

Online Grocery Shopping by the Senior Demographic (60+) in North India: Driving Factors behind Adoption vs. Resistance

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Abstract

The transition to digital grocery shopping has instigated a revolution, allowing orders to be made with a single click. Groceries are a fundamental necessity for every individual, and the senior citizens are no exception to it. Plenty of studies have been published on online grocery shopping where the primary focus is on the behavioural patterns of the younger generation. However, insufficient research has been performed on the behaviour of elderly adults aged 60 and above, hence impacting the adoption of online grocery shopping. The study examines the factors and the barriers affecting the preferences and choices when it comes to selecting the mode of buying groceries—online grocery purchases versus visiting local Kirana stores. The study employs the Theory of Planned Behaviour (TPB) to assess the responses of 358 participants from North India. The data collected revealed that around 43 percent of the senior citizens have procured groceries online. Ease of getting delivered at home, ease of accessibility, protection from the Covid-19 outbreak and other communicable diseases (due to their weak immune system), and ten-minute delivery were a few of the motivational factors; however, a majority of the people have again opted for the offline route after the descent of the pandemic. As per this study, the tactile effect of freshly picked items, lower prices, and social engagement with the personal touch of the owners/assistants are the primary reasons for visiting the local grocery stores. The study provides insights to address the resistance posed due to the offline Kirana store shopping of the senior citizens, which can further be catered to by the retailers to increase the popularity of online grocery shopping among this overlooked demographic.

Keywords: e-grocery shopping, online grocery purchasing, senior citizens, North India, adoption, barriers

JEL Codes

J14 Economics of the Elderly

J11 Demographic Trends

M31 Marketing

1. Introduction

The term ‘silver market’ had come into existence in the 1970s in Japan, aimed to leveraging the buying power of old and aged people and addressing their consumption as per their health requirements. Life expectancy in India is increasing (Chandra Sharma, 2024), so the requirement arises to understand the needs of this old generation, specifically above age 60. A long time back, before the start of the internet era, local grocery stores, commonly called Kirana stores, were popular. Nevertheless, the lockdown during the Covid pandemic resulted in a significant increase in e-commerce (Patil et al., 2022). These came with the advantage of home delivery, making it feasible

for all, especially for the senior citizens who faced mobility restrictions and severe health risks, making it difficult to commute for the purchase of essential grocery items. Stereotypes about ageing and technology influence older persons' self-perception as technology users.

Studies have shown that issues with completing daily chores for their living were higher among old-old females and males than among young-old. Older males are exposed to depression due to financial matters and doing the household work, whereas older women were more exposed to difficulties arising in the preparation of food or grocery shopping (Chari & Radkar, 2024). Many senior people aged 60+ face difficulty in adapting to the technology and become dependent upon their children for assistance when it comes to doing anything online (Vaidya & Lee, 2023).

Various studies have been conducted upon the 21-40 years of age group where perceived variables, namely usefulness and ease of use, and two of the demographic parameters, namely age and income, are significant in bifurcating the intended customers (Hui & Wan, 2009), (Mondal & Hasan, 2024). The present scenario of online grocery shopping treats all age groups buying behaviour as homogenous. This research challenges this notion by comprehending consumer online grocery shopping behaviour specific to the senior demographic profile of the society (60+), a representative study of North Indian consumers using the Theory of Planned Behaviour (TPB).

A questionnaire is formulated to assess 358 participants aged 60+ examining the driving factors for adoption and resistance towards online grocery shopping and how the behaviour has changed after the descent of Covid. The study talks about online grocery shopping behaviour, driving factors, and constraints and then confines to the 60+ age group. This literature helps in formulating the five hypotheses, followed by statistics of the participants opting for online grocery shopping and resisting e-portals. Lastly, the study concludes with discussions and implications, giving limitations and future scope of the study.

