b>planlægning</b> , hvilket jeg så heller ikke er sindssygt skarp til. Det kommer også an på hvad for en stime man er inde i, nogle gange så har man en rigtig sund stime, hvor man er meget fokuseret på hvad man skal spise, og så andre gange så er det lidt mere sådan la la | ME1  |
| 98 | Måske er det derfor at Nemlig også mere retter sig mod <b>børnefamilier</b> , altså familier der i forvejen virkelig er nødt til at strukturere tingene meget for at få hverdagen til at gå op. Så passer det også bedre at man ligesom er nødt til at lave hele den her spiseseddel og så kan man så taste det hele ind. Og ligeså snart man er en lidt mere <b>dynamisk</b> type menneske, et mere dynamisk sted i ens liv, jamen så passer det ikke ligeså godt ind.   | CE1  |
| 99 | Ja, det fungerer faktisk bedst for mig nemlig, når det er virkelig sådan punkt for punkt. Så til <b>nytårsaften, 30års fødselsdag</b> , eller sådan et eller andet, så har jeg virkelig lavet menuen (...) så går jeg minutiøst igennem, og starter fra   | ME1  |

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|     | en ende af, ligesom en <b>madplan</b> , og så kan jeg bare sige okay og arbejde mig ned igennem (listen), <b>så fungerer det rigtig godt</b> . Og så også fordi man kan sige, at til sådan nogle specielle ting, arrangementer, kan man sige, så vil man også have nogle lidt mere <b>specielle fødevarer</b> . Og så er det da meget rart, at man ikke skal til en speciel slagter, for at få lige præcis den mørbrad man vil have, men at man godt kan <b>få det hele samme sted</b> .   |      |
| 100 | Ja, det er fedt med <b>specialvarerne</b> .  | CE1  |
| 101 | Noget af det I også har snakket om, det er det her med spare tid, men er det fordi, at I føler I jer travle i hverdagen? Og opfatter I, at det vil spare jer tid at handle på nettet?  | CP   |
| 102 | Altså, der er vi måske tilbage til noget med noget <b>vane</b> , også fordi at jeg er begyndt mere og mere at handle på nettet, derfor er det <b>nemt for mig</b> , det er let tilgængeligt, og hvis man lidt er i den, så tror jeg ...  | AMM1 |
| 103 | Gælder det så også for andre ting? Altså handler I andre ting på nettet, og er det det der gør, at det mere gennemskueligt?  | CP   |
| 104 | Elektronik, gør jeg i hvert fald. Så går jeg ind og <b>tjekker priserne</b> , så går jeg ned i butikken og holder den, og så jeg tilbage til nettet og så køber jeg den. Men det er også lidt et <b>mind-set</b> man kommer ind i, så kan man sidde i sin frokostpause, uden at man har travlt med nogle andre ting, så er det ude (ordnet). Og vi har også snakket om derhjemme, at <b>outsource</b> vores vasketøj, så jeg tror, at det er mind-settet i, også hvis man bliver en børnefamilie på et tidspunkt, at de her <b>tidskrævende ting</b> , som ikke er <b>kvalitetstid</b> , det bliver det ikke set som, i hvert fald ikke fra mit synspunkt, det kan man så outsource, og så er der nogle andre der gør det, og så kan man sådan også have lidt mere kvalitetstid, man kan snakke sammen og man kan se det man fik optaget, eller whatever. Så for mig er det mind-settet man går ind, der gør at det bliver nemt, fordi at det ligesom giver mere kvalitetstid. | AMM1 |
| 105 | Jeg tror også, at det vil spare mere tid, hvis man gjorde det til en vane. Hvis man fik lavet den der skide <b>madplan</b> , og fik købt ordentligt ind, så jo, så ville man spare tid. Og hvis det bliver sådan at man kan købe små indkøb, dagligt på nettet, så tror jeg egentlig <b>ikke at det ville spare mig synderligt meget tid</b> . i forhold til, nu bor jeg igen kun 2 minutter fra Netto, og det tager ikke lang tid at gå derned og komme tilbage igen. Og det ville nok tage ligeså lang tid at hive dankortet frem, medmindre det er tastet ind og man bare kan trykke køb.   | PD1  |
| 106 | Det gør det  | ME1  |
| 107 | Det gør det selvfølgelig også <b>smart</b> for dem, og så gør det det nok også hurtigere.  | PD1  |
| 108 | Når det bare er <b>småindkøb</b> , så er det også <b>nemt lige at fragte det hjem</b>  | CE1  |

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| 109 | Ja, men problemet bliver nok, hvis man <b>flytter</b> til en eller anden lille by, et eller andet sted, og hvis man tænker at: jeg skal have noget fra SuperBrugsen, men den ligger 10 minutter væk i bil, så vil det nok <b>spare mig tid</b> . Så kunne det godt være, at jeg ville overveje det, men det ville igen kræve, at man <b>kunne købe for mindre beløb</b> , tror jeg.   | PD1 |
| 110 | Ja, fordi den time som <b>leveringstidspunktet</b> ligger indenfor, der ville man nok være noget ned i Netto, købt den der liter mælk og så være nået tilbage igen. Så det der tidsrum, hvor man skal vente en hel time, en time er selvfølgelig heller ikke særlig meget, men nogle gange kommer de sådan lige 2 minutter før tiden er udløbet, og så kan man sige: nåh, hele <b>den time kunne jeg have brugt på noget andet</b> . Så man kan sige, at ventetiden, for mit vedkommende i hvert fald, skal holdes op imod <b>mængden af varer</b> , og det er så kun til sådan nogle <b>store arrangementer</b> .  | ME1 |
| 111 | Hvis i køber andre ting på nettet, kontra det at købe dagligvarer på nettet, er der så noget, som I tænker der er anderledes?   | CP  |
| 112 | Jeg ville aldrig nogensinde købe <b>tøj</b> på nettet. (Lang forklaring om hvorfor). Men <b>elektronik</b> det har vi også gjort det meget i, så går man ud i Elgiganten og mærker den, og så hvor lækker den er, og så laver man lige en pricerunner.  | ME1 |
| 113 | Der er nogle barriere i dag, som man vil prøve på at løse i fremtiden, inden for de næste 5-10 år, med virtual reality. Hvor du prøver på at lave en digital verden, hvor man kan prøve tingene på og undersøge dem lidt mere. Altså, <b>dagligvarer er jo oplagt</b> , for vi ved jo allesammen rimelig meget, at så er en peberfrugt en peberfrugt, så det er man <b>tryk</b> ved, det kender man, men med elektronik, hvis det er helt nye ting, så er man nødt til, at tage ud og prøve dem og mærke dem, og prøve dem lidt mere af end hvad man kan gøre på internettet. Og med tøj, (...), er det kun hvis jeg ved at det passer, ellers ville jeg overhovedet heller ikke gøre det. Så der er noget undersøgelsesmæssigt, som man ikke kan ordentligt endnu i den digitale verden, og før det bliver løst, så, for mig, er der i hvert fald en klar barriere, men det er der ikke med dagligvarer på samme måde. | CE1 |
| 114 | Det er sjovt, jeg er fuldkommen modsat. Jeg har faktisk købt både tøj og sko på nettet (historie om køb), og jeg ville nok godt kunne finde på at gøre det igen, selvom jeg faktisk godt kan lide at gå ud og shoppe, jeg synes faktisk at det er rigtig sjovt. (snakker om at købe sko over nettet)  | PD1 |
| 115 | Jeg har en følelse af, at det er <b>besværligt at skulle sende ting tilbage</b>   | CE1 |
| 116 | Det synes jeg også, jeg bliver helt træt bare af tanken   | ME1 |
| 117 | (Fortælling om nem returnering af sko). Det var faktisk forbløffende nemt, men så igen, jeg ville aldrig købe brugte ting, fx Trendsales, ville jeg aldrig  | PD1 |



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|     | rigtig gå ind og bruge min tid. Men det er nok også mere fordi, at jeg ikke er så glad for brugte ting generelt, mere end at det er på nettet. Måske fordi det er brugt, så vil jeg gerne se de i virkeligheden, inden jeg køber det.   |      |
| 118 | Det overrasker mig, at I ikke forbinder nogen risiko med selve varerne. Forbinder I ikke nogen risiko ved at købe dagligvarer på nettet?  | CP   |
| 119 | <b>Ikke lige med dagligvarer.</b> Jeg synes faktisk de har ydet den, sparet mig for den proces at stå nede i Netto og foretager; når føles den her tomat lidt for blød, eller er den fin. Der har de allerede sørget for at det er friske grøntsager man får. Jeg har aldrig været udsat for nogen slatne grøntsager, eller frostskaadede grøntsager overhovedet. Så den del af processen, den bliver man sparet for.   | ME1  |
| 120 | Jeg havde det kun inden jeg kendte dem, altså det der med, <b>hvordan behandler de varerne.</b> Men det er da blevet gjort til skamme efter at have brugt det. Men hvis jeg skulle bruge en nye forhandler, hvis Nemlig får en konkurrent, så ville det også være noget jeg ville tænke over med det samme, altså hvordan behandler de varerne inden de kommer til mig.   | AMM1 |
| 121 | Det handler om <b>tillid</b> , ikk', og mange af os har fået tillid ret hurtigt på det punkt, og så har man bortkastet det som en <b>risikofaktor</b> .   | CE1  |
| 122 | Jeg tror også, at jeg tænker, at når det er en <b>populær virksomhed</b> , så har jeg også tilliden til, at de <b>gør det ordenligt</b> . Jeg tror måske ikke, at jeg er så kritisk med det, for hvis det fungerer godt for dem og der er mange der handler der, så må det være i orden. Og ligesom I også siger, med man hører fra andre, <b>venner eller familie</b> , så ville jeg også tænke, jamen det er der ikke nogen problemer i.  | MB1  |
| 123 | Ja, så må det fungere nogenlunde  | CE1  |
| 124 | Ja så må der være noget om det.   | MB1  |
| 125 | Man har ikke hørt om den der shitstorm, man har med mange andre ting. Men med Nemlig, så plejer det bare at være gode ting folk siger.  | PD1  |
| 126 | Ja, folk efterspørger endda, at de <b>udvider deres område</b> , hvor de kommer til. Det ville jo fx være oplagt, hvis man flyttede ud til en eller anden lille flække, hvor der er flere kilometer til næste supermarked. Der er de så ikke helt kommet til endnu, men de udvider stadig deres område.   | ME1  |
| 127 | Altså jeg tænker sådan generelt, uden at vide det, at folk måske et lidt mere <b>kritiske når det kommer til dagligvarer</b> , og det måske er derfor, sådan som jeg ser, at der kun er to store spillere i Danmark, der er Nemlig og så der er Aarstiderne som der leverer, der er ikke så mange andre, og det tror jeg er fordi det skal være noget kvalitet man spiser, lige meget om det så er en frysepizza, så skal den ikke have været tøet og frosset, tøet og frosset. Så det er min umiddelbare forklaring på, at der ikke er flere spillere i Danmark, og at | AMM1 |

