

Ideate & Group

Prompt

Surveys

Interviews

Bhavisha - n01681855

https://rpr.com/uploads/V5ISSUE9/JRPR33498.pdf?utm_source=chatgpt.com

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Receiving farm-fresh fruits

Very important - I prefer fresh items directly from the source

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Quality does not match the picture in today's online grocery shopping

Items are not fresh in today's online grocery shopping

I want Guaranteed freshness

"It would be great if I got a chance to see from where the food is sourced from

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Prices are too high in today's delivery services

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I want Lower prices than current apps

I want Same-day or next-day delivery

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I Trust in source or brand

I prefer Organic or chemical-free produce

Freshness and quality matters to me the most when buying online

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"Some online grocery services has hidden charges, when I go through the checkout it is way higher"

Too many services today sometime I get confused which one is more suitable for me

"I want more discounts"

"There should be an option for free delivery"

"Today's delivery services are fine but sometimes they are not very fresh - if they are, there prices are too high"

"Sometimes I spent too much unnecessarily because of too many options"

"I like to support local farmers but I don't want to spend more in order to do that"

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a large youth customer base who live alone and hence rarely have time to go food shopping due to which the demand for grocery stores is increasing.

Consumers are hesitant to shop online due to the delivery fee that the online grocery stores charge. Users often switch between websites to find one which has a minimum to no delivery charge.

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convenient, gives easy navigation options, and provides a wide choice range.

Online Grocery Shopping saves efforts as it provides 24*7 customer-friendly service where goods are provided at the doorstep at any time of the day.

Grocery e-shopping can reduce impulse buying because consumers will stick to their budget

Positive Influencers behind Online Grocery Shopping was Convenience and 81.3% chose this option as one can quickly search for products and order them without having to physically walk through expansive aisles in online shopping. It saves the customers travelling expenses and time

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Group 1

Freshness and quality

Receiving farm-fresh fruit

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Group 2

*Dissatisfaction**On freshness*

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Items are not fresh in today's online grocery shopping

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On price

Prices are too high in today's delivery services

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Group 3

Awareness

"It would be great if I got a chance to see from where the food is sourced from"

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I Trust in source or brand

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Group 4

Preference

I want Same-day or next-day delivery

I prefer Organic or chemical-free produce

I want Lower prices than current apps

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"I want more discounts"

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"I like to support local farmers but I don't want to spend more in order to do that"

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Group 5

Consumers' behaviors and pattern

Too many services today sometime I get confused which one is more suitable for me

"Sometimes I spent too much unnecessarily because of too many options"

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"There should be an option for free delivery"

Grocery e-shopping can reduce impulse buying because consumers will stick to their budget

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Group 6

Convenience

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