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ONLINE GROCERY SHOPPING: CONSUMER INSIGHTS REPORT



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PREPARED FOR: WALMART

AGENDA

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INTRODUCTION

BACKGROUND:

The shift towards online grocery shopping has accelerated due to convenience, technology advancements, and consumer preferences.

OBJECTIVE:

To analyze consumer habits, preferences, and pain points in online grocery shopping and provide insights for businesses.



METHODOLOGY

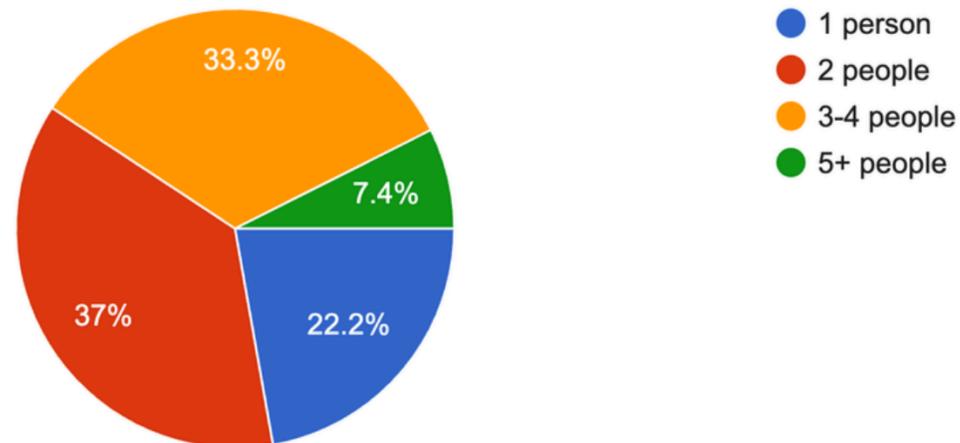
- **Target Audience:** Consumers who shop for groceries online.
- **Sampling Technique:** Convenience Sampling.
- **Sample Size:** 29 respondents.
- **Survey Method:** Online questionnaire via Google Forms.
- **Data Collection Period:** 2-3 Weeks.
- **Limitations:** Small sample size; potential response bias, respondents drop off throughout the survey.

SAMPLE AT A GLANCE- DEMOGRAPHICS

Of the 27 individuals who completed the survey, household size varied between single-person households and small to medium-sized groups. The majority of respondents fall within the 25–34 age range, indicating a demographic of young professionals or early-career individuals.

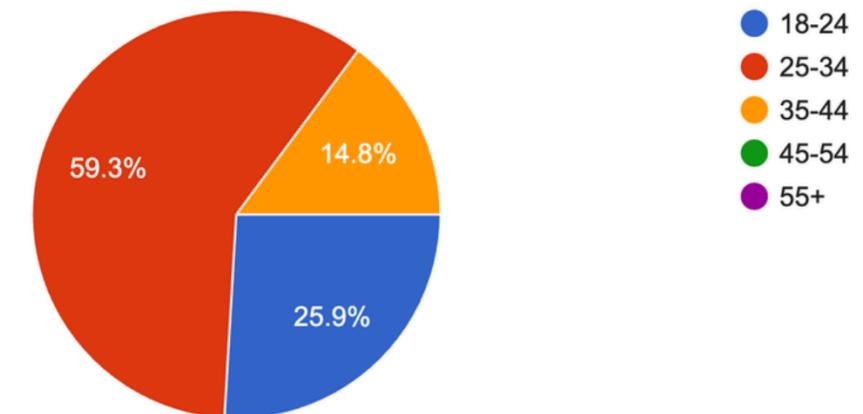
What is your household size?

27 responses



What is your age group?

27 responses



Age: 25–34 (59.3%)

Household Composition: Primarily 1–4 members

Demographic Characteristics:

- Likely employed professionals or young adults
- Living independently or in small family units
- Possibly engaged in urban or metropolitan living, given smaller household sizes members

n=27

EXECUTIVE SUMMARY

Key Takeaways:

- Majority of respondents shop online every two weeks or monthly.
- Smartphones are the most used device for grocery shopping.
- Price and convenience are key factors influencing purchase decisions.
- Delivery fees and out-of-stock items are major barriers.
- Mixed confidence in the freshness of perishable items.
- Many prefer to be asked before substitutions are made.
- Personalized recommendations are somewhat helpful but not crucial.

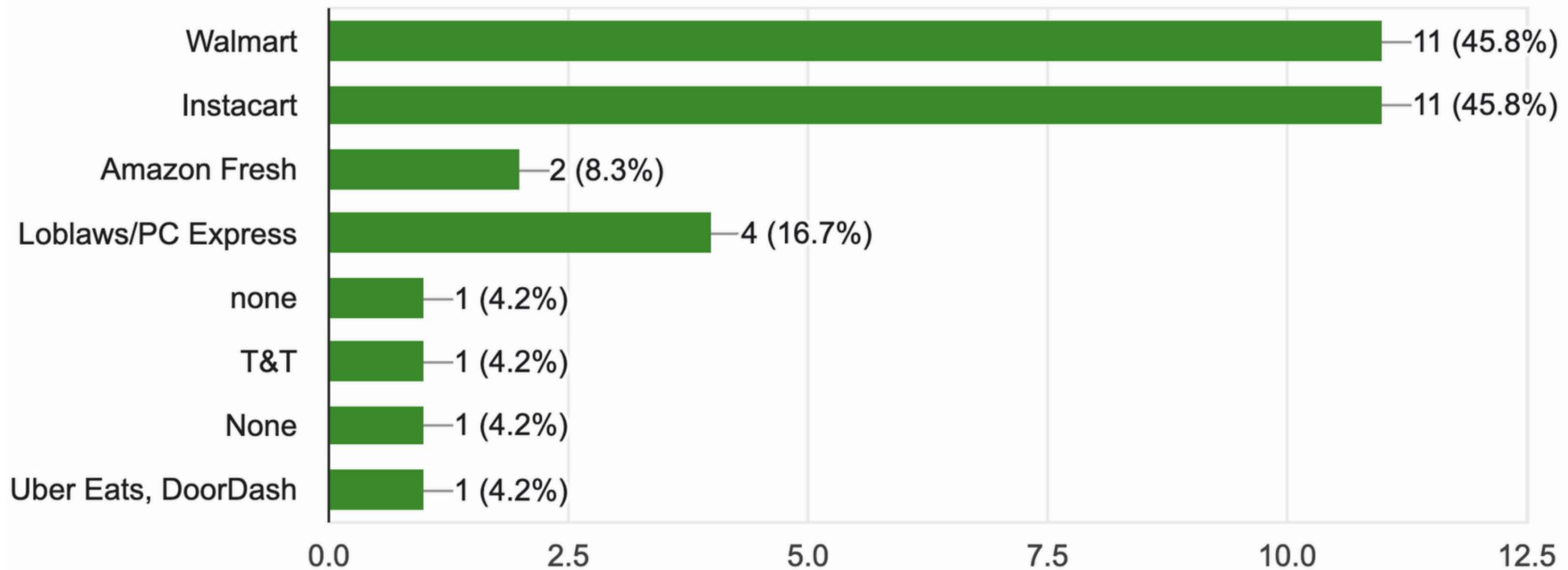


The slide features a central dark blue rounded rectangle containing the word "FINDINGS" in white. The background is white with abstract geometric shapes in blue and yellow at the corners. The top-left corner has overlapping yellow and blue shapes. The top-right corner has overlapping blue and yellow shapes. The bottom-right corner has overlapping blue and yellow shapes. The bottom-left corner has overlapping blue and yellow shapes.

FINDINGS

THE MAJORITY HAVE USED WALMART AND INSTACART

45.8% have used Walmart and Instacart grocery delivery services in the past 3 months, with 16.7% using Loblaws, and only 4.2% using T&T, Ubers Eats or Door Dash, or none.