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|     | der ikke er flere udenlandske der kommer ind, det er fordi, at når det kommer til madvarer, så skal det være i orden. Hvis der er et hul i en bluse, så bliver man sur, og så sender den tilbage, men er man blevet syg af noget mad, eller står med en mælk der bare stinker, så er det jo en risiko for en selv, ens helbred.  |     |
| 128 | Jeg har også tænkt over, det der med, hvis man får <b>dårlige varer</b> , hvad gør man så? For hvis man får et dårligt salat med hjem fra Netto, det er sket, så har jeg smidt det ud og ikke tænkt mere over det, bare tænkt øv. Men ville jeg jo ikke synes, hvis det kom fra Nemlig, så ville jeg blive megasur, det skal jo bare være i orden.   | PD1 |
| 129 | Ja, der har du en <b>større forventning</b>  | ME1 |
| 130 | Ja altså min forventning at varer er 100 % gode, den er der. Så det er også det, <b>hvordan reklamerer jeg</b> at mit salathoved er råddent?   | PD1 |
| 131 | Så ringer du bare op til dem, og så <b>refundere</b> de det, eller komme ud med det (historie om manglende brød).  | ME1 |
| 132 | Jeg tror at det er svært, grunden til at der ikke er så mange, at det er svært at bevæge sig ind på det her marked, fordi, det kræver, at du har en rimelig bred løsning når du kommer ud, du kan ikke lave en dagligvareløsning hvor du kun levere tomater. Altså for at folk vil bruge den, så kræver det at du har hele spændet og rigtig mange madvarer, for at få folk til at bruge det. (Snakker om farlige produkter, fx piller). Men når det gælder dagligvarer, så kan man ikke lave en butik der kun har et meget lille udvalg, du skal næsten have et bredt <b>udvalg</b> , for at folk til at gide at bruge det. | CE1 |
| 133 | Eller en specifik markering ( snakker om helsekostbutikker)  | PD1 |
| 134 | Så rammer man, ja, en meget specifik lille skare, men jeg tror ikke at der er særlig mange der gider at handle deres dagligvarer otte forskellige steder på nettet, så skal det være ét sted tror jeg.   | CE1 |
| 135 | Jeg tror, at jeg vil til at stoppe jer, men har i en sidste ting, som i måske ikke har fået sagt, og som I måske sidder og brænder inde med, så må I sige det nu   | CP  |
| 136 | Jeg tror det handler meget om <b>vane</b> , og så også det vi snakkede om med hvad <b>venner</b> siger og hvad andre har oplevet   | MB1 |
| 137 | Hvad tænker du, når du siger at det handler om vane  | CP  |
| 138 | Jamen, det er en <b>vane for mig at gå ned i Netto</b> , så det ved jeg hvad er, og det har jeg altid gjort, så hvis det var, at det var <b>nemmere</b> , eller at jeg <b>boede langt væk</b> , så kunne det blive en vane at Nemlig-manden kom. Så det handler meget om, ja, hvad man er vant til.  | MB1 |
| 139 | Og også hvad man føler sig <b>tryk</b> ved   | PD1 |

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| 140 | Ja, lige præcis, og hvad andre har fortalt om den virksomhed, og kan jeg <b>stole på</b> det og sådan. Jeg tænker da i hvert fald, at når I har fortalt om Nemlig, så kunne det da godt være at man skulle prøve det. Nu har i jo fortalt meget godt om det.   | MB1 |
| 141 | Jamen det er helt klart noget <b>vane</b> , og at <b>sætte sig ind i tingene</b> . Fx i starten, så kunne det tage mig rigtig lang tid at bestille varerne, og så gjorde jeg det ofte om aftenen, og så lige pludselig, så nåh, men nu er klokken midnat, for når man så kommer over midnat, så ændre <b>leveringstidspunktet</b> sig så til næste dag, fordi der skal gå x antal timer, og så må man lave et nyt leveringstidspunkt. Jeg når det sådan lige. (Snak om at det er lige som at aflevere eksamen i sidste øjeblik). | ME1 |
| 142 | Afslutter  | CP  |

## 11.4 Appendix 4 – Transcript of focus group 2

Moderator: CP

| Quote no. | Transcript  | Speaker |
|-----------|---|---------|
| 1         | Introduktion + øvelse   | CP      |
| 2         | Jeg har skrevet at det er <b>nemt</b> , at man slipper for køb. Og man måske har en mindre risiko for at købe <b>impulskøb</b> , og man kan <b>shoppe døgnet rundt</b> , og at der måske også er <b>tilbud</b> på nogle bestemte varer.   | JK2     |
| 3         | Jeg tænker også at det er <b>mindre tidskrævende</b> , hvis man har en travl hverdag. At man ikke nødvendigvis skal ned og <b>stå i kø</b> , og bruge en halv time på at stå i kø fordi Gurli-Magrethe ikke kan finde sit Dankort, eller ikke har penge nok. At det går måske lidt <b>hurtigere</b> når man køber på nettet.  | VA2     |
| 4         | Jeg ved ikke helt hvad jeg skal sige, har ikke delt det op i positive og negative ting, men har bare skrevet ned hvad mine overvejelser er. Og jeg har så skrevet, at jeg gerne vil kunne <b>mærke på en varer</b> inden jeg køber den. <b>Særligt hvis det er frugt og grøntsager</b> , og det har noget at gøre med at jeg er lidt en madsnob, og derfor gider jeg kun have det bedste. Så jeg har mange særheder når jeg handler ind. Og jeg synes også at det kan være en <b>ulempe</b> , måske, at nogle gange når man går ned i Netto eller Irma, så kan man få nogle af de der <b>datovarer</b> som er ved at udløbe, og det tror jeg ikke rigtig at man kan få på nettet, og det jeg tænker er bare at det giver mulighed for at købe nogle lidt bedre varer, som måske lige er på sidste salgsdato. Det kan godt være at de har det, det ved jeg ikke. | FK2     |
| 5         | Altså jeg kan godt lide at komme hjem, når dagen bare har været lort, og man har siddet 12 timer på sin pind fordi at folk ikke kan finde ud af at gøre deres arbejde, så man må gøre det for dem, og så lige <b>slå hovedet fra</b> og lige gå ind i Netto.  | KL2     |
| 6         | Jeg synes at man slår hovedet til når man går ind i Netto. Jeg synes at det er et kæmpe <b>stressmoment</b> at gå i Netto. Der i <b>ulvetimen</b> .   | CGD2    |
| 7         | Ja, den holder jeg mig så fra. Men der er jeg så heller ikke kommet hjem endnu.   | KL2     |
| 8         | Åh, jeg synes at det kunne være rigtig rart at <b>slippe for at skulle ud og handle efter arbejde</b> , fordi efter arbejde for mig, hvis jeg så ellers havde et arbejde, det ville nok være sådan kl. 17, der hvor man (andre) så lige har <b>hentet børn</b> i vuggestue og de så skriger og hyler og kaster rundt med ting, og der er mega <b>lange køer</b> . At handle ind på det tidspunkt, det er dødens pølse, så det ville jeg gerne slippe for.   | CGD2    |
| 9         | Enig  | JK2     |