2. Literature Review

2.1 Online Grocery Shopping Behaviour

The findings by (Frank & Peschel, 2020) indicate several categories of online grocery adopters, varying in the significance they attribute to the perceived advantages of online grocery shopping. These segments can be focussed according to variations in preferences for pricing, convenience, and service. A study conducted in Thailand by (Loketkrawee & Bhatiasavi, 2018) revealed that the variables of the technology acceptance model had the maximum effect on opinions for online shopping.

2.2 Driving Factors and Constraints for Indians in Grocery Buying

(Gopakumar & Dananjayan, 2024) have used the Unified Theory of Acceptance and Use of Technology model (UTAUT), incorporating a situational element of COVID and a customer-centricity component into the UTAUT 2 model in order to identify the determinants of consumers' behavioural intention toward e-grocery purchases in India. (Vishwakarma et al., 2023) have further explored the determinants for the adoption of traditional (2D) and virtual reality (3D) online grocery stores in contrast to each other in India. (Mahadevan et al., 2023) extended the Technology Acceptance Model (TAM) with subjective norms and convenience in online grocery purchasing. (Kumar et al., 2023) explore the correlation between the increase in online shopping, the transition in in-store grocery and non-grocery shopping outings, and the interdependence among variables.

Studies by (Khalek et al., 2025) have attributed service quality gaps driving negative consumer experiences and word of mouth. An Indian study conducted by (Rout et al., 2022) posited that factors, namely self-isolation intention, perceived ease of use, perceived usefulness, and customer perceived value, have positively and significantly predicted the online grocery shopping intention. A study by (Singh & Pathak, 2021) found perceived ease of use (PEOU), perceived usefulness (PU), personal innovativeness (PI), economic values (EV), design aesthetic (DA), perceived enjoyment (PEJ), and convenience (CON) have a symbolic quantitative correlation in India with the acceptance of online grocery shopping. In contrast, perceived enjoyment did not support perceived ease of use.

The study by (Bharti & Mahato, 2022) observed that the benefits of acquiring items through e-retail are not fully leveraged by individuals of all age demographics, particularly among the old-age population group; however, the majority of the individuals belonging to the Indian states of Orissa and Jharkhand are shopping online for the purchase of electronic items, groceries, and food delivery.

A study by (De et al., 2024) examined the effects of sentiment analysis on e-commerce businesses by utilising machine learning to weave intelligent solutions. Collaborative e-tailing model integrating all supply chain players to minimise human mobility, ensure timely delivery, and improve service to meet client demand throughout the lockdown period (Ramanathan et al., 2024). The buyer experience on e-grocery platforms is greatly influenced by vendor trust, customer education, retailer transparency, pricing, the diagnosticity of product details, third-party product guarantees, navigability, webpage transparency, and perceived information security (Basu et al., 2024). Research by (Sowmyanarayanan et al., 2021) indicates that the desire to buy groceries online is considerably impacted by variety-seeking behaviour, belief in the seller, simplicity of online payment, convenience, engagement in purchase decisions, and an appetite for worldwide goods.

The spread of the COVID-19 outbreak substantially impacted the online shopping behaviour of Indian customers (Habib & Hamadneh, 2021). (Kapoor & Sivadas, 2023) have clearly identified how Covid's first and second waves impacted the Kirana "Apna store"—an Indian grocery store—and the diversion of most of the consumers towards adopting e-commerce vendors for fulfilling their basic needs. The design of the webstore, physical setting, tailored communication, and customer service efficiency are crucial for cultivating a good emotive experience, but cutthroat pricing and product details are more essential in shaping a cognitive experience (Shukla et al., 2023). Social media can alter consumers' knowledge of brands, influencing their adaptation to social networking sites to enhance brand visibility and intention to shop food products online (Chaubey et al., 2023). The below Table 1 shows the differences between the local dealers and e-grocery retailers.