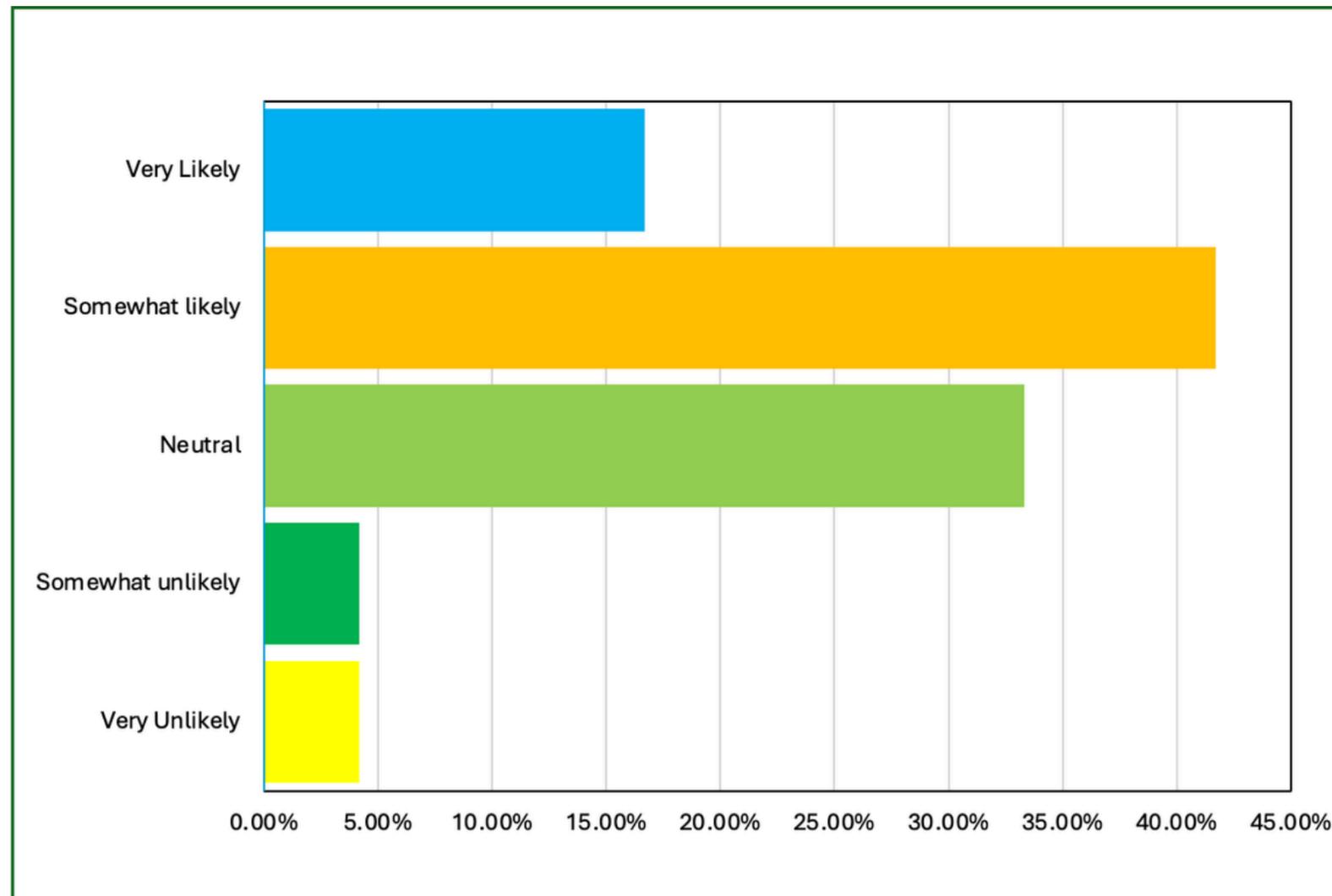


n=24

Q15) Which online grocery services have you used in the past 3 monthths?

MOST CUSTOMERS ARE SOMEWHAT LIKELY TO RECOMMEND THEIR SERVICE

Over 40% of respondents are somewhat likely to recommend their preferred online grocery service to others, followed by over 30% that are neutral. Less than 5% responded very unlikely.



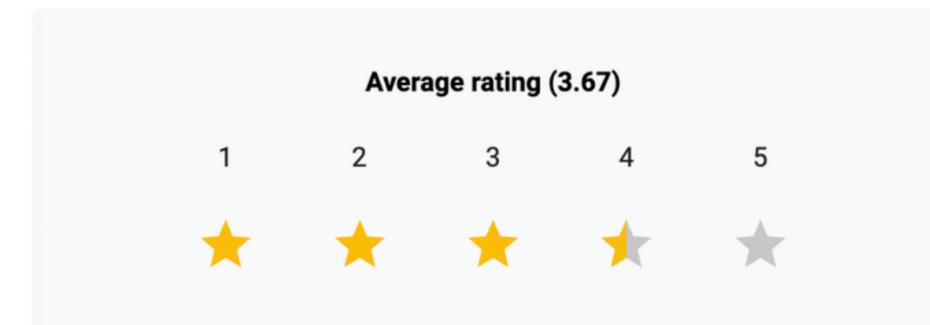
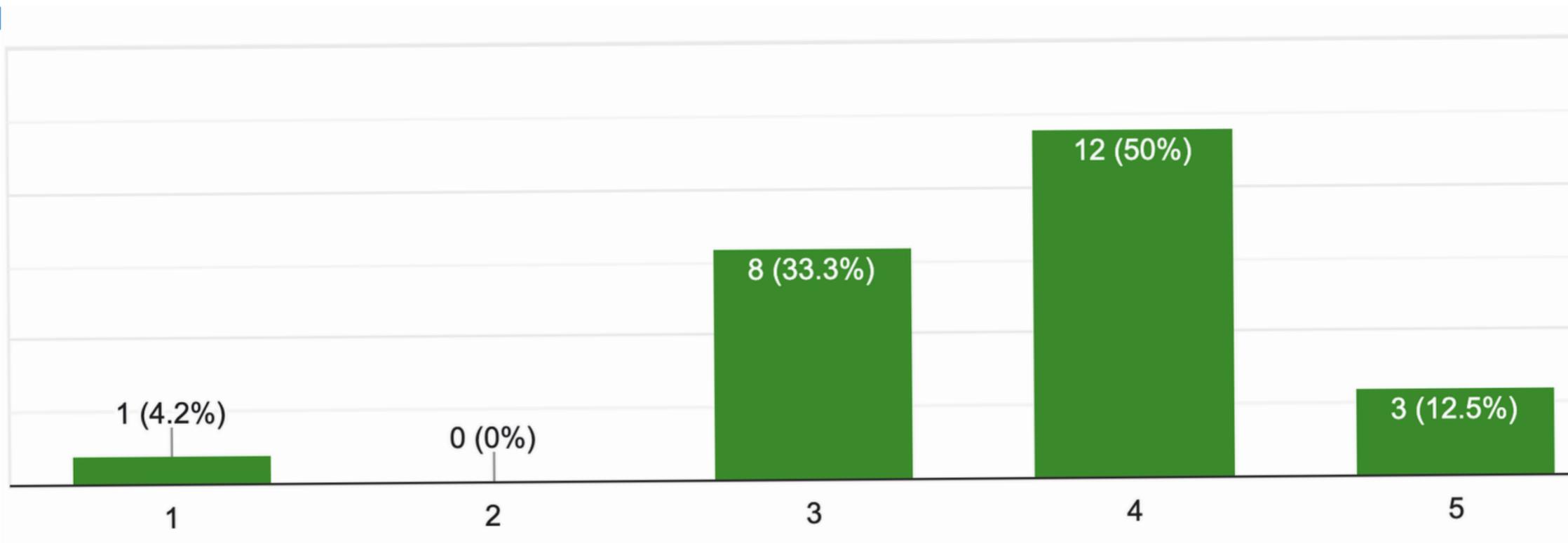
- Very Likely
- Somewhat Likely
- Neutral
- Somewhat Unlikely
- Very Unlikely

n=24

Q16) How likely are you to recommend your preferred online grocery service to others?

THE OVERALL SATISFACTION WITH ONLINE GROCERY SERVICES HAS AN AVERAGE RATING OF 3.67

50% of respondents rated their overall experience using their online grocery service 4 stars, followed by 33.3% who responded with 3 stars. Only 4.2% rated their experience 1 star.