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| 10 | I nævner at det er nemt - hvad er det der kunne få jer til at købe ind på nettet? Er der nogle faktorer som ville gøre at i ville gå over til at handle på nettet?   | CP          |
| 11 | Jeg ville gerne gøre, hvis det kostede det samme. Min umiddelbare ide om at købe ting på nettet, det er at det er rasende <b>dyrt</b> , og at der så kommer nogen og aflevere en kassen, som så <b>står udenfor</b> min bygning og <b>bliver taget</b> , bliver rådden, bliver spist af en løve eller et eller andet. Så jeg tænker sådan lige umiddelbart, at det er det der er mine bekymringer er, at det er dyrt, uden overhovedet at vide noget om det, og det bliver noget rod det der med, <b>skal jeg sørge for at være hjemme</b> - jeg aner ikke hvornår jeg er hjemme, og min hund kan ikke åbne døren. Så det ville sådan være min bekymring, at de ikke kan komme ind med varerne.  | CGD2        |
| 12 | Det er lidt det samme som jeg også tænker, altså om det er meget <b>dyrere</b> end at gå i Netto, hvor jeg handler normalt, og også netop, kan man få det <b>leveret</b> på tidspunkter hvor man er hjemme, eller <b>skal man være hjemme</b> mellem kl. et-eller-andet og et-eller-andet.   | JK2         |
| 13 | Ja, de kommer mellem 8 og 16 (joke)  | KL2         |
| 14 | Ja præcis, jamen så er jeg nødt til at blive hjemme i dag (joke)   | JK2         |
| 15 | Snak om hvor irriterende det er at skulle vente på fx håndværkere der skal komme og lave noget, men ikke giver et bestemt tidspunkt.   | CGD2 og JK2 |
| 16 | Ja, noget andet jeg tænker det er også, det også kan være <b>udvalg</b> , altså har de ting jeg gerne vil have, hvis man netop går op i <b>økologi</b> eller gerne vil have nogle bestemte mærker.   | JK2         |
| 17 | Ja, det har jeg også noteret.  | FK2         |
| 18 | Ja, og kan man få nogle af de <b>friskere varer</b> , som du også kommenterede på (henvendt til FK2), altså hvis man er en freak og gerne vil have det bedste og hvis man dufter til melonerne, eller hvad man nu gør. Altså får man noget af det friske, eller kan man risikerer at få sådan en halvrådden tomat, som man så bare kan smide ud.   | VA2         |
| 19 | Præcis.  | JK2         |
| 20 | Ja, man kan også nogle gange lave sådan en forestilling om hvor man finder de ting man skal bruge, det gør jeg i hvert fald. Fx jeg skal bruge denne her type mel, hvor er det bedste mel fra den type, det er i Netto, eller Fakta, Irma, eller et eller andet. Og så kan det være svært at sige, jamen okay, <b>de har kun det her mel på denne her hjemmeside</b> , nemlig.com eller hvad det nu kunne være. Og så er det bare det. Jeg har faktisk, i forlængelse af det du sagde, skrevet <b>tillid</b> som sådan en ting, det kan være svært at sige, men får jeg det der er <b>frisk</b> , det der er godt. Og er der nogen der <b>tager af mine ting</b> mens de står der. Jeg har også folk i min opgang der køber fra Aarstiderne, | FK2         |

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|    | og der har jeg da tænkt, at der kunne man da godt lige tage, hvis man var en idiot, så kunne man da godt lige snuppe den. Der ville der ikke være nogen der kunne se det.  |      |
| 21 | <b>Hvordan kommer de egentlig ind i ens opgang?</b> Altså hvis de ankommer sådan midt på dagen, mens man er på arbejde, hvordan kommer de så overhovedet ind i opgangen? Så ender det jo med at de placerer denne her kasse midt ude på gaden, tænker jeg. Eller også så bliver det ligesom når man skal hente en pakke, så skal man på <b>posthuset</b> for at hente den. Det ved jeg ikke ... Jeg ved virkelig ingenting om det. Jeg føler lidt at jeg burde have læst op omkring det, jeg kommer ind sådan fuldstændig blank.   | CGD2 |
| 22 | Jeg tror at problemet er størst jo tættere på København du kommer, for vi har ikke dørtelefoner og låse på opgangsdørene ude hos os (Lyngby). Det er der ikke behov for...indtil videre  | KL2  |
| 23 | Det lyder til at i fokusere mere på de negative ting. I nævner flere gange forskellige risici, fx kvalitet. Hvad forbinder i af risici med at handle på nettet.  | CP   |
| 24 | Altså det om man overhovedet <b>får det man bestiller</b> . Altså nu, generelt, er jeg virkelig gammeldags. Jeg er ved at bestille en telefon på nettet, og det giver mig <b>angst</b> , altså. Bare alt det der med at bestille ting på nettet, det har jeg det mærkeligt med. Også med tøj, jeg kunne aldrig finde på at bestille tøj på nettet. Så det er bare <b>generelt nethandel</b> , der tror jeg altså, selvom jeg ikke er så gammel, så føler jeg lidt, at kan jeg sgu ikke følge med, i den der udvikling. Og der er bare noget med det der at skulle have <b>tillid</b> til, at man sætter de penge ind på den konto, og så kommer de varer der - jeg ved det ikke, men jeg har nok bare svært ved at stole på det. | CGD2 |
| 25 | Ja, altså hvis man får noget, en forkert pose mel, kan man <b>bytte</b> den ud. Altså kan man gå ned i butikken eller ringe til dem og sige, jeg har fået rugmel, jeg skal bruge hvedemel. <b>Hvordan gør man det.</b>   | VA2  |
| 26 | Det er også det samme, hvis man <b>køber ting over nettet</b> . Altså jeg kan godt lide at gå ned i H&M, købe noget i H&M, næste dag gør det i stykker, gå tilbage i H&M, vise det til damen, pege på hullet, i stedet for at det skal foregå over sådan et eller andet postordre-system.  | CGD2 |
| 27 | Ja der mangler noget <b>personlig</b> , noget personlighed over at man kan gå ned også sige "Hallo, det er gået i stykker", end når man sender et eller andet tilbage, og håber på at få det rigtige.  | VA2  |
| 28 | Ja altså, man sender jo ikke en pakke bananer med posten. Det må være virkelig <b>besværligt</b> i hvert fald.   | CGD2 |
| 29 | Ja, der er jo en eller anden <b>risiko</b> forbundet med at man ikke helt ved, altså selvfølgelig så tror jeg ikke at der sker så mange fejl igen, men man kan jo  | JK2  |

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|    | aldrig vide, om man netop <b>får de varer som man har bestilt</b> , og hvad hvis man får en anden kasse lige pludselig, som nogle andre havde bestilt, <b>og så skal man alligevel ned i Netto</b> , eller et eller andet, og købe det hele, og sådan nogle ting tror jeg ville være lidt et irritationsmoment for mig.  |      |
| 30 | Men særligt <b>frugt og grønt</b> . Jeg synes frugt og grønt, det kunne jeg aldrig forestille mig at købe på nettet. For når jeg ser, nede i Rema1000 eller hvad det nu er, når man ser sådan en kasse med en masse æbler, så har man et æble her der ser ud på én måde, og et æble her der ser fuldstændig anderledes ud, der kan man jo godt lide at <b>vælge dem selv</b> , og det samme med bananer, der kan man jo godt have et helt bord med bananer, der er nogle der er helt grønne, og der er nogle der er helt brune, og hvis du så bestiller dem på nettet, så <b>ved du ikke om de sender dig de grønne eller de brune</b> . Jeg ville <b>aldrig nogensinde købt frugt og grønt på nettet</b> , det er helt sikkert. | CGD2 |
| 31 | Opsummering af de positive ting de har sagt. Opfatter i det at handle ind på nettet, som noget der ville spare jer tid?  | CP   |
| 32 | Ja, helt sikkert. Det tror jeg, fordi man netop <b>hurtigt kan bruge en halv time mere i supermarkedet</b> , fordi der er så mange mennesker, og man kommer kl. 17, hvor alle andre også har fået samme gode ide. Så det tænker jeg helt sikkert, altså men det kan jo også, jeg <b>ved ikke om det ville tage mere tid alligevel</b> , for så skal man ind og finde hvad er det for nogle kategorier de har sat alle varerne i, og så skal jeg sidde og <b>søge</b> og ...  | JK2  |
| 33 | Jeg tror, at det er <b>nemmere sat op på nettet</b> end det er i butikkerne  | CGD2 |
| 34 | Ja højst sandsynligt   | JK2  |
| 35 | For i butikkerne synes jeg også nogle gange at det er sindsygt <b>ulogisk</b>  | CGD2 |
| 36 | Ja, det er det også  | JK2  |
| 37 | .. hvor man lige finder tabascosaucen henne  | CGD2 |
| 38 | Ja, enig   | JK2  |
| 39 | Jo, jo, men man har måske sin <b>liste</b> . Jeg skal have det her, så går man ind, og finder hvor det er sat op, men hvis man går ned i supermarkedet, det kender jeg da selv, så skal jeg lige over og kigge på det her, og så skal jeg lige se om der er nogle <b>tilbud</b> , altså jeg kan være inde i Netto eller Føtex i timevis, hvis jeg går amok.  | VA2  |
| 40 | Det er også det jeg tænker, man vil måske <b>spare sig selv lidt for nogle af de der spotvarer</b> , fordi man sådan er "nååh der er lige noget spændende jeg godt kunne tænke mig", altså ...   | JK2  |
| 41 | Men jeg tror, at det er det som jeg nogle gange synes er <b>sjovt</b> ved det, altså "neeej, gud har de fået det!"   | FK2  |