Table 1: Local grocery store vs. online grocery retailers

Parameters	Local Kirana Dealer	E-grocery Retailer
At-home delivery	Yes	Yes
Credit Register	Yes	No
Personal Touch	Yes	No
Freebies like coriander or chillies	Yes but with less scope for discounts or festive deals	Can get discounts/festive deals/offers
E-wallet Payments	Yes	Yes
Returns/Refunds	Yes	Yes
Timings	Morning to late evening, except for some 24/7 stores	functions round the clock
Collection of the items	Limited, corresponding to the space allotted	Extensive range
Small portions packing	Yes	No, also requires some minimum purchase amount

2.3 Grocery Purchases by 60+ Age Group and Development of Hypothesis

The study by (Trude et al., 2025) indicated increase in negative opinions of in-store grocery shopping throughout the pandemic than prior to its emergence and attributing COVID-19 as a catalyst for ordering groceries online

even after the decline of the pandemic, with 18% of the individuals being age 50 and above. Fear of infection from Covid has led to the adoption of online purchases (De Canio et al., 2023). This leads to the following assumption:

Hypothesis 1: The pandemic has increased the urge for people to order groceries online among the 60+ age group.

The findings by (Menéndez Álvarez-Dardet et al., 2020) have revealed in their descriptive statistics some sort of certain digital divide corresponding to age and relevant heterogeneity in the acceptance of information and communication (ICT) technologies. Increased age leads to an increase in shopping from local dealers (Meneely et al., 2009). This gives us the second hypothesis:

Hypothesis 2: The inclination to shop online decreases with the growing age.

People are becoming quality conscious, as also stated in (Sigurdsson et al., 2025) for fresh fish, i.e., dependent upon origin, delivery, and product rating while ordering online. The same has also been stated in determining consumer behaviour in the adoption of technology for buying groceries (Ranjan, Gupta, Sharma, et al., 2023). Studies by (Malekpour et al., 2025) have highlighted eight critical impediments impacting metaverse experience: functional, hedonic, social, monetary, confidentiality, security, ownership, and local Kirana store surroundings, incorporating tactile, acoustic, and pictorial elements. The same goes even for the online grocery shopping, leading to the third hypothesis:

Hypothesis 3: The inability to experience the tactile effect of groceries is an obstacle to online grocery shopping among a wide range of people above age 60.

A personal touch by the local Kirana store dealers and knowing how the assistants working there and assisting the older people in locating the desired product creates a healthy engagement, which many of the people of this generation miss, as their children/grandchildren are too occupied among themselves. This sort of interaction bridges out the vacuum in their lives, so most of the people tend to have a personal touch and social connection with the customers, assistance providers, etc., thereby sticking to the local dealers (Akbaba et al., 2025); however, the study by (Tomazelli et al., 2017) reveals both sides of the customers—one that likes being socially connected and the other one that feels embarrassment and discomfort in social interactions. This leads to hypothesis 4: *Hypothesis 4:* The personal connection by the delivery persons can mould those over age 60 to buy groceries online.

Interventions in grocery stores that focus on pricing and incentivisation were deemed the most effective in promoting healthier and more ecologically friendly shopping behaviours (Stone et al., 2025). The quantitative study by (Zhao et al., 2023) results indicated that customer service, pricing value, and rapid delivery greatly influence the attitude towards grocery delivery platforms, leading to the formulation of the fifth hypothesis: *Hypothesis 5:* The frequency of purchasing groceries online is associated with higher discounts/deals available.

3. Methods

The data collection was done through pen and paper as well as through an online survey in Google Forms. Taking into account the age of the senior demographic, pen and paper was easier for those who were either not that well versed or reluctant to use the technology. The online method was also adopted as it becomes easier for the compilation of the data and caters to the varied population of North India. The formulated questionnaire contained closed and semi-opened questions. A pre-test was also conducted among the participants for the understanding of the questionnaire. Convenience sampling was implemented, and the survey was disseminated via various social networking websites and chat groups. The study caters to the above 60 age group of the people residing in the Northern region of India, covering Himachal Pradesh, Uttarakhand, Haryana, Punjab, and Uttar Pradesh. None of the respondents residing in Jammu and Kashmir participated in the study. The participants were apprised about the objective of the study, and their consent was obtained prior to soliciting their opinions in the online/written form. A total of 383 forms were received; however, some were not submitted properly and lacked lots of information. Hence, only 358 fully filled forms were further analysed using SPSS software.