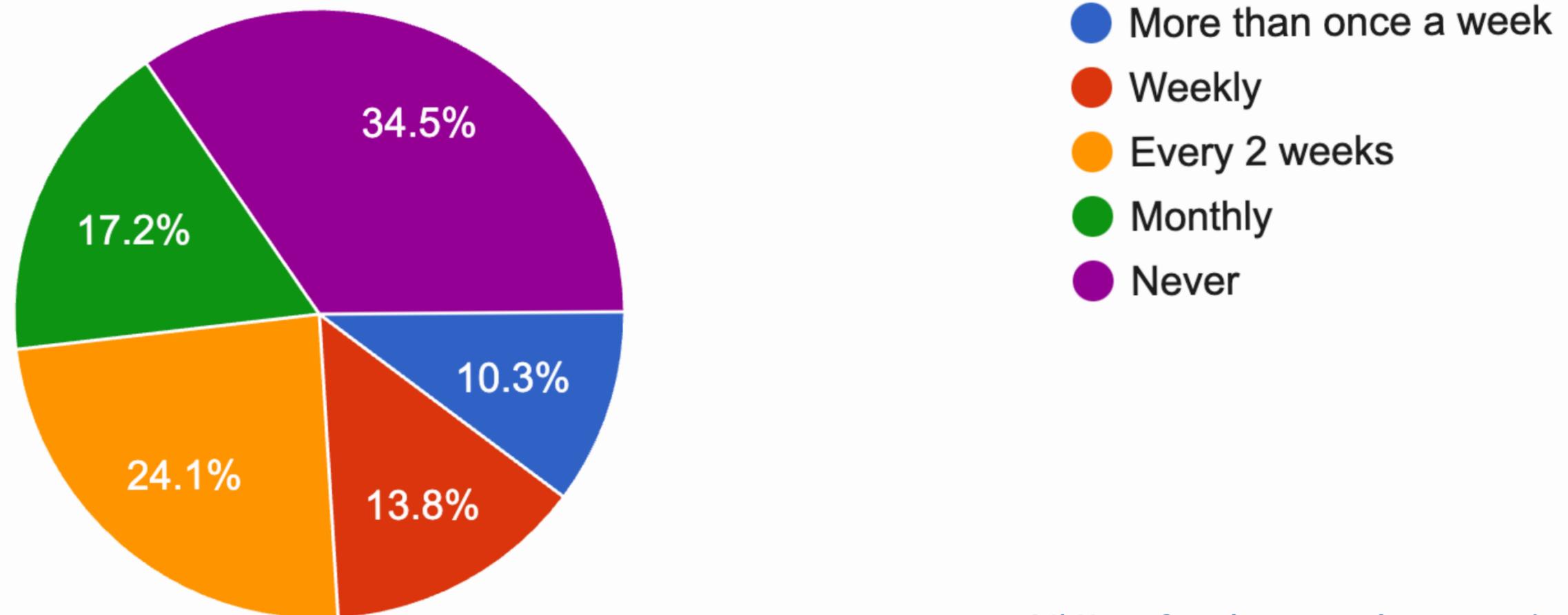


n=24

Q17) How satisfied are you with your overall experience using this service?

MOST RESPONDENTS SHOP ONLINE EVERY TWO WEEKS OR MONTHLY

24.1% of respondents purchase groceries online every 2 weeks, followed by 17.2% of respondents who purchase groceries online monthly. 34.5% of respondents never purchase groceries online.

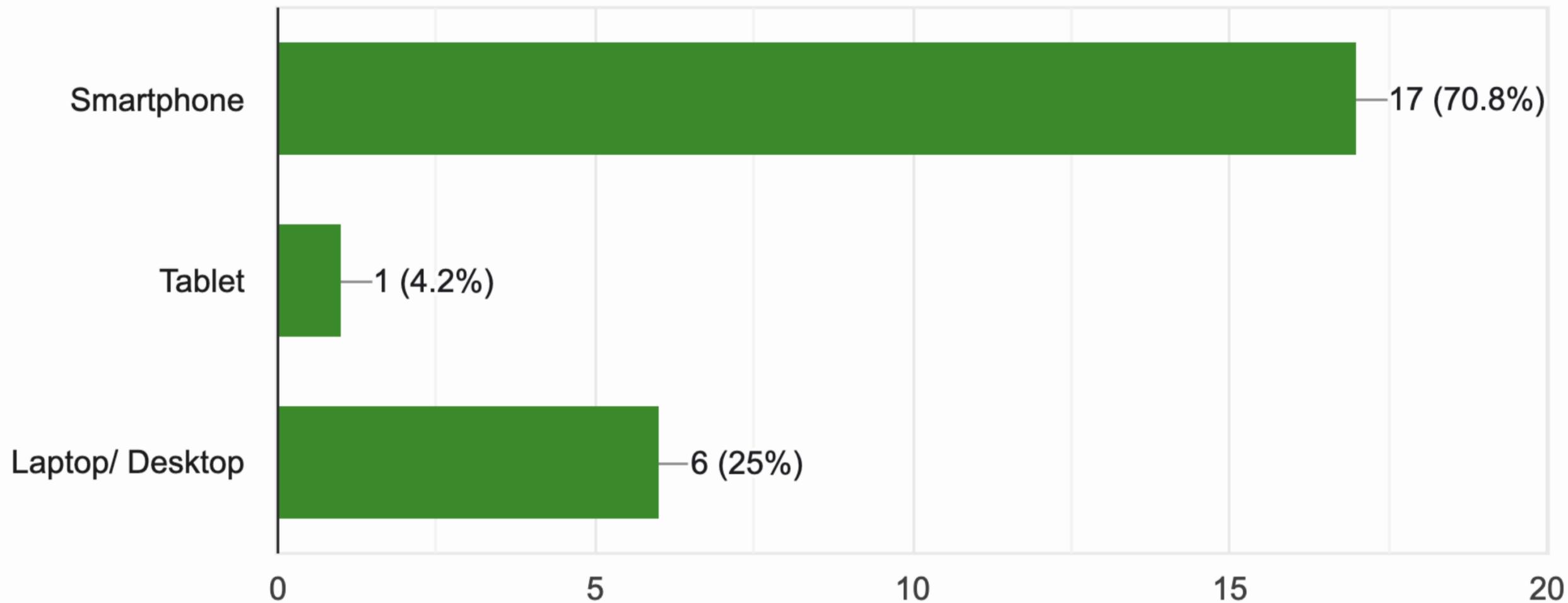


n=29

Q1) How often do you purchase groceries online?

SMARTPHONES DOMINATE AS A PRIMARY DEVICE FOR ONLINE GROCERY SHOPPING

70.8% of respondents use smartphones for their online grocery shopping, while a quarter of respondents use a laptop/desktop. Only 4.2% of respondents use a tablet.