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| 42 | Ja, det synes jeg også.  | KL2  |
| 43 | Sorte hvidløg, det skal jeg da have, helt sikkert.   | FK2  |
| 44 | Ja, men jeg gør det også, fordi jeg synes det er <b>sjovt</b> .  | VA2  |
| 45 | Det kommer også an på <b>om man har tiden</b> til det, for jeg synes også at, hvis det er sådan, altså nu skriver jeg speciale og har al den tid i verden, så synes jeg da også at det er fint at gå ud og handle og give mig god tid. Men altså, hvis jeg havde et <b>fuldtidsjob</b> , og jeg vidste at jeg skulle hente mine <b>børn</b> der og der, og at jeg så desuden skulle ned og <b>træne</b> til et halvmaraton, så ville jeg måske ikke synes, at det var så sjovt, at være inde i en butik i to timer. Så jeg tror også at <b>det kommer an på hvor man er i livet</b> . Men noget andet som jeg synes må være svært ved at købe på nettet, det er det der med at <b>vide på forhånd, hvad det er man egentlig skal have</b> . Jeg har nogle gange hørt om folk der har en hel uge <b>planlagt</b> med mad, og sådan er jeg bare slet ikke, jeg er sådan, jeg kan finde på kl. 19 om aftenen at nu skal have spaghetti, eller et eller andet, jeg kan slet ikke finde ud af at planlægge sådan noget. Og jeg kan ikke finde ud af hvordan det fungerer med sådan nogle kasser der, om man skal lave sådan en <b>madplan</b> en uge frem, eller hvad man skal. | CGD2 |
| 46 | Det tror er lidt forskelligt, alt efter hvad man har lyst  | FK2  |
| 47 | Det er nok op til en til selv, men ja, jeg tænker at man nok skal kunne <b>planlægge</b> , hvis det også økonomisk skal kunne betale sig for en, så skal man nok også have planlagt lidt, nåh men i dag køber jeg ind til hele ugen, eller et eller andet, ja.   | JK2  |
| 48 | Men for nogle kan det være smart, at jeg ved fra min far og hans kone, at de <b>arbejder rigtig meget</b> , så de er ikke så tit hjemme, så de får bare sådan nogle måltidkasser fra <b>Aarstiderne</b> . Hvor der så er til tre dage, og det er de super glade for.   | FK2  |
| 49 | Præcis   | JK2  |
| 50 | Hvad er en måltidskasse?   | CGD2 |
| 51 | Det er hvor du får alle ingredienserne til tre måltider  | FK2  |
| 52 | Nårh, så har de bestemt hvad du skal have at spise   | CGD2 |
| 53 | Ja. Så kan du gå ind og se hvad der er i kassen i den her uge, der er det her, og så kan du kan du sige, nåh men det vil jeg gerne have det. Og så siger de at de får en masse nye ting, og det er rigtig sjovt for dem.   | FK2  |
| 54 | Ja, men det tror jeg også godt at jeg kunne tænke mig, fremfor måske at købe på nemlig.com eller sådan noget, fordi det er også tit så vil selv sidde og <b>selv finde på hvad jeg skulle have</b> , hvor Aarstiderne måske, eller andre løsninger måske, har fundet på noget for mig for mig, så jeg også ligesom kan blive lidt <b>inspireret og prøve noget nyt</b> .   | JK2  |



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| 55 | Ja, det er også det de siger, at det bare er ...  | FK2  |
| 56 | Det er også <b>virkelig svært at finde på noget aftensmad</b> , hver dag. Så fik hvis man fik en eller anden kasse, så var der måske opskrifter ved, og så er det ligesom bare sådan at man bare skal lave maden, <b>det må også være dejligt ikke at skulle tænke så meget</b> .   | VA2  |
| 57 | (enig)  | JK2  |
| 58 | Det er med at skulle være kreativ i køkken (...) altså jeg spiser rugbrød og musli til aftensmaden. Det er virkelig skidt.  | CGD2 |
| 59 | Influerer jeres omgangskreds jer?   | CP   |
| 60 | Helt sikkert, ja. Altså <b>både i positiv og negativ</b> retning, tænker jeg. Hvis folk har haft en <b>positiv oplevelse</b> med et eller andet, så kunne det da være værd at overveje, men netop også hvis folk har haft nogle <b>dårlige oplevelser</b> med en eller anden virksomhed på nettet. Både med noget levering, kvalitet eller priser, jamen så vil det da helt klart også <b>influere på hvad jeg ville tænke om det</b> .   | JK2  |
| 61 | 100 procent.  | CGD2 |
| 62 | Altså jeg synes det er ligesom med alt andet, altså vi mennesker er jo flokdyr. Vi har meget den der <b>gruppementalitet</b> , så det er lidt den der lemming-effekt, hvis alle andre kaster sig ud fra en klippe, så gør vi det også. Sådan er jeg i hvert fald. Hvis alle i min <b>omgangskreds</b> begynder at gøre et eller andet, så gør jeg det 100 procent også. Og det samme med tøj, hvis alle andre køber et eller andet specielt tøj, så gør jeg det da også. Så <b>hvis der var man jeg kendte som begyndte at gøre det her, så vil 100 procent også gøre det</b> , det er stensikkert. | CGD2 |
| 63 | Jeg tror, selvom jeg kendte nogle der købte dagligvarer specielt på nettet, jeg tror stadigvæk <b>ikke at jeg ville gøre det</b> , selvom de havde gode oplevelser, så kan jeg stadigvæk <b>godt lide at gå ned i supermarkedet</b> , og jeg har nogle gange, for det meste en liste, og så tager jeg kun det jeg skal bruge, men jeg kan godt lide at komme ud og så møde andre og få lidt <b>interaktion</b> med andre mennesker, og det kan jeg godt lide, så jeg tror, at selvom folk gjorde det rundt omkring mig, så tror jeg stadig ikke at jeg ville gøre det.                              | VA2  |
| 64 | Det tror jeg også, at jeg er enig med dig i. Jeg er nok et lidt for stort madøre til bare at kunne købe på nettet. Så det ville ikke ske for mig. Men jeg er også nok modsat dig (henvendt til CGD2), jeg går nok lidt mere <b>mod strømmen</b> , og sådan gør hvad jeg selv har lyst til.  | FK2  |
| 65 | Ej jeg er mere tryghedssøgende, så hvis jeg tænker at der er mange der gør det, så må det være godt.  | CGD2 |
| 66 | Jamen det er også det helt naturlige.   | FK2  |

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| 67 | Ja, men jeg tror bare stadigvæk at det er bedre, hvis jeg <b>selv vælger mine varer</b> , sådan rent fysisk.  | VA2  |
| 68 | Ja, men nu kommer det jo også bare an på det der med, jeg synes også bare at det er noget helt andet at købe mad end at købe <b>elektronik</b> og så så videre, for der er den der <b>holdbarhedsting</b> i det. Altså nu er jeg helt hysterisk med sådan noget med bakterier fx, så jeg ville få det sådan helt dårligt ved tanken om at der står en kasse med noget kød som står, altså jeg ved godt at det er sådan nogle frysekasser, men at der står noget kød og bliver sådan lidt dårligt. Altså jeg kan ikke lade være med at tænke, at det er sådan lidt underligt, fremfor at man selv tager det direkte fra køledisken, direkte ind i køleskabet, så har det været en eller anden underlig vej rundt, som jeg ikke rigtig ved noget om. Det er det jo selvfølgelig også på vej ind i supermarkedet. Generelt er det jo bare bedre, hvis vi har slagtekøer ude i haven, hvis man endelig vil gå i den retning, og være sådan en bonderøvetype. Men jeg synes alligevel, at jeg vil helst vide hvilken rækkefølge tingene er kommet ind. Jeg kan godt lide det der mælk hvor der står hvor lang tid, altså tappet i går, altså så får man lidt en forståelse for, hvor tingene kommer fra. | CGD2 |
| 69 | Jeg tror også, at det kommer meget an på <b>hvor man bor henne</b> i landet. For hvis man nu bor, fx min mor bor ude på landet, og de har sådan masser af lokale gårde, hvor man kan tage ud om sommeren og bare fylde kasser med alt muligt; æg og grøntsager og kød. Jeg tror ikke, at de ville bruge det så meget, de er heller ikke så meget på nettet, men ...   | FK2  |
| 70 | Spørgsmålet er også om man levere helt ud til <b>udkantsdanmark</b>   | GGD2 |
| 71 | Ja, det ved jeg ikke om de gør. Det er vel nemlig.com der de største.   | FK2  |
| 72 | Jeg ved heller ikke om jeg vil kalde det udkantsdanmark, men de bor i hvert fald ude på landet.   | FK2  |
| 73 | Jeg er også bare en af de der københavnernobber der tænker at Roskilde er udkantsdanmark  | CGD2 |
| 74 | Løs snak og jokes omkring hvad der er udkantsdanmark.   |      |
| 75 | Hvad skulle få jer til at ændre det at handle i en butik?   | CP   |
| 76 | <b>Hvis alle supermarkederne lukkede.</b> Jeg har boet i København hele mit liv, og der er bare så mange muligheder.  | VA2  |
| 77 | Særligt efter at <b>lukkeloven</b> blev lavet om  | CGD2 |
| 78 | Altså man kan nå ned nærmest kl. 20 om aftenen, og der er stadigvæk masser af <b>muligheder</b> , og det, i mit hoved er der bare flere muligheder, så jeg tror, altså, de skulle nærmest lukke før at jeg begynder at sige; nu handler jeg på nettet.  | VA2  |
| 79 | <b>Hvis jeg boede længere væk</b> fra supermarkeder, så ville jeg gøre det.   | CGD2 |