There was unequal distribution of the responses received in terms of gender, and more females (65.1%) had participated in the study in comparison to males (34.9%). This could be linked to the fact that in India, females hold the whole sole responsibility for handling the kitchen and household chores, so they would be more aware of what items are about to get finished or are finished. Hence, more females participated in the study. 82.7% of the respondents belong to the age group of 60-69. This is also driven by the study conducted by the World Health Organisation that the life expectancy in India has risen to 67.3 years in the year 2021, where 69 corresponds to females and 65.8 to males (Health Data Overview for the Republic of India, 2023). Only 4 individuals belonged to the age group of above age 80. Upon enquiring about the monthly household income from various sources through rent, interest (upon fixed deposit/recurring deposit/bank account), pension, partial employment in job/business, etc., the view was provided that 84.1% of the respondents are well equipped monetarily with the income ranging from ₹30,000 to ₹90,000. 10.6% of the respondents were from the high-income group, earning above ₹90,000. Around 8.1% of the participants are still involved in earning for their family. Upon verbal inquiry, most of them are professors or are involved in businesses, among those still employed being above the normal retirement age (60 in India). It clearly shows that the senior citizens of India had made good arrangements for their retired life, highlighting their stability. Table 2 shows the demographic statistics of the participants involved in the study belonging to North India.

Table 2: Demographic Statistics of the Participants from North India

Characteristics	Attributes	Numbers	Percentage
Gender	Women	233	65.1%
	Men	125	34.9%
Age Band	60-69	296	82.7%
	70-79	58	16.2%
	>80	4	1.1%
Monthly Household Income (₹) through pension/rent/interest/job/business/profession/investments	<30,000	19	5.3%
	30,000 - 90,000	301	84.1%
	>90,000	38	10.6%
Are you still working in business/profession?	Yes	29	8.1%
	No	329	91.9%
Did you ever order groceries online?	Yes	153	42.7%
	No	205	57.3%

The questionnaire was bifurcated into two groups—one who had purchased groceries online and the other who had not ordered online groceries. Based on this, two different sets of questions were asked, respectively, from both groups to understand the driving factors leading to inclination towards e-grocery and resistance in adoption to ordering groceries online.

4. Results

4.1 Analysis of Senior Demographic Adopters of Online Grocery Shopping

There were 153 participants out of the total of 358 respondents who had ordered groceries using online platforms. These 42.7% of people were further presented with another set of questions to understand the driving factors for

their online purchases and the frequency of purchases. Multiple responses, including “Others” as open-ended categories, were provided for choosing the best option. More than half of the participants prefer to purchase groceries from Kirana stores and some online, whereas 41.83% of the people want to stick only to the Kirana stores/local stores. Upon asking about the frequency of the purchased groceries, nearly 50% of the people are ordering multiple times in a year, while 39.26% of the people are not using e-portals at all, but the good part is there are still 15.56% of the survey takers who are ordering multiple times in a month. None of the senior people are using e-grocery portals in their daily routine, which is a point to be noted. The online order had seen an increase for 28.76% of the participants, whereas 71.24% of the people have not increased their online buying after Covid. The major drivers contributing towards online orders of groceries are at-home delivery (preferred choice for 54.25% of the adopters), followed by ease of accessibility—no queues or waiting times (29.41% of the adopters)—and protection against the Covid-19 pandemic and other communicable diseases (like influenza, commonly called as flu, etc.) due to their low immune system (chosen by 24.18% of the adopters), which is in equality with the fast-track delivery system. Other factors that attract the senior people correspond to the mobility issue that they face due to their old age and difficulty in walking and carrying weight, round-the-clock access with multiple delivery slot timings that can be chosen as per their routine/schedule, and steal offers/special deals/discounts that usually pop up during festive seasons or national festivals. 13.73% of the consumers are using the e-portals for online purchases to explore a wide range of similar products and comparative pricing. They stated that brick-and-mortar shops have limited products, and they are inquisitive to know the other products that are popping up in the market, which could offer a better chance for them. The open-ended option “Others” gave an option to the answerers to provide the reason that was not listed as an option, and many others are using it to check the nutritional value and ingredients used, and a few of them stated that some of the products that are not commonly used in the kitchen are difficult to find at the local stores, and hence e-portals come to their rescue. Table 3 provides detailed statistics of the responses received by the 153 participants who chose to shop for groceries online.