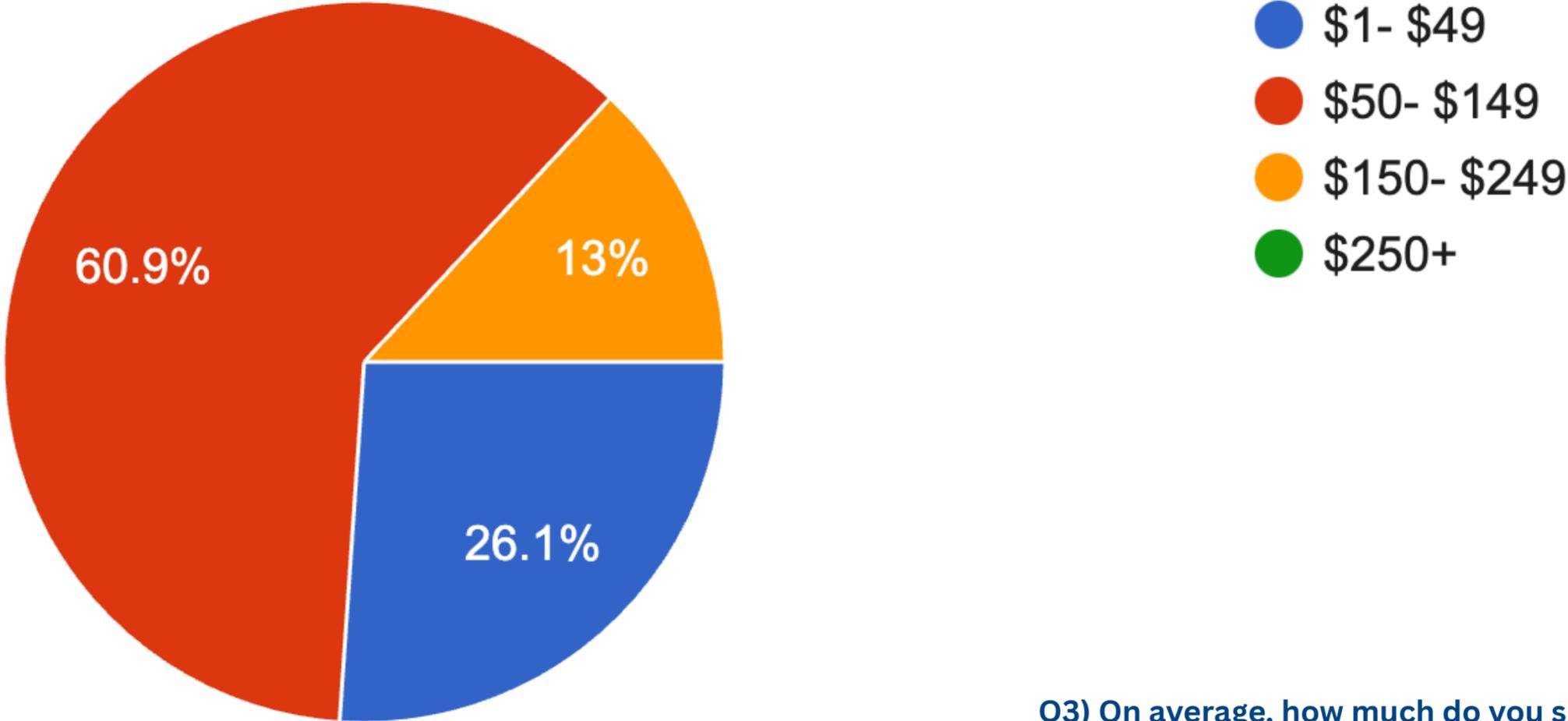


n=24

Q2) Which device do you typically use for online grocery shopping?

MAJORITY OF RESPONDENTS SPEND BETWEEN \$50-\$149 PER WEEK

60.9% of respondents spend \$50-\$149 per week on online grocery shopping, followed by 26.1% that spend \$1-\$49 a week. 13% of respondents spend a higher amount of \$150-\$249 a week on groceries. None of the respondents spend more than \$250 a week on groceries.

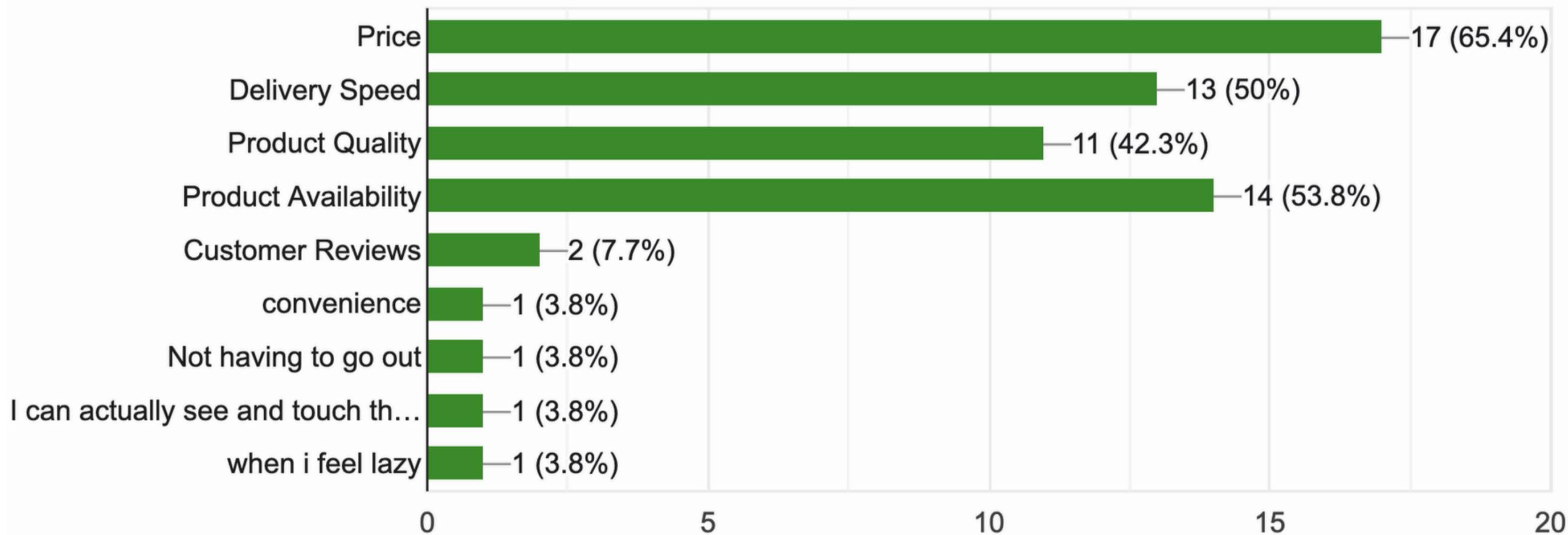


n=23

Q3) On average, how much do you spend per week on online grocery shopping?

PRICE, DELIVERY SPEED, AND PRODUCT AVAILABILITY ARE KEY DECISION FACTORS

According to 65.4% of respondents price is the largest factor influencing the decision to online grocery shop over in person, followed by 53.8% influenced by product availability, and 50% influenced by delivery speed. Less than 5% of respondents are influenced by convenience.

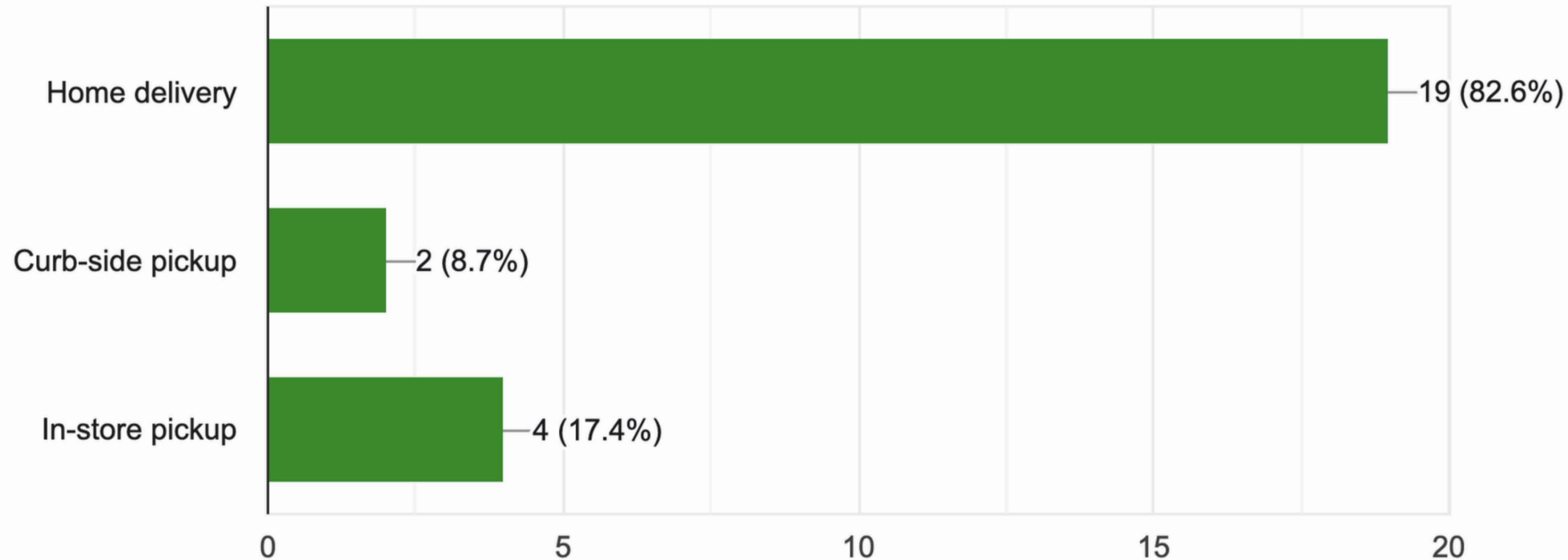


n=26

Q4) Which factors would influence your decision to choose online grocery shopping over in-person shopping?

HOME DELIVERY IS THE MOST PREFERRED METHOD

82.6% of respondents typically receive their grocery orders through home delivery, while 17.4% use in-store pickup. Only 8.7% of respondents receive their groceries through curbside pickup.