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| 80 | Ja, hvis man <b>skulle køre i en halv time i bil</b> for at komme ..  | VA2  |
| 81 | Ja, <b>hvis det tog en halv time</b> for at komme til et supermarked, så ville jeg helt klart gøre det. Nu synes jeg bare, når det tager mig <b>5 minutter</b> ned til til Rema1000, så er det bare sådan lidt ... ja, så det ikke så slemt, men ellers så sådan noget som <b>pris</b> , synes jeg altså også, altså som sagt, så har jeg en fornemmelse af at det er <b>dyrt at få det bragt ud</b> . Jeg forestiller mig lidt, at det er sådan en <b>luksusting det der med at handle på nettet</b> . Det er bare sådan en forestilling, jeg aner ikke om det er rigtigt. | CGD2 |
| 82 | Jeg tror det er gratis efter en hvis mængde, når man handler for 500 eller sådan noget, så tror du får det. Synes jeg at jeg kan huske.   | FK2  |
| 83 | Nåh! Okay.  | CGD2 |
| 84 | Ville det have en indflydelse, hvis der er sådan et minimumbeløb?   | CP   |
| 85 | Det ville klart have en indflydelse for mig!  | JK2  |
| 86 | Hvis det kommer til at <b>koste det samme</b> som hvis jeg går ned i butikken, eller <b>billigere</b> , så betyder det da mega meget, særligt når man er <b>studerende</b> .  | CGD2 |
| 87 | Altså ja, det tænker jeg også, hvis man er studerende, eller et eller andet, så vil det have stor betydning for mig, hvis der lige pludselig kom <b>50 kr. oveni i fragtomkostninger</b> . Og netop, hvis det blev <b>dyrere</b> for mig at handle på nettet, end det var at cykle ned i Rema, så ville det også have stor betydning for mig. Det er helt sikkert. <b>Altså pris har egentlig ret stor indflydelse</b> .  | JK2  |
| 88 | Er det også det som I andre tænker?   | CP   |
| 89 | Ja, det hvis man skal bruge 500 kr. på en uges indkøb, hvis man <b>ikke er vant</b> til at gøre det, så kan det være et problem. Hvis man lever af musli og rugbrød, så bruger man måske ikke 500 kr. om ugen på mad. Så kan det måske være en lidt <b>barriere</b> på den måde.  | FK2  |
| 90 | Nej, det gør man nemlig ikke. Det er lidt det der med at skulle <b>planlægge</b> en uge frem. Jeg ville aldrig nogensinde kunne planlægge en uge frem, altså jeg ved ikke engang hvad jeg skal i morgen. Meget sådan <b>take-it-as-it-comes</b> .   | CGD2 |
| 91 | Altså umiddelbart tænker jeg altså også at det er mest attraktivt for <b>børnefamilier</b> , der netop har <b>supertravlt</b> med alt muligt andet, så er det måske bare rigtig rart for dem at de kan klare det om aftenen når ungerne er puttet, eller et eller andet.  | JK2  |
| 92 | Ja, for <b>børn</b> er så nederen inde i supermarkedet. De opfører sig bare så fuldstændigt vanvittigt så snart de kommer ind i et supermarked. Så det må være herligt at slippe for.   | CGD2 |
| 93 | (Snak om børn i supermarkeder)  |      |

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| 94  | Ja, man kan sagtens forestille at <b>målgruppen var børnefamilier</b> , hvor moren og faren arbejder 8-9 timer om dagen og skal hente børnene, så er alle trætte, og så laver de en madplan, og handler for en uge ad gangen, så er det bare gjort, og så skal de ikke tænke på det. Og så har de <b>mere tid med børnene, og med hinanden</b> . Så jeg tror også at de kunne være målgruppen, i forhold til studerende, fordi de lever fra dag til dag. | VA2  |
| 95  | Ja, ja og man ved ikke om man overhovedet skal spise hjemme i morgen.  | JK2  |
| 96  | Ja, og så spiser man bare en shawarma, ikk'. Jeg har den virkelig usunde livsstil herovre.   | CGD2 |
| 97  | I har ikke nævnt det fysiske aspekt i det; transport og bære varer. Har det nogen betydning?   | CP   |
| 98  | Det tror jeg faktisk at Camilla sagde, at man <b>bor så tæt på</b> , så ligegyldigt hvor du er, såå ... Jeg kan ikke huske at jeg har boet i København, mere end <b>5 minutter væk</b> fra et eller andet sted hvor man kan handle ind.  | FK2  |
| 99  | Nej, det ligger netop supermarkeder nærmest i din baghave.   | JK2  |
| 100 | Jeg er også ekstremt <b>doven</b> . Altså jeg ville hade det, hvis jeg skulle og afsted med en bus for at komme hen til et supermarked.  | CGD2 |
| 101 | Så det betyder ikke noget at i skal bære det, fremfor at kunne få det stillet foran hoveddøren?  | CP   |
| 102 | <b>Det ville betyde noget, hvis vi boede længere væk.</b>  | CGD2 |
| 103 | Ja, det tror jeg også. Og så tror jeg også, for mig, ville det være, hvis jeg virkelig <b>købte megastort ind</b> , og skulle slæbe fire poser, eller et eller andet, men det gør jeg så sjældent. Det er kun en pose, eller sådan noget.  | JK2  |
| 104 | Ja og det kommer op i en rygsæk eller op i cykelkurven   | VA2  |
| 105 | Præcis. Ja det kan man nok godt lige ...   | JK2  |
| 106 | Nej, det er jo også fordi, at vi er sådan nogle unge stærke mennesker, ikk'. Det var måske <b>noget andet, hvis man var sådan lidt svageligt</b> , så var det måske lidt <b>smartere at få det leveret</b> .   | CGD2 |
| 107 | Ja, og hvis man har to <b>børn</b> med sig, så kan det også blive lidt et problem at skulle holde styr på dem plus fem poser.  | VA2  |
| 108 | Præcis, hvis man skal holde en cykel plus to børn og en barnevogn ...  | CGD2 |
| 109 | Så for mig <b>spiller det ikke nogen rolle at jeg skal cykle 5-10 minutter</b> , så får jeg <b>motion</b> , og så er det det. Og så kommer jeg ud.   | VA2  |
| 110 | Ja altså, jeg kombinere det altid med at jeg lufter min hund. Så slår jeg <b>to fluer med et smæk</b> . Hvis jeg alligevel skal lufte hunden, så kan jeg ligeså godt gå ned til supermarkedet.   | CGD2 |

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| 111 | Så har man også et <b>mål</b> . Det er selvfølgelig mega træls, hvis det begynder at <b>regne eller sne, eller at det blæser</b> , men altså så får man den oplevelse med.  | VA2  |
| 112 | Ja altså, vi er jo danskere, <b>vi er vant</b> til at det regner og blæser altid. Sådan er det bare.  | CGD2 |
| 113 | Hvis man er vant til at handle andre ting på nettet, vil i så tænke at det var anderledes/svære at skulle handle dagligvarer på nettet?   | CP   |
| 114 | Jeg tror ikke, at <b>jeg ville synes at det var svære</b> , jeg tror netop bare, at jeg har det, ligesom nogle andre også har nævnt, det der med at man <b>ikke selv kan mærke</b> på, og hvordan ser varerne ud og sådan. Især fordi, når det er noget med mad, så er det ikke bare en bluse, eller et eller andet, det er trods alt noget jeg skal spise, så for mig betyder det også bare ret meget at jeg ved, at jeg ikke får en pakke bananer, der barer er helt ulækre, eller hvis man har nogle <b>præferencer</b> i forhold til hvordan tingene skal være. | JK2  |
| 115 | Jeg tænker sådan <b>almindelige mærkevarer</b> , såsom B&W kaffe eller et eller andet, det ville jeg <b>ikke have noget imod at købe på nettet, og dåsetun og flåede tomater</b> og sådan noget. Sådan nogle ting ville jeg sagtens kunne finde på at købe på nettet. Men når det kommer til de der ting, hvor man vejer det, man lugter til det, man klemmer lidt på det, men det ville jeg jo ikke kunne på nettet. Men jeg ville gerne købe sådan nogle kolonialvarer, det ville jeg gerne købe på nettet, det ville jeg ikke have noget imod.                   | CGD2 |
| 116 | Sådan har jeg det også, det er jo ligesom hvis man køber noget man ved at der er en <b>fast kvalitet</b>  | FK2  |
| 117 | Ja, det har jeg også  | JK2  |
| 118 | Ja, man kender jo <b>mærket</b> , hvis det er mærkerne der står på, hvis du ved at det er Heinz tomatketchup og der står hvor stor den er, så vil du vide præcis hvordan den ser ud. Og hvis det er en liter mælk fra Arla, så ved du præcis hvordan den ser ud. Men med et æble aner du det ikke.  | CGD2 |
| 119 | Jeg synes også, altså jeg <b>køber meget tøj på nettet</b> , bl.a. sådan træningstøj, og der ved jeg, at hvis jeg ikke får det rigtige, så kan jeg sende det tilbage, og få mine penge tilbage, og det er så der hvor jeg synes med dagligvarer, selvfølgelig med de der normale varer, hvis man skal have kaffe eller den samme mel hele tiden, men jeg ville stadigvæk have den der hvad nu hvis, hvis det sker, bare én gang, så sidder man med det problem eller ... Der er det lettere fx med tøj  | VA2  |
| 120 | Det er også super nemt at sende en bluse med posten, det er ikke særlig nemt at sende en liter mælk med posten.   | CGD2 |
| 121 | Nej, hvordan <b>returnere</b> man lige de ting?   | JK2  |
| 122 | Nej, det ville jeg ikke kunne overskue  | CGD2 |