Table 3: Statistics of Senior Demographic Adopters of Online Grocery Shopping (Count=153)

Questions put up	Total out of 153	Percentage
What is your preferred choice for grocery shopping?		
Kirana stores/local stores	64	41.83%
preferably at Kirana stores and partly online	79	51.63%
preferably online and partly at Kirana stores	9	5.88%
Purely online purchases	1	0.65%
How many times do you purchase groceries through online platforms?		
No online orders	53	39.26%
Multiple times in a year	79	58.52%
Multiple times in a month	21	15.56%
Mostly daily	0	0.00%
What are the driving factors behind the adoption of online grocery purchasing?		
At-home delivery	83.00	54.25%
Mobility issues	31.00	20.26%

Ease of accessibility—no queues or waiting times	45.00	29.41%
Exploring new varieties of products	21.00	13.73%
Protection against the Covid-19 pandemic and other communicable diseases	37.00	24.18%
Steal Offers/Special Deals/Discounts	23.00	15.03%
Fast-track delivery	38.00	24.84%
Round-the-clock access with multiple delivery slot timings	24.00	15.69%
Others	9.00	5.88%
Has the Covid pandemic boosted your frequency of online purchases?		
Yes	17	11.11%
No	109	71.24%
May be	27	17.65%
How often do you purchase groceries online only when discounts/deals are available?		
Always	5	3.27%
Often	15	9.80%
Sometimes	38	24.84%
Rarely	50	32.68%
Never	45	29.41%
What is your preference of the products purchased online? (176 responses)		
Fresh produce and dairy products	23	15.03%
Staple food and cooking essentials	56	36.60%
Refrigerated/ready-to-eat food items	13	8.50%
Household and Personal Care	73	47.71%
Organic/Gourmet Foods	11	7.19%

Another question was asked pertaining to checking how discounts/deals favour the purchases of groceries online. Nearly a third of the participants rarely shop online when discounts/deals are available, one-fourth of the respondents shop online sometimes, and nearly 13% of the consumers are purchasing during the favourable offers. However, nearly 30% of the people are not getting influenced by the discounts/deals. The questionnaire enquired about the preference of the products purchased, where 36.6% of the senior participants are ordering staple food and cooking essentials, 15.03% are ordering fresh fruits, vegetables, and dairy products, and a minor percent of the people are also ordering frozen foods and ready-to-eat items, followed by organic and gourmet foods. The majority (47.71%) are using online services for ordering household and personal care items that include skin care items, cleaning items, and beauty and hygiene products. People are preferring to order products that have more shelf life.

4.2 Analysis of Senior Demographic Resisting Online Grocery Shopping

As per the data collected, 205 respondents have not yet used e-grocery delivery services and are thereby put in the category of resisting online grocery shopping. This led to the curiosity as to what factors are an obstacle to their resisting behaviour. Upon enquiring about their constraints, the majority (77%) of the individuals showed disinterest in any sort of online engagement, followed by another majority of 55.12% of the people not adopting online services due to denial of access to assess the texture and freshness of the grocery products, and another almost equally (50.24% of the non-adopters) contributing towards their resistant behaviour is their desire to interact with local people in the store. More than one-fourth of the participants had the fear of receiving stale or substandard items, and 13.17% of the respondents had doubts about digital privacy and confidentiality, where they feared doing any online payment to avail any sort of discounts, while 14.15% of people highlighted the tedious return/exchange process as a constraint for not adopting online purchasing of groceries. A few others have also chosen excessively high minimum spend requirements and high delivery charges.