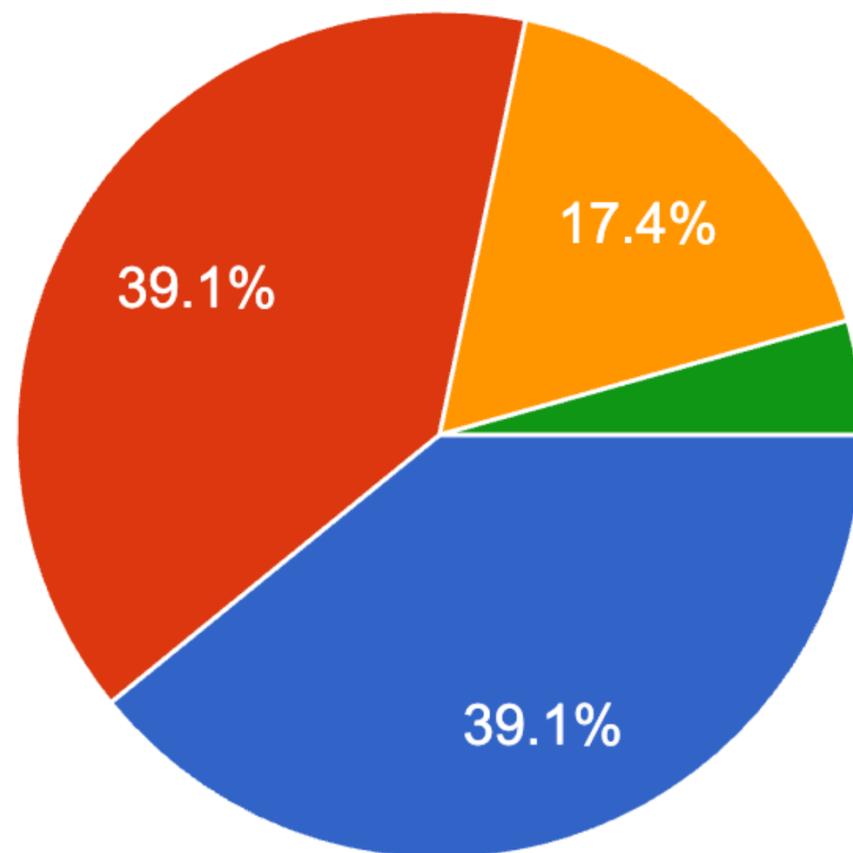


n=23

Q5) How do you typically receive your online grocery orders?

A SIGNIFICANT PERCENTAGE OF SHOPPERS EXPERIENCE MISSING ITEMS IN ONLINE GROCERY ORDERS

39.1% of respondents have never encountered missing items in their online grocery orders, while another 39.1% have encountered missing items 1-3 times. 17.4% of respondents have encountered missing items 4-7 times. Only 4.4% of respondents encountered missing items more than 8 times.

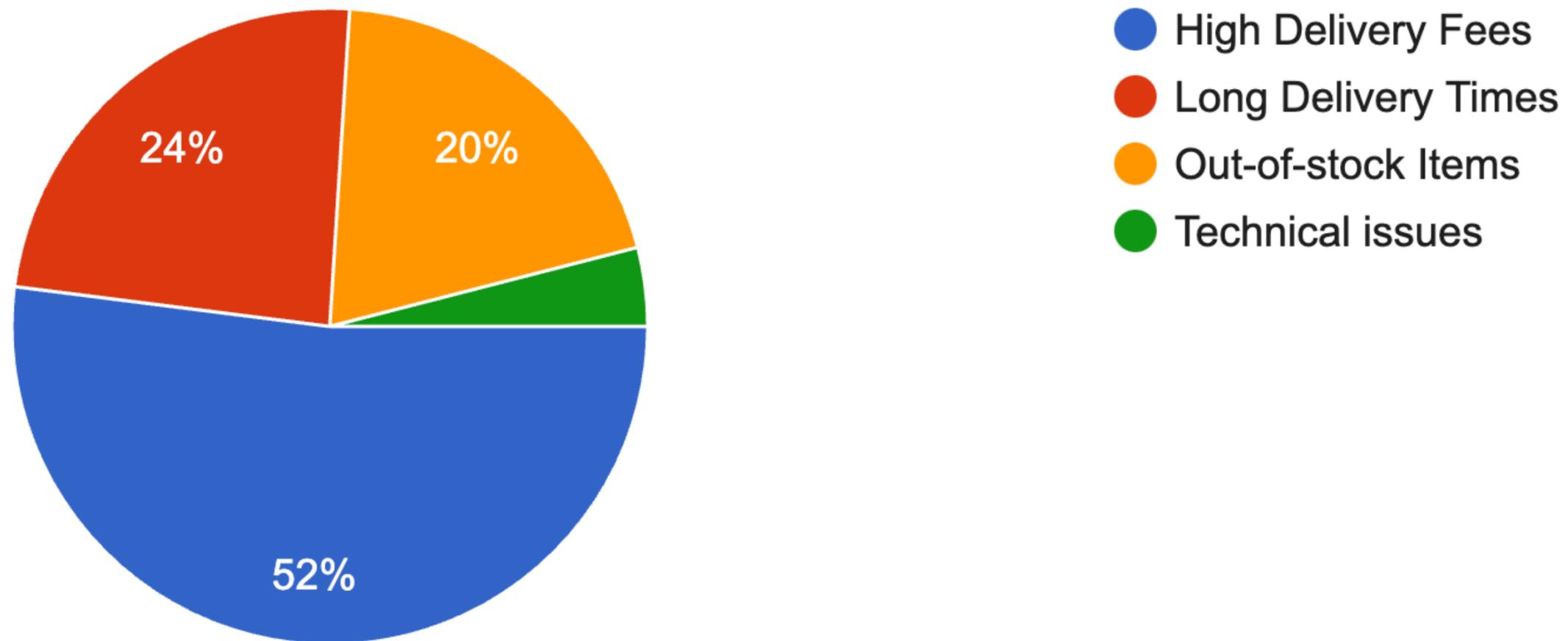


n=23

Q6) How often have you encountered missing items in your online grocery orders in the last 3 months?

HIGH DELIVERY FEES AND LONG DELIVERY TIMES ARE MAJOR OBSTACLES

High delivery fees stops the majority of respondents from completing an online grocery order at 52%. Long delivery times stops 24% of respondents, followed by out-of-stock items which stops 20% of respondents. Less than 5% of respondents are stopped by technical issues.



n=25

Q7) What usually stops you from completing an online grocery order?

FREQUENCY OF USE (24)- SPECIAL OFFERS AND PROMOTIONAL DISCOUNTS ARE MOST USED

Majority of respondents use promotional discounts, coupons, and special offers when grocery shopping online.

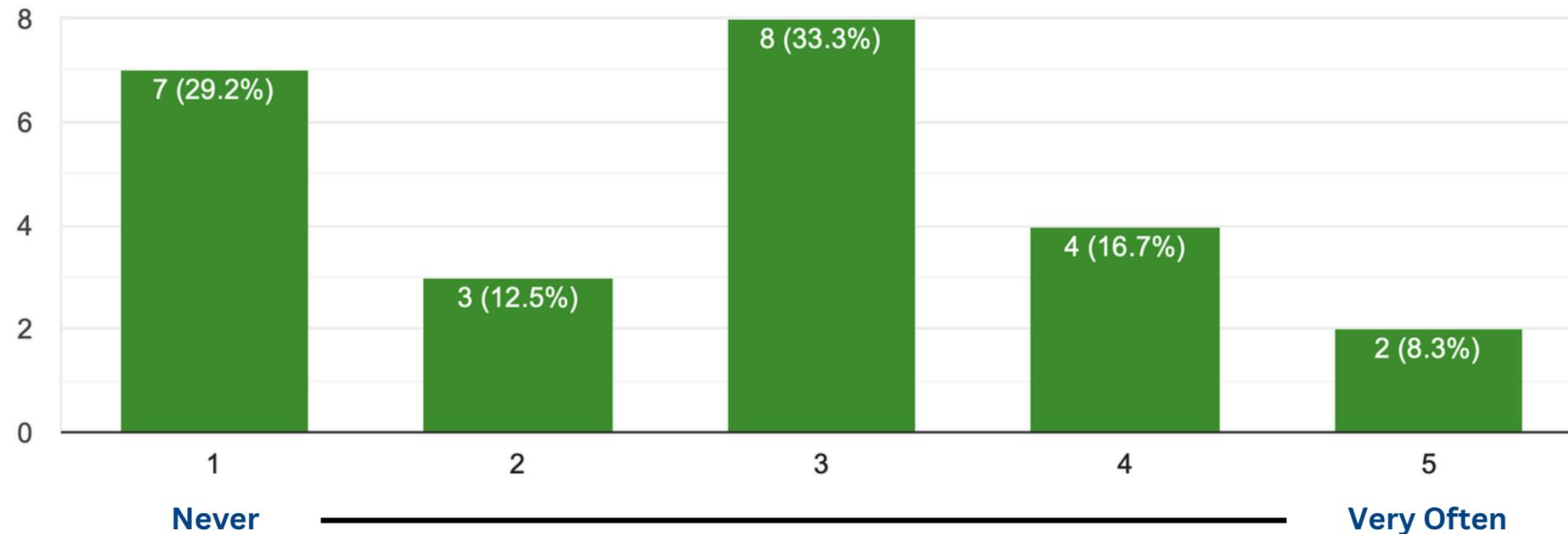


n=24

Q8) How often do you use the following when shopping for groceries online?