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| 123 | Men der ved jeg ikke om der er nogle bestemte policies indenfor.  | VA2  |
| 124 | Det er der nok. Der er sikkert et eller andet, hvor de der fragtmænd kan komme og hente det igen, eller et eller andet måske, det ved jeg ikke.   | JK2  |
| 125 | Jeg tror ikke, at de gider at <b>tage det tilbage</b> . Det er næsten dyrere for dem at hente det, end give nogle nye, altså så komme med noget nyt bagefter. Men jeg aner det ikke, men jeg antager det bare.  | FK2  |
| 126 | Det tror jeg, at du har ret i   | KL2  |
| 127 | Ville det ændre på jeres holdning, hvis der bliver leveret noget nyt til jer?   | CP   |
| 128 | Jamen så er det sådan noget igen, hvor jeg skal <b>være hjemme på et bestemt tidspunkt</b> .  | CGD2 |
| 129 | Ja, og hvis man står og skal bruge det i aften, og man står med rugmel i stedet for hvedemel og skal bage boller, eller et eller andet. Altså <b>så skal man alligevel ned og købe det rigtige</b> mel, fordi man står og har planlagt en uge frem eller tre dage frem, eller hvor langt tid man nu kan få, altså hvis nu man har planlagt dagene. Så det ville <b>ikke ændre noget for mig at de kom med noget dagen efter</b> , det kan jeg ikke bruge til noget, hvis jeg skal bruge det nu. | VA2  |
| 130 | Nej, sådan har jeg det også.  | JK2  |
| 131 | Altså jeg ville helt sikkert kun, hvis det var nogle varer som jeg vidste ville være okay. Det er fandeme svært at lave en dåse flåede tomater forkert. Jeg ved ikke helt hvad der kan gå galt der. Med en pakke Prince-kiks, de kan måske være lidt knuste, men okay, det kan jeg godt overleve - jeg kan virkelig godt lide Prince-kiks.  | CGD2 |
| 132 | Jeg har det sådan, at hvis man alligevel køber pulverkaffe, og ja, sådan nogle almindelige ting, flåede tomater eller ketchup, men hvis jeg alligevel skal ned i Netto og købe ind, <b>så kan jeg ligeså godt købe det hele</b> .   | VA2  |
| 133 | Nåh ja, hvis du alligevel skal købe frugt i Netto, så er det jo også fjollet at man <b>køber halvdelen af sine varer på nettet, og den anden halvdel</b> (i butikken). Det ville jeg synes var lidt tosset.   | CGD2 |
| 134 | Så jeg ville bare <b>købe det hele på én gang</b> , og så bare få det gjort, <b>også selvom jeg skal bære det hjem</b> .  | VA2  |
| 135 | Det kunne fungere skide godt i USA, hvor folk de er virkelig glade for sådan noget dåsemad. Og man vil slet ikke kunne gøre det i Sydeuropa, der tror jeg slet ikke at det ville virke.   | FK2  |
| 136 | Snak om Sydeuropa og frisk grønt.   |      |
| 137 | Det er også det jeg sidder og tænker, altså <b>datomærkning</b> og kvaliteten. Altså hvis du bestiller en pakke brød, den udløber i morgen, jamen der er det ulempen ved at ringe til dem og sige det er kraftedme for galt, at jeg har   | KL2  |

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|     | en kort lunte og er arrogant når det kommer til det, og så snakker jeg ikke pænt til dem, og så får man ikke god service   |      |
| 138 | Og så spytter de på dit brød næste gang  | CGD2 |
| 139 | Ja præcis (glimt i øjet)   | KL2  |
| 140 | Ja, men det var også det som du (henvendt til FK2) kommenterede på eller sagde, at nogle gange når kødet udløber i morgen, så får man det til halv pris, så hvis man ved, at jeg skal lave hakkebøf i aften, jamen så kan jeg godt købe denne her. Men hvis den bliver sendt til mig, og <b>udløbsdatoen</b> var i går, hvor fedt er det så lige.  | VA2  |
| 141 | Ja ja, og så er det også <b>hurtigt tidskrævende</b> , for så skal du til at <b>ringe til dem</b> og sige at jeg har fået det og det forkert, eller det udløber i morgen. Ja, hvis du står nede i supermarkedet, så kan du jo tjekke det.  | JK2  |
| 142 | Ja, og så kan man gå op til kassen og siger denne her, den er for gammel, og så siger de, jamen det må du undskylde, her er en gratis kaffe. Det gør de i hvert fald nogle steder.   | CGD2 |
| 143 | Det jeg hører jer sige er, at i godt kan se at der kan være tidsbesparelser, men også nogle tidsrøvere. Jeg tror efterhånden, at vi har være omkring det meste af det jeg gerne ville, men hvis I har nogle andre ting skrevet ned, noget som i ikke synes der er blevet nævnt, så må I sige frem. Som jeg indledende sagde, så handler det her jo også om vane, og det synes jeg også, at I i hvert fald indirekte har nævnt, men hvis i har nogle kommentarer til det eller andet ...  | CP   |
| 144 | Det er jo <b>svært at bryde en vane</b> . Jeg har læst et eller andet sted at det tager 28 dage, så det er vel også at man ligesom skal komme over den første hurdle med, at nu prøver jeg. Det tror jeg i hvert fald, at jeg tænker på, at hvis jeg skulle gå ind på nemlig.com, det ville være <b>svært for mig at tage det første skridt, fordi jeg har alle de fordomme</b> , som jeg ikke ved om overhovedet er rigtige, fordi jeg aldrig har prøvet det. Det kan godt være at jeg ville blive positivt overrasket, men jeg tror, at det er <b>svært at bryde den vane med at gå ned i supermarkedet</b> og snakke med folk og kigge på tingene, selvom jeg bliver superstresset samtidig, fordi der er så super mange mennesker og folk kun tænker på sig selv og går med skyklapper, så det er også <b>superstressende</b> , men jeg får det jeg gerne vil have, og jeg ved at jeg <b>kommer hjem med det rigtige</b> . Så jeg tror for mig, at skulle bryde med det, det ville være svært. | VA2  |
| 145 | Jeg tror at jeg ville være mere motiveret for at købe sådan nogle <b>måltidskasser</b> , og det bunder i, at jeg netop bare måske <b>mangler sindssygt meget inspiration</b> nogle gange til hvad jeg skal lave og sådan noget, så det ville jeg nok være mere motiveret for.  | JK2  |

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| 146 | Det er jo også i høj grad fair, at have det sådan med frugt og grøntsager, så er det jo måske også fordi du har mere <b>tillid</b> til fx Aarstiderne, end du har til Nemlig.com, fordi du kender Aarstidernes <b>brand</b> bedre.   | FK2  |
| 147 | Det er jo også denne her opgave, fordi det ville jo også være interessant for dig (henvendt til moderator), hvis du snakkede med <b>flere aldersgrupper</b> , for jeg har det sådan lidt, for når man er i sluttyverne, så er man alligevel så vant til de her ting. Hvis jeg <b>lige var flyttet hjemmefra</b> , og hørte om det her, så ville jeg sagtens kunne finde på det, fordi så har jeg ikke prøvet, eller selvfølgelig så har jeg da købt ind mens jeg boede hjemme, men hvis man lige er flyttet hjemmefra for første gang, og skal til at klare husholdningen for sig selv for første gang, så tror jeg, at jeg er mere åben for at prøve det, end når man, trods alt, de sidste 10 år har købt ind i et supermarked, og har vænnet sig til det. Og jeg tror, at det er endnu sværere lige indtil at bliver så gammel at man er nødt til det, fordi man ikke kan gå ned til Netto. | CGD2 |
| 148 | Ja det kunne også være en ...  | KL2  |
| 149 | Jeg tænker sådan lidt, altså hvis du snakkede med <b>børnefamilier</b> , og hvis du snakkede med <b>gamle mennesker</b> , så tror jeg at der ville være meget mere marked for det end os. Eller hvis du snakkede med folk som lige er flyttet hjemmefra, og som <b>ikke har grundfæstet deres vaner</b> endnu. Hvis jeg var 18, altså det er også fordi da jeg var 18, så var jeg sådan at jeg bare skulle prøve alting fordi det var så spændene, altså uh jeg bor alene, uh! Der var jeg mere nysgerrig, men altså nu er jeg mere sådan, nu ved jeg hvad jeg kan lide og ikke kan lide.  | CGD2 |
| 150 | Unge drenge der alligevel bare spiser pasta med ketchup hver dag ...   | FK2  |
| 151 | Altså jeg tænker også at det handler om <b>de mængder man køber</b> ind, altså jeg køber ikke særligt meget ind, for jeg <b>bor alene</b> , så det er jo ikke fordi at jeg skal have, jeg ved ikke hvor meget, mad vel. Men hvis man netop er en <b>børnefamilie</b> , eller <b>køber ind til mange mennesker</b> , så tror jeg at det er meget attraktivt i forhold til, hvis det netop bare er til dig selv.   | JK2  |
| 152 | Jeg har en kammerat som bor i <b>kollektiv</b> , og sådan en gruppe unge mennesker sammen, der giver alle et beløb til ham, og så går han ind på Nemlig.com og bestiller havregryn og mælk og de der ting som de allesammen deles om, og det fungerer sindssygt godt, og han er så glad for det. Men der kunne jeg godt se det.  | CGD2 |
| 153 | Ja, min mor <b>hun laver også mad til en masse vuggestuebørn</b> , og der bruger hun også nemlig.com, også netop for at spare en masse tid i supermarkeder, og så kan hun gøre det når hun kommer hjem, og så kan hun bestille det mad de skal have i løbet af ugen, og det er jo megasmart. Så bliver det   | JK2  |