Knowing about the constraints towards their resistance behaviour, the study offered them the option to choose options for required personalisation in the e-portals that could motivate them to opt for buying groceries online. The personal connection/engagement by the delivery persons is deeply missed by nearly 70% of the elderly participants, while 43.68% seek the provision of choosing and picking the fresh produce, almost equally followed by lower prices of the products (41.38% of the participants). Around 36% of the respondents want convenient same-time return for substandard items, revealing that they are facing problems in the tedious return and exchange process followed by on-the-spot refund as chosen by almost 40% of the respondents. Many others (22.41%) want some freebies with the grocery shopping, like coriander, chillies, etc., that are very common in the Indian market, or possibly zero delivery charges.

It clearly illustrates that senior north Indian residents have not yet fully embraced the concept of online grocery shopping and desire a change in the system, as they are open to adopting it with 33.17% of the participants showing their willingness if their desired personalisation happens, giving a scope for the e-retailers to follow. Table 4 provides the statistics of seniors not opting for online grocery shopping.

Table 4: Statistics of Senior Demographic Resisting Online Grocery Shopping (Count=205)

Questions asked	Total out of 205	Percentage
What parameters are constraints towards online purchasing of groceries? (523 responses)		
Disinterest in online engagement	158	77.07%
No access to assess the texture and freshness of the products	113	55.12%
Fear of receiving stale or substandard items	55	26.83%
Desire to interact with local people in the store	103	50.24%
Expensive delivery charges	21	10.24%
Excessively high minimum spend requirement	17	8.29%
Doubts about digital privacy and confidentiality	27	13.17%
Tedious return/exchange process	29	14.15%
What personalisation may encourage you to purchase online groceries? (454 responses)		
Personal Connect by the delivery persons	121	69.54%

Provision of choosing and picking the fresh produce	76	43.68%
Lower Prices of the Products	72	41.38%
Minimal or zero delivery charges	12	6.90%
Freebies with grocery shopping	39	22.41%
Convenient same-time return for substandard items	62	35.63%
On-the-spot refund during return/exchange	69	39.66%
Do you desire to buy groceries through online portals, provided the orders are customised as per your choice?		
Yes	31	15.12%
No	137	66.83%
Maybe	37	18.05%

4.3 Hypothesis Testing

The null hypothesis and alternate hypothesis were developed, and they were tested against the data collected from North India, ageing above the normal retirement age. The significance level was chosen to be 0.05. Binomial test was applied for hypothesis 1, hypothesis 3, hypothesis 4, and hypothesis 5. Hypothesis 2 uses cross-tabulation and Fisher's exact test to interpret the relationship between the categorical variables. This is because the Fisher test provides more accurate results when any expected frequency in the contingency table is less than five.

For hypothesis 5, frequency of purchasing groceries is an independent variable, and the data is in an ordinal scale, so Spearman rank correlation quantifies the association between the variables. The Pearson correlation coefficient is used when the sampling distribution is normally distributed. Normality check is not passed by all. Therefore, a non-parametric test, Spearman's correlation coefficient, was performed as a robustness check (Cohen, 1988).

Hypothesis 1:

H₁₀: The pandemic has not increased the urge for people to order groceries online among the 60+ age group.

H₁: The pandemic has increased the urge for people to order groceries online among the 60+ age group.

As per Table 3, 71.24% of the senior respondents have not increased their frequency of online grocery purchases, but 28.76% of the people had somewhat or actually increased their online orders. Thus, hypothesis 1 cannot be supported with the rejection interval being [89,153], and we accept H₀.

Hypothesis 2:

H₂₀: The inclination to shop online doesn't decrease with the growing age.

H₂: The inclination to shop online decreases with the growing age.

The relationship between age and their inclination towards ordering groceries online was analysed using the cross-tabulation and the Fisher test. The results upon calculation showed that there are no considerable differences between actual and expected frequencies among the age groups. Based on the Fisher test, $p = 0.387$; hence, hypothesis 2 cannot be supported, implying that there is no link between the various age groups and their inclination to shop for groceries online.