SOME RESPONDENTS USE THE REORDER FEATURE SOMETIMES WHILE OTHERS NEVER USE IT

33.3% of respondents rated their usage of the reorder feature a 3 out of 5, while another 29.2% of respondents rated their usage of the feature a 1 out of 5. Only 8.3% of respondents use the feature often enough to rate their usage a 5 out of 5.

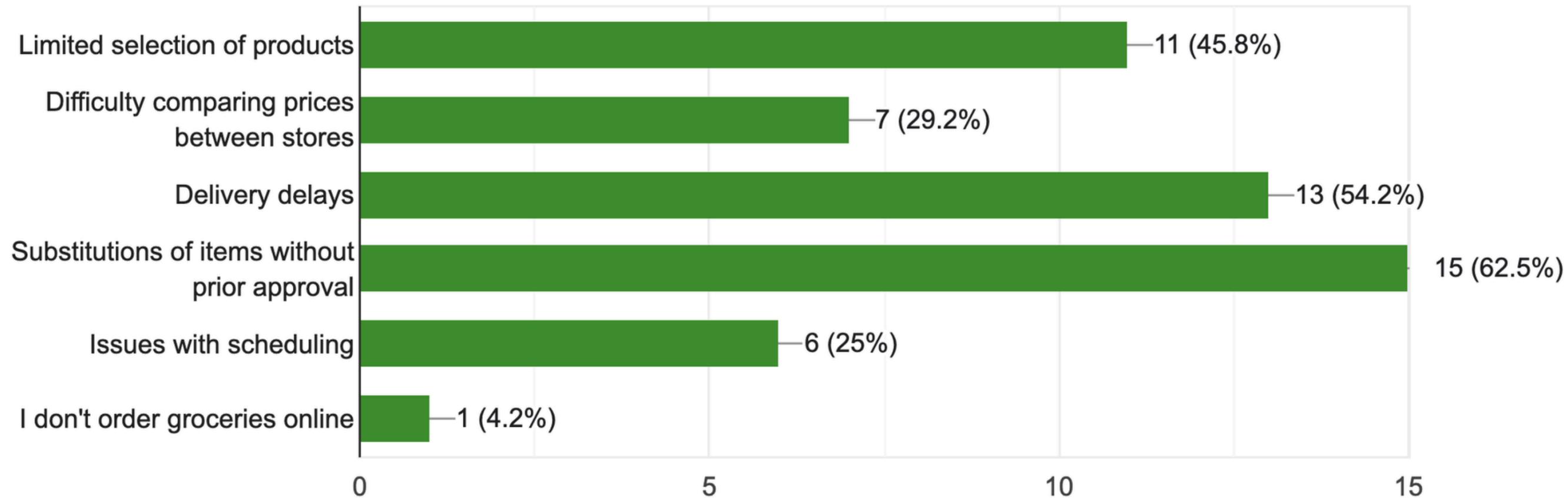


n=24

Q9) How often do you use the “reorder” feature when shopping for groceries online?

THE BIGGEST ISSUE IS SUBSTITUTIONS WITHOUT PRIOR APPROVAL, FOLLOWED BY DELIVERY DELAYS, AND LIMITED SELECTION OF PRODUCTS

62.5% of respondents have experienced issues with substitution of items without prior approval, followed by 54.2% experiencing challenges with delivery delays, and 45.8% struggling with limited selection of products. A quarter of respondents experienced issues with scheduling.

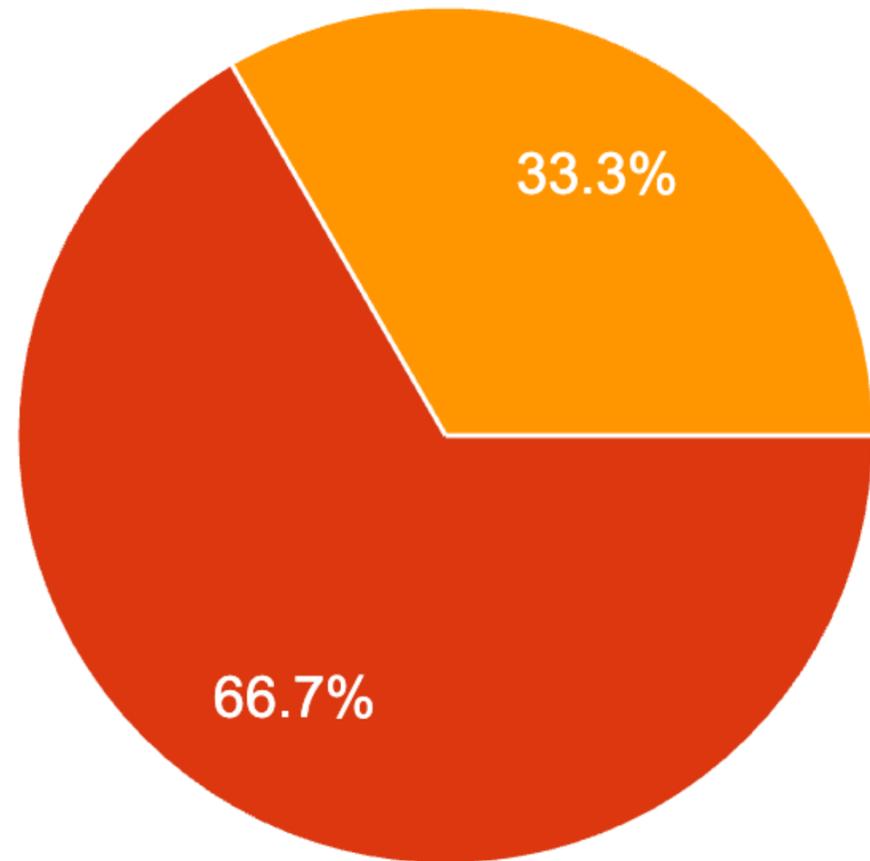


n=24

Q10) Which of the following challenges have you experienced while shopping for groceries online?

MAJORITY PREFER TO BE ASKED BEFORE SUBSTITUTIONS ARE MADE

66.7% of respondents prefer to be asked before a substitution is made, with 33.3% disliking substitutions and preferring a refund. None of the respondents like automatic substitutions.