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|     | leveret til daginstitutionen. Så for hende er det jo virkelig genialt, men det er jo også fordi at hun jo så skal <b>købe ind til rigtig mange mennesker</b> .  |      |
| 154 | Jeg tror også, at det at du snakker med unge mennesker, der er det også sådan, altså for der er fandeme mange <b>unge mennesker</b> der lever det der liv, hvor det er sådan lidt "jeg ved ikke hvor jeg er i morgen".  | CGD2 |
| 155 | Præcis, og det er måske meget <b>impulsivt</b> for de fleste, altså jeg ved ikke dårligt nok selv hvad jeg skal have til aftensmad i morgen, så det er jo ikke fordi, at jeg har planlagt hele ugen frem  | JK2  |
| 156 | Hvis man planlagde det, altså hvis man kunne finde ud af at <b>planlægge</b> det en uge frem i tiden, det ville være rigtig fedt, for jeg synes også, at det er <b>pisse irriterende, at jeg går ned og handler hver dag</b> . Altså jeg er bare så træt af mit selv.   | CGD2 |
| 157 | Ja, og det er <b>dyrt</b>   | JK2  |
| 158 | Ja, og man <b>bruger sikkert også flere penge</b> ved at hele tiden at gå ned, fordi, ej, så ser man lige et <b>tilbud</b> som man lige skal have. Så hvis nu, at man planlagde fra mandag til fredag, og så køber man bare det ind ...   | VA2  |
| 159 | Altså jeg kender nemlig en der brugte nemlig.com, fordi hun ikke kunne styre sig med de der <b>impulskøb</b> , og købte så mange usunde ting altid. Så for hende var det sådan, okay, nu tager jeg nemlig.com, fordi så bliver jeg ikke fristet.  | JK2  |
| 160 | Men der er sgu da også slik på nemlig.com   | CGD2 |
| 161 | Ja ja, men der går man måske ind mere <b>specifikt</b> og siger jeg vil have ... Det kan være at hun gik mere specifikt ind og kiggede på det hun ville have, og så fik hun ikke købt alt muligt, som ellers fristede hende når hun stod der.   | JK2  |
| 162 | Det er derfor at man altid står i slik- og chokoladeafdelingen, når man står og venter ... så står man der og bliver sulten, og så ryger der altid lige en plade Marabou med eller en Rittersport   | VA2  |
| 163 | Ja ja, det hele er jo totalt strategisk   | JK2  |
| 164 | Men jeg tror, som vi også har snakket, så tror jeg også at målgrupperne hovedsageligt kunne være <b>børnefamilier og ældre</b> , og jeg ved at min farmor har gjort det, og så bliver det leveret. <b>Hun kan nemlig ikke gå</b> , så, eller hun gider i hvert fald ikke, og så bliver det leveret til hende.         | VA2  |
| 165 | Og så hjælper de der SOSU-assistenten med at ordne det på nettet for dem osv.   | CGD2 |
| 166 | Ja, jeg ikke helt hvordan. Nogle gange så går hun ned i butikken og peger på det hun gerne ville have, sammen med en eller anden, og så bliver det leveret, for <b>hun kan ikke selv transportere det hjem</b> , og så det bliver det leveret dagen efter, eller et eller andet. Altså jeg kunne godt forestille mig, | VA2  |

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|     | når jeg engang <b>stiftede familie, og skulle passe mand og børn og hund og kat</b> og marsvin og alt, så var det <b>lettere at gå ind og shoppe der</b> .  |      |
| 167 | Ja, det tror jeg helt sikkert også at jeg ville tænke.  | JK2  |
| 168 | Ja, så hvis du (henvendt til moderator) laver det her igen om 5-10 år, så kan det være at vi har nogle <b>anderledes holdninger</b> . Det har vi højst sandsynligt, særligt hvis vi skal ud og lave <b>karriere</b> .   | CGD2 |
| 169 | Ja, eller hvis man bare er <b>superorganiseret</b> , altså sådan en som bare organisere sit liv fuldstændigt.   | VA2  |
| 170 | Supermom  | FK2  |
| 171 | Ja, sådan et eller andet, eller som studerende, hvor man bare planlægger alt fra sin bachelor til sin kandidat og bare har styr på det, og hver mandag spiser man sådan, og hver tirsdag spiser man sådan. Altså så kan jeg godt se at det <b>ville være en fordel</b> .  | VA2  |
| 172 | Ligesom folk som laver den samme smoothie eller juice med avocado hver morgen, altså den der type mennesker der, de findes jo.  | CGD2 |
| 173 | Så for dem kan det jo sagtens være, at det er lige i skabet. Eller som med din veninde, altså så man ikke går ned og køber ind og kommer hjem med alt for meget.  | VA2  |
| 174 | Ja, fordi der var lige nogle gode <b>tilbud</b> der.  | JK2  |
| 175 | Jeg tror meget på det der <b>ældresegment</b> faktisk. Min oldefars kone hun kunne ikke rigtig gå, og hun kunne ikke rigtig komme ud, hun fik nogle billetter så hun kunne komme med taxa, men så skulle hun bære det hele. Så hvis hun bare havde kunne bestille hele lortet hjem til huset, så havde det været genialt for hende.   | FK2  |
| 176 | Ja, jeg tror også at det ville være en god målgruppe  | VA2  |
| 177 | Det kan være at vi bliver sådan nogle, <b>når vi bliver gamle</b> , så bliver vi sådan nogle som bare sidder på nemlig  | FK2  |
| 178 | Den ældre generation der er nu vs. når vi bliver ældre, hvad tænker i så?   | CP   |
| 179 | Jamen de kan sgu ikke finde ud af nettet  | VA2  |
| 180 | Jeg skulle også til at sige, at vi er jo <b>vokset op med internet</b> og nethandel, så for os vil det jo nok <b>være nemmere</b>   | JK2  |
| 181 | Ja, jeg skulle lære min farmor at bruge DVD-maskinen, og det tog mig tre timer (...)  | VA2  |
| 182 | Det er heller ikke kun det praktiske det handler om, det er også det der med at stole på det. Altså at stole på, at det rent faktisk er det man får, der tror jeg også at sådan en som min far, altså han er så også 75, men han <b>stoler ikke på internettet</b> . Han er sikker på at internettet snyder ham, eller at internettet vil ham det ondt. Så det er en anden del af det, han bliver | CGD2 |

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|     | <b>utålmodig og sådan utryg ved internettet</b> , så det er ikke kun det praktiske med at det er vanskeligt for gamle, det er også fordi det er sådan lidt <b>vanskeligt mentalt for dem</b> . Men når vi bliver gamle, så kommer vi jo til at være, altså så har vi ikke penge længere, så har alting på dut dut dut ..   |      |
| 183 | Ja altså, og hvis de skal oplyse deres kontonummer, eller hvordan betaling nu fungere, altså det synes jeg selv nu er lidt <b>skræmmende</b> , og jeg har da også været ude for at folk har hacket min konto. Så de bekymringer jeg har nu til dags, de må de ældre så også.   | VA2  |
| 184 | Snak om ældre og udlevering af oplysninger generelt.   |      |
| 185 | Hvis vi skal vende tilbage til det med tillid, hvordan har I det så med at bestille ting på nettet generelt? I nævnte noget internet- og betalingssikkerhed, er det noget der påvirker jer?  | CP   |
| 186 | Nu med nemlig.com der ved jeg, at det er så kæmpe, kæmpe stort, så de vil ikke risikere en skandale. Altså det samme som med H&M og alle de der kendte virksomheder, så fx da jeg skulle til at kigge på ny telefon tidligere, der så jeg en sindssygt billig telefon på en eller anden hjemmeside, og så tænkte jeg, jeg har aldrig hørt om firmaet før, og jeg spurgte flere venner som heller aldrig har hørt om firmaet før, og så har jeg det sådan lidt; hm, så har jeg ikke lyst til at købe den telefon. Så gik jeg ind på Oister i stedet for, for der har jeg det sådan lidt, det kender jeg, det er billigt, dem er der mange der bruger. Så på den måde tænker jeg, at <b>hvis det er en virkelig stor virksomhed, som alle kender, og som alle bruger, så vil jeg hellere sende mine penge ind der</b> , end hvis det er sådan noget suspekt noget. (...) | CGD2 |
| 187 | Helt enig  | JK2  |
| 188 | Altså jeg synes stadigvæk, at selvom de steder, hvor jeg har købt fra har været gode nok, så har der stadigvæk været de episoder, hvor jeg køber et eller andet og så tre uger senere, så trækker de samme beløb igen (... snakker videre om oplevelsen). Så ligegyldigt hvor jeg køber, så kan jeg <b>ikke lide at give mine bankoplysninger</b> .  | VA2  |
| 189 | Det er også igen noget med <b>tilvænning</b> , for selvom vi er unge, så er vi ikke unge nok til at være fuldstændig åbne over for nethandel. Altså fx dem der er teenagere nu, når de er på vores alder, så vil de have et helt anderledes med det, fordi de ikke er vokset op med andet. (...) Dem der kommer efter os, de vil overhovedet ikke have noget problem med det.  | CGD2 |
| 190 | Jeg synes ens kontonummer, det er jeg altid <b>utryg</b> ved at give. Men jeg undersøger også nogle gange firmaerne før jeg gør noget, for at sikre mig, fx om der er givet nogle <b>anmeldelser</b> , er det noget jeg kan stole på, og hvis folk siger at det er noget lort, så gør jeg det heller ikke. Så jeg <b>undersøger</b> også ofte mine ...   | VA2  |

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| 191 | Men køber du mest på danske eller udenlandske hjemmesider   | FK2  |
| 192 | Udenlandske   | VA2  |
| 193 | Ja for så, for jeg har det også anderledes med danske end jeg har det med udenlandske, for jeg køber primært fra danske, og der har jeg ikke noget problem overhovedet.         | FK2  |
| 194 | Det er også fordi, at du ved, at du har så meget <b>sikkerhedsnet i Danmark</b>   | CGD2 |
| 195 | Snak om lovgivning og brug af den i forbindelse med handel.   |      |
| 196 | Jeg køber også ind på Amazon, og dem har jeg så meget tillid til, at der har jeg ikke noget imod det, for der ved jeg godt, at hvis det går galt, så er det ikke noget problem. | VA2  |
| 197 | Ja, det er netop det med de <b>store virksomheder</b> . Også i forbindelse med tøjindustrien (snak om brors speciale og virksomheder der fejler).                               | CGD2 |
| 198 | Afslutter   | CP   |