- I like it when substitutions are automatically made
- I prefer to be asked before a substitution is made
- I dislike substitutions and prefer a refund

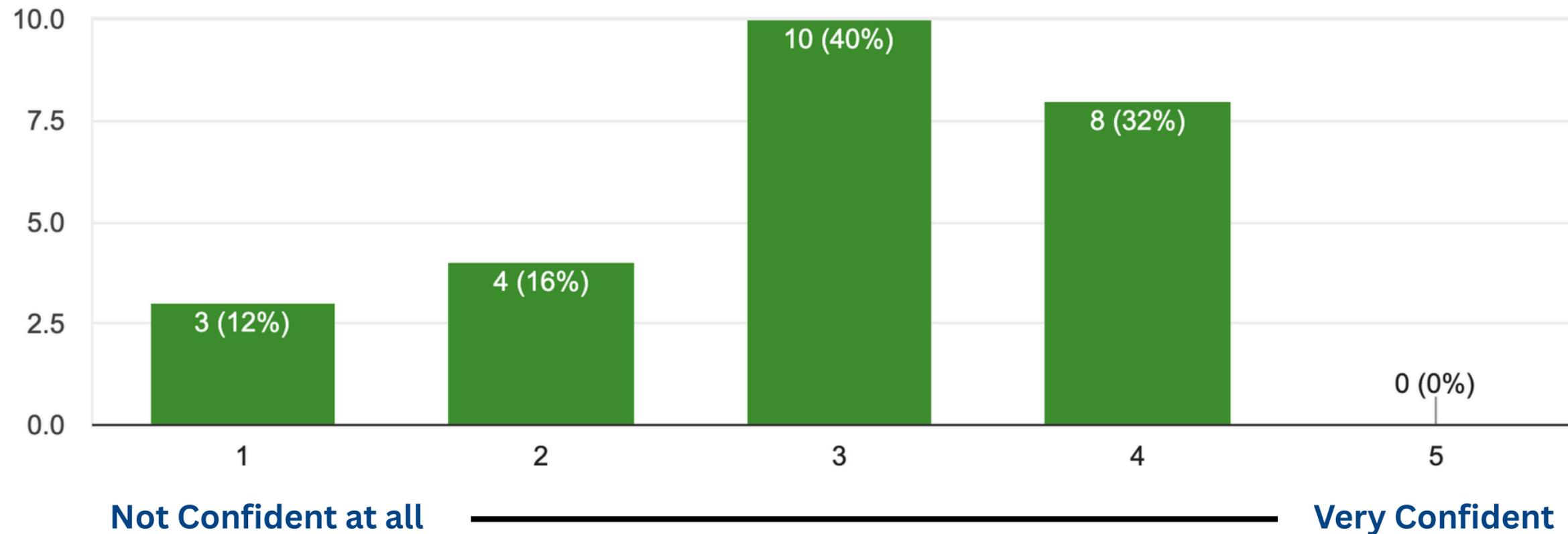
The pie chart indicates that 33.33% prefer a refund over a substitution and 66.7% prefer to be asked before a substitution. However, none of the respondents like it when the substitutions are automatically made. (blue)

Q11) How do you prefer substitutions to be handled when an item is out of stock?

n=24

CUSTOMERS ARE SOMEWHAT CONFIDENT IN THE FRESHNESS OF PERISHABLE ITEMS BUT NOT ENTIRELY

40% of respondents rated their confidence for the freshness of perishable items a 3 out of 5, followed by 32% rating their confidence a 4 out of 5. Only 12% rated their confidence a 1 out of 5.

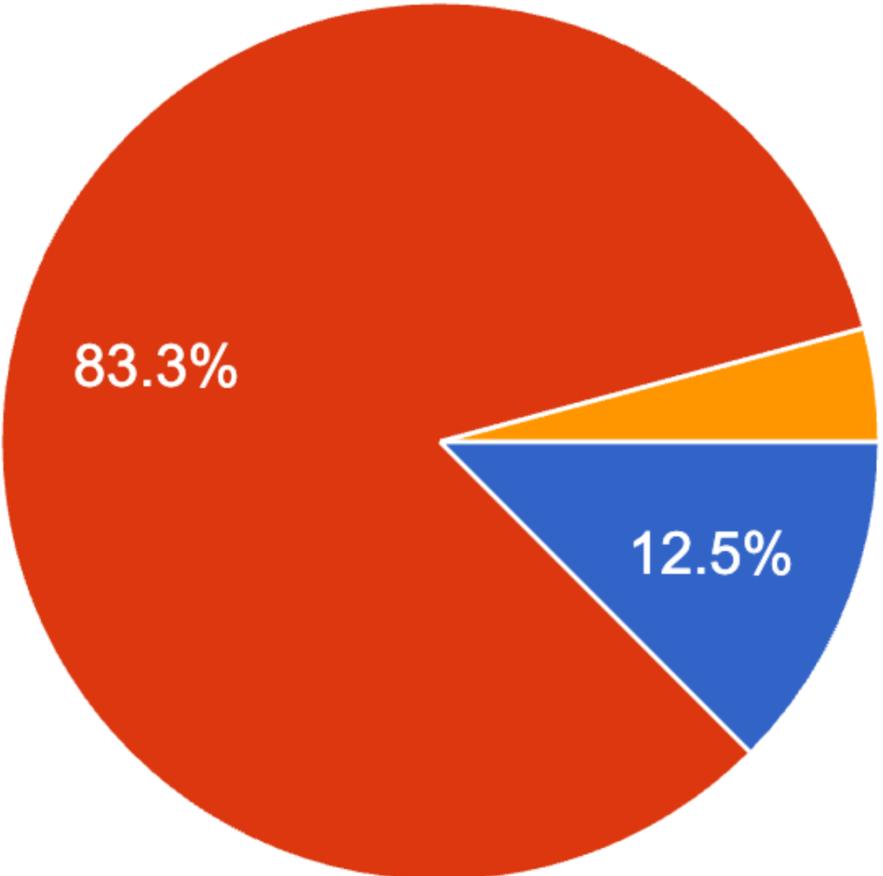


n=25

Q12) How confident are you in the freshness of perishable items (e.g., produce, dairy, meat) when ordering groceries online?

MOST RESPONDENTS EXPECT THEIR SHOPPING HABITS TO REMAIN THE SAME

83.3% of respondents expect their online grocery shopping habits to remain the same over the next 6 months, with only 12.5% of respondents expecting their habits to increase. Less than 5% expect their habits to decrease.



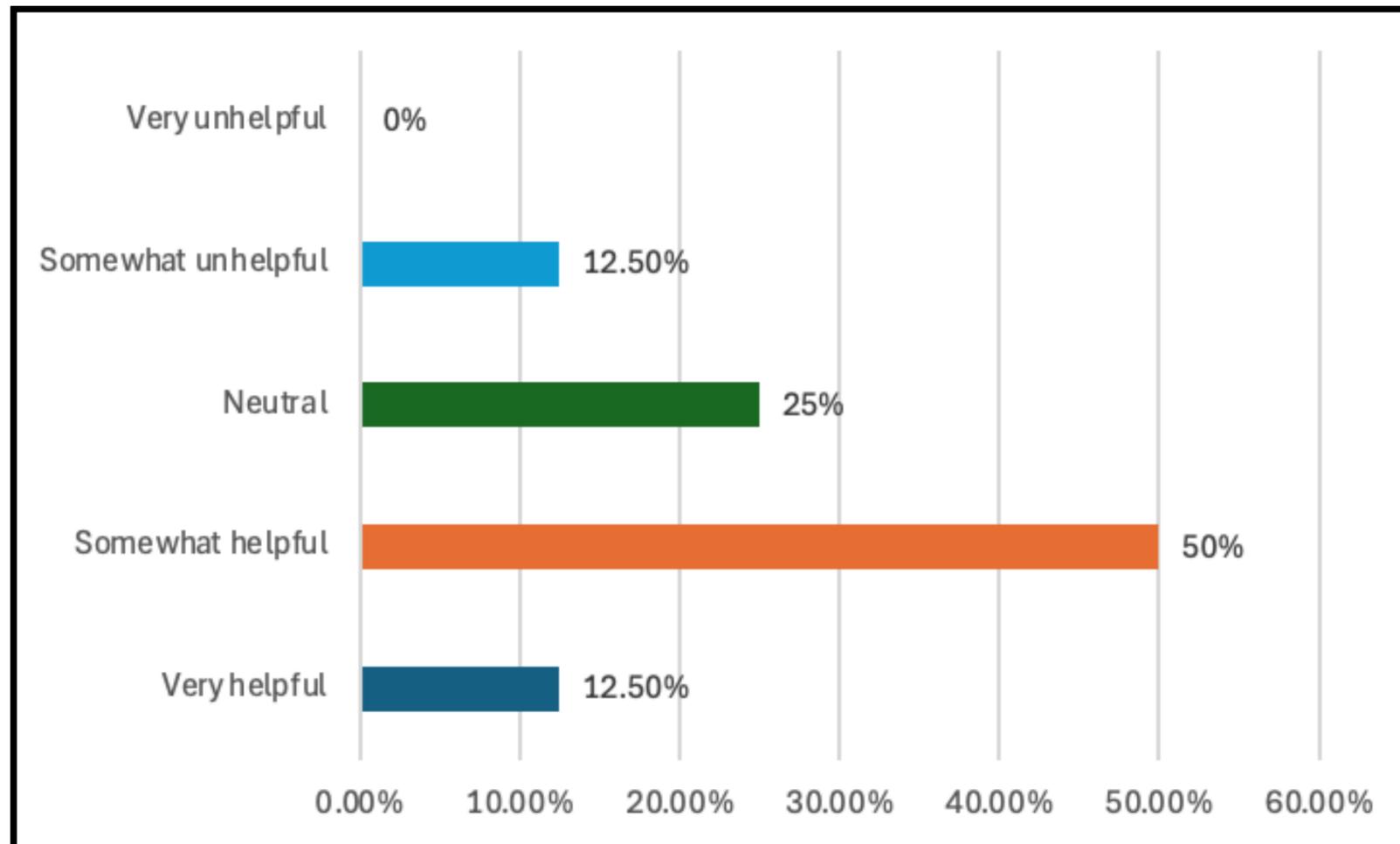
- Increase
- Stay the Same
- Decrease

n=24

Q13) How do you expect your online grocery shopping habits to change in the next 6 months?

MANY RESPONDENTS FIND PERSONALIZATION SOMEWHAT HELPFUL

50% of respondents find personalizaion somewhat helpful, while a quarter of respondents remain neutral. 12.5% of respondents find personalization to be somewhat unhelpful and another 12.5% find it to be very helpful.



- Very unhelpful
- Somewhat unhelpful
- Neutral
- Somewhat helpful
- Very helpful

n=24

Q14) How do you feel about the personalization of your online grocery shopping experience (e.g., recommended products based on past purchases?)

LOWER DELIVERY FEES AND FRESHER PRODUCE ARE KEY REQUESTS

Most respondents are concerned about price when it comes to ordering groceries online, suggesting lower delivery fees, better deals/discounts and in store promotions.

none

More store options on portals like instacart with reduced delivery fee

if they remove delivery price

the freshness of produce stuff and more offers

better deals and low delivery fee

Lower delivery fees, consistent pricing with in store pricing, trust that perishable items will not go bad

Less delays with delivery, mimic grocery store prices and allow for reward cards to be associated more easily

More Discounts

n=8

Q18) What improvements would encourage you to shop for groceries online more frequently?

DISCOUNTS AND LOYALTY REWARDS COULD IMPROVE ENGAGEMENT

Several respondents indicated they do not shop for groceries online, citing proximity to physical stores as a key reason. Among those who do, feedback suggests that while the overall experience is positive, there is room for improvement. One notable request is for more discounts and loyalty rewards, which could encourage regular online shopping.

- none
- I don't shop grocery online, so I can't answer most of those questions
- No
- overall experience was good but there're rooms could be improved
- I live near many grocery stores so I don't need to grocery shop online
- N/A
- I'd love to see more discounts or loyalty rewards for regular shoppers.

Q21) Do you have any additional comments or suggestions regarding your online grocery shopping experience?

n=7



CONCLUSION

Key Implications:

- Online grocery shopping is growing but has significant barriers to adoption.
- Price sensitivity and trust in product quality remain major concerns.
- Personalized recommendations are moderately appreciated but not a dealbreaker.

RECOMMENDATIONS

1

Enhance Freshness Guarantee: Provide quality assurance for perishable goods.

2

Improve Inventory Management: Reduce out-of-stock issues and offer real-time updates.

3

Lower Delivery Costs: Offer free or discounted delivery for loyal customers.

4

Better Substitution Handling: Give customers more control over replacements.

5

Increase Discounts & Rewards: Implement more promotions and loyalty programs.

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APPENDIX

Shopping for Groceries Online: Your Thoughts Matter!

Hello, and thank you for your time!

We are students at George Brown College conducting a survey for our Marketing Research class. This survey aims to explore consumer habits and experiences related to online grocery shopping. Your insight will help us better understand trends and preferences in this growing industry.

The survey will take approximately **15 minutes** to complete. All responses are **completely confidential** and will not be linked to you personally. Participation is **entirely voluntary**, and you may choose to withdraw at any time.

We truly appreciate your time and input. Thank you for helping us with our research!

1. How often do you purchase groceries online?

Mark only one oval.

- More than once a week
- Weekly
- Every 2 weeks
- Monthly
- Never

2. Which device do you typically use for online grocery shopping? *(Check all that apply)*

Check all that apply.

- Smartphone
- Tablet
- Laptop/ Desktop

3. On average, how much do you spend per week on online grocery shopping?

Mark only one oval.

- \$1- \$49
- \$50- \$149
- \$150- \$249
- \$250+

4. Which factors would influence your decision to choose online grocery shopping over in-person shopping? *(Check all that apply)*

Check all that apply.

- Price
- Delivery Speed
- Product Quality
- Product Availability
- Customer Reviews
- Other: _____

5. How do you typically receive your online grocery orders? *(Check all that apply)*

Check all that apply.

- Home delivery
- Curb-side pickup
- In-store pickup

6. How often have you encountered missing items in your online grocery orders in the last 3 months?

Mark only one oval.

- Never
- 1-3 times
- 4 to 7 times
- 8+ times

7. What usually stops you from completing an online grocery order?

Mark only one oval.

- High Delivery Fees
- Long Delivery Times
- Out-of-stock Items
- Technical issues
- Other: _____

8. How often do you use the following when shopping for groceries online? (Rate each on a scale from 1 = "Never" to 5 = "Very Often")

Mark only one oval per row.

	1	2	3	4	5
Promotional Discounts	<input type="radio"/>				
Coupons	<input type="radio"/>				
Special Offers	<input type="radio"/>				

9. How often do you use the "reorder" feature when shopping for groceries online?

Mark only one oval.

1 2 3 4 5

Never Very Often

10. Which of the following challenges have you experienced while shopping for groceries online (Check all that apply)

Check all that apply.

- Limited selection of products
- Difficulty comparing prices between stores
- Delivery delays
- Substitutions of items without prior approval
- Issues with scheduling
- Other: _____

11. How do you prefer substitutions to be handled when an item is out of stock?

Mark only one oval.

- I like it when substitutions are automatically made
- I prefer to be asked before a substitution is made
- I dislike substitutions and prefer a refund

12. How confident are you in the freshness of perishable items (e.g., produce, dairy, meat) when ordering groceries online?

Mark only one oval.

1 2 3 4 5

Not Very Confident

13. How do you expect your online grocery shopping habits to change in the next 6 months?

Mark only one oval.

Increase

Stay the Same

Decrease

14. How do you feel about the personalization of your online grocery shopping experience (e.g., recommended products based on past purchases)?

Mark only one oval.

Very helpful

Somewhat helpful

Neutral

Somewhat unhelpful

Very unhelpful

15. Which online grocery services have you used in the past 3 months? (Check all that apply)

Check all that apply.

Walmart

Instacart

Amazon Fresh

Loblaws/PC Express

Other: _____

16. How likely are you to recommend your preferred online grocery service to others?

Mark only one oval.

Very likely

Somewhat likely

Neutral

Somewhat unlikely

Very unlikely

17. How satisfied are you with your overall experience using this service? (Scale: 1 = Very Dissatisfied, 5 = Very Satisfied)

1 2 3 4 5

☆ ☆ ☆ ☆ ☆

18. What improvements would encourage you to shop for groceries online more frequently?

Key Questionnaire Sections

19. What is your age group?

Mark only one oval.

- 18-24
- 25-34
- 35-44
- 45-54
- 55+

20. What is your household size?

Mark only one oval.

- 1 person
- 2 people
- 3-4 people
- 5+ people

21. Do you have any additional comments or suggestions regarding your online grocery shopping experience?

Screening Questions

Identify frequent online grocery shoppers.

Behavioral Questions

Understand shopping habits, platforms used, spending, and device preference.

Attitudinal Questions

Assess satisfaction, price perception, and improvement areas.

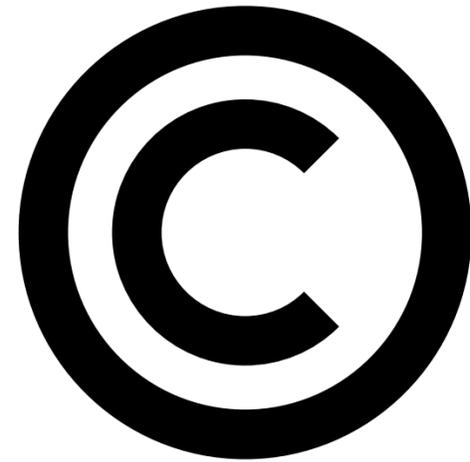
Demographic Questions

Age, household size, and classification data.

Additional Insights

Order fulfillment methods, missing items, abandoned carts, and key challenges

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