## 11.5 Appendix 5 – Translation of quotes

| Participant and quote number: | Quote:  | Translation:  |
|-------------------------------|---|---|
| CE1 – 26                      | Og den største fordel ved Nemlig, det er de store indkøb, ser jeg, og at man kan få dem leveret.  | [...] [T]he greatest advantage of Nemlig[.com] is [when you have to do] a large amount of shopping, as I see it, and that you can get [the groceries] delivered.  |
| CGD2 – 79 and 81              | <p>Hvis jeg boede længere væk fra supermarkeder, så ville jeg gøre det.</p> <p>Ja, hvis det tog en halv time for at komme til et supermarked, så ville jeg helt klart gøre det. Nu synes jeg bare, når det tager mig 5 minutter ned til til Rema 1000, så er det bare sådan lidt ... så er det bare sådan lidt ... ja, så det ikke så slemt [...]</p> | I would do it if I lived further away from supermarkets. [So] if it took half an hour to get to a supermarket, then I would definitely do it. [However], when it only takes me five minutes to get to Rema 1000 then it is just that bad [to have to go there]. |
| VA2 – 3                       | Jeg tænker også at det er mindre tidskrævende, hvis man har en travl hverdag. At man ikke nødvendigvis skal ned og stå i kø, og bruge en halv time på at stå i kø fordi Gurli-Magrethe ikke kan finde sit Dankort, eller ikke har penge nok. At det går måske lidt hurtigere når man køber på nettet.   | I also think that it is less time-consuming if you live a busy life. That you don't necessarily have to go [to the supermarket] and stand in line, and spend half an hour waiting in line [...]. That it might be a little faster                               |
| MB1 – 170                     | Jeg tror også mest at jeg tænker på det der med om man lige er hjemme, altså at man lige skal time det med at man er hjemme. Det vil være den største barriere  | I am mostly concerned with the fact that you have to be at home, that is, that you have to time [the delivery] with being home. That would be the greatest barrier for me. [...] I often  |

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|            | for mig. Hvis man lige fik en spontan aftale, så åh nej, så skal jeg lige vente på Nemlig. Det er tit jeg lige hurtigt laver et eller får en ide, eller lige mødes med nogen, og så er det irriterende, hvis man skulle sidde og vente.                                 | make [spontaneous plans] and then it would be annoying if you had to sit around and wait [for the delivery to arrive].  |
| AMM1 – 120 | Men hvis jeg skulle bruge en nye forhandler, hvis Nemlig får en konkurrent, så ville det også være noget jeg ville tænke over med det samme, altså hvordan behandler de varerne inden de kommer til mig.  | [...] if I had to use a new retailer, [...], then it would be something that I would think about immediately, that is, how they handle the groceries before they are delivered to me.   |
| VA2 – 129  | [...] Så det ville ikke ændre noget for mig at de kom med noget dagen efter, det kan jeg ikke bruge til noget, hvis jeg skal bruge det nu.  | [...] [I]t wouldn't change anything for me if they came with it the next day, I would be useless to me if it is something that I [need] now.  |
| ME1 – 119  | Ikke lige med dagligvarer. Jeg synes faktisk de har ydet den, sparet mig for den proces at stå nede i Netto og foretager; nåh føles den her tomat lidt for blød, eller er den fin. Der har de allerede sørget for at det er friske grøntsager man får.                  | Not with groceries. I actually think that [Nemlig.com] has saved me the process of going to Netto and having to think; is this tomato too soft, or is it okay. They have already made sure that you get fresh vegetables.   |
| PD1 – 128  | Jeg har også tænkt over, det der med, hvis man får dårlige varer, hvad gør man så? For hvis man får et dårligt salat med hjem fra Netto, det er sket, så har jeg smidt det ud og ikke tænkt mere over det, bare tænkt øv. Men ville jeg jo ikke synes, hvis det kom fra | [...] [I]f you bring home a bad head of lettuce, that has happened, then I have thrown out and not thought more about it, other than; that's too bad, but I wouldn't think like that if it came from Nemlig[.com], then I would be pissed, since it should be in order. |

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|                  | Nemlig, så ville jeg blive megasur, det skal jo bare være i orden.  |   |
| ME1 – 7 and 141  | <p>Mht. det der med søgefunktioner, der synes jeg så - nu bruger jeg Nemlig.com, når jeg bruger det - og der synes jeg, at deres søgefunktion er for dårlig. [...]</p> <p>[...] Fx i starten, så kunne det tage mig rigtig lang tid at bestille varerne, [...]</p>  | Regarding search function, I think that [Nemlig.com's] search function is poor. [...] For example, in the beginning it took me a very long time to order the groceries.   |
| CGD2 – 11 and 81 | <p>Jeg ville gerne gøre, hvis det kostede det samme. Min umiddelbare ide om at købe ting på nettet, det er at det er rasende dyrt [...]</p> <p>så har jeg en fornemmelse af at det er dyrt at få det bragt ud. Jeg forestiller mig lidt, at det er sådan en luksusting det der med at handle på nettet. Det er bare sådan en forestilling, jeg aner ikke om det er rigtigt.</p> | I would [buy groceries online], if it costed the same [as offline]. My immediate idea about purchasing things online is that it is [very] expensive. [...] [I] have a feeling that it is expensive to [have the goods]) delivered, [and] I imagine that shopping online is a luxury thing to do.  |
| ME1 - 23         | [...] Plus at der også er den lille hage, i hvert fald ved Nemlig.com, at man minimum skal købe for 400 kr., og det er altså ikke altid at man kommer op det beløb, og så kommer der altså nogle ting i indkøbskurven. Ja, så bliver man nødt til at købe mere, hvilket så også har gjort, at jeg har holdt mig lidt mere fra det [...]   | [...] [T]here is a catch, at least with Nemlig.com, that you have to purchase for a minimum of 400 DKK, [but] it is not always that you reach that amount, and [...] then you have to buy more, which also has [had the effect] that I have kept myself more away from [online grocery shopping]. |
| MB1 – 140        | Ja, lige præcis, og hvad andre har fortalt om den virksomhed, og  | I definitely think, after you have talked about Nemlig[.com], that  |

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|           | <p>kan jeg stole på det og sådan. Jeg tænker da i hvert fald, at når I har fortalt om Nemlig, så kunne det da godt være at man skulle prøve det. Nu har I jo fortalt meget godt om det.</p>  | <p>maybe [I] should try it. Since you have told so much good about it.</p>   |
| ME1 – 39  | <p>Jeg skulle faktisk lige til at sige det, at hvis der var noget der skulle gøre at vores vaner skulle ændre sig, så skulle det være sådan noget drastisk noget som at få børn. [...]</p>   | <p>[...] [I]f something was to change our habits, it would be something drastic, such as having kids.</p>  |
| CE1 – 26  | <p>Ja, jeg tror faktisk at det er 400 kroners-reglen der ofte gør, at vi ryger tilbage til det normale. Det er faktisk det der skader Nemlig, jeg ved godt, at de gør det for ikke at skulle spille for mange penge på levering, men jeg tror, at det skader deres udvikling ret meget. Fordi, hvis vi står og skal købe ind og skal have nogle ting nu, men vi har kun for 2-300 kr., ej så gider vi ikke at sidde og finde alle mulige ekstra produkter, så cykler vi bare de 2 minutter ned i Netto og handler ind. [...]</p> | <p>[...] [I] actually think that it is the 400 DKK rule that is the reason why we often return to the normal [way of shopping]. [...] [I] think it hurts [Nemlig.com's] development quite a bit, because if we have to shop for groceries and need to buy it now, but only [gather groceries for the amount of 200-300 DKK], then we don't want to find all kinds of extra products, instead we bike the 2 minutes [it takes to get] to Netto and do the shopping [there].</p> |
| MB1 - 138 | <p>Jamen, det er en vane for mig at gå ned i Netto, så det ved jeg hvad er, og det har jeg altid gjort, så hvis det var, at det var nemmere, eller at jeg boede langt væk, så kunne det blive en vane at Nemlig-manden kom. Så det</p>   | <p>Well, for me it's a habit to go to Netto, I'm familiar with it, and it is what I have always done. [But] if it was easier, or I lived far away, then it could be a habit that [the guys from Nemlig.com] came. So it has a lot to do with what you are used to.</p>   |



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|           | handler meget om, ja, hvad man er vant til.  |   |
| CE1 – 121 | Det handler om tillid, ikk', og mange af os har fået tillid ret hurtigt på det punkt, og så har man bortkastet det som en risikofaktor.  | It's about trust, right? And many of us have gained trust pretty fast in terms of [how they handle things], so you discard as a risk factor.  |
| MB1 – 122 | Jeg tror også, at jeg tænker, at når det er en populær virksomhed, så har jeg også tilliden til, at de gør det ordenligt. Jeg tror måske ikke, at jeg er så kritisk med det, for hvis det fungerer godt for dem og der er mange der handler der, så må det være i orden. Og ligesom I også siger, med man hører fra andre, venner eller familie, så ville jeg også tænke, jamen det er der ikke nogen problemer i.   | [...] [W]hen it is a popular company, then I have faith in them doing things properly. I might not be that critical about it, because if it works out for them, and many (people) shop there, then it must be alright. And [...] hearing [positive things] from others, friends, or family, I would also think; well, there are no problems to it   |
| CGD2 – 45 | Det kommer også an på om man har tiden til det, for jeg synes også at, hvis det er sådan, altså nu skriver jeg speciale og har al den tid i verden, så synes jeg da også at det er fint at gå ud og handle og give mig god tid. Men altså, hvis jeg havde et fuldtidsjob, og jeg vidste at jeg skulle hente mine børn der og der, og at jeg så desuden skulle ned og træne til et halvmaraton, så ville jeg måske ikke synes, at det var så sjovt, at være inde i en butik i to timer. Så jeg tror også at det kommer an på hvor man er i livet. [...] | It depends on whether you have the time for it. [...] [A]t the moment, while I'm writing my thesis and have all the time in the world, then I think it's fine to go out and shop and take my time doing it, but if I had a fulltime job and I knew that I had to pick up my kids then and there, and that I furthermore had to go train for a half marathon, then I probably wouldn't find it enjoyable to be in a supermarket for two hours. So I think it depends on where you are in life. |