Hypothesis 3:

H₃₀: Tactile effect is not an obstacle towards online grocery shopping among a wide range of people above age 60.

H₃: The inability to experience the tactile effect of groceries is an obstacle to online grocery shopping among a wide range of people above age 60.

Touching and feeling the groceries before purchasing and ensuring their freshness through touch is an important factor that deters purchasing groceries online for the Indian population (Rishi et al., 2018). Our study has asked about the constraints that respondents feel upon purchasing groceries online, and 55.12% of the people have restricted access to assess the texture and freshness of the products as per Table 4. Thus, hypothesis 3 is accepted at the 0.05 level of significance with the rejection interval being [92,205].

Hypothesis 4:

H₄₀: The personal connection by the delivery persons cannot mould those over age 60 in the group to buy groceries online.

H₄: The personal connection by the delivery persons can mould those over age 60 to buy groceries online.

Our study explores if the gap of personal touch can be merged by the interaction delivery person and can have some positive impact, thereby motivating the senior demographic to adopt online grocery purchases. The binomial test was applied, and 69.54% of the respondents chose “Personal Connect by the delivery persons” as a driving factor for the online grocery purchases (refer to Table 4). Hence, hypothesis 4 is accepted at the 0.05 level of significance, implying that personal touch by the delivery boys will have a positive impact upon the 60+ people to adopt online grocery shopping.

Hypothesis 5:

H₅₀: There is no association between frequency of purchasing groceries online and the high discounts/deals available.

H₅: The frequency of purchasing groceries online is associated with higher discounts/deals available.

Spearman rank correlation was used to test this hypothesis about the relationship between frequency of purchasing online and high amount of discounts and deals offered by the popular e-grocery providers. The test revealed a weak positive correlation of 0.082 and the p-value being 0.088, exceeding the chosen level of significance which was taken to be as 0.05. The study fails to reject the null hypothesis, and hence, no strong relationship exists between the frequency of online grocery orders and the discounts/deals/offers available.

5. Discussion and Implication

Hypothesis 1 is not supported, which says if the pandemic has increased the urge for people to shop groceries online. Fear of Covid was one of the driving factors for ordering groceries online (De Canio et al., 2023); however, this study showcased that 42.86% of the people are still sticking to Kirana shops for their grocery purchases, who had once adopted the online grocery shopping. This was also portrayed in the study by (Xu & Saphores, 2022) that reflected no/least diversion from offline shopping. This reveals the potential for the retailers to grab and make online shopping a better experience for the consumers.

Hypothesis 2 is not supported, which implies that assuming old age is not an impediment to purchasing groceries online. This is in line with the results of (Bezirgani & Lachapelle, 2021), which reveal that physical and motorised mobility loss and acquired online shopping habits are critical factors for future adoption of buying groceries. This also supports the study of (Eriksson & Stenius, 2024) that says age as a factor predicting the usage of technology lessens when encountered with the majority of tech-savvy older generations. This provides an opportunity for the retailers that can be tapped for by making technology adoption by the older people, thereby removing any myths, if any, in their minds through some interactive activities, as in hypothesis 4: people want to build social connections.

The tactile effect (hypothesis 3) is also one of the major impediments to online shopping, and numerous studies have been undertaken to improve the experience of the customers even in the virtual environment through sensory gloves (Ranjan, Gupta, & Sharma, 2023). The results of this study also highlight the need for touch and feel of the grocery products purchased, providing the retailers food for thought if the selection of groceries can be made in at-home deliveries and the same has also been true for the study conducted in Germany for 50+ individuals (Braun & Osman, 2024).

Hypothesis 4 talks about the social and personal connection with the other customers, helpers, local dealers, owners, etc. available at the store and is supported in the study. This means that the older people are deriving satisfaction from the small talk that they have while purchasing groceries, also aligned with the results of (Tomazelli et al., 2017), (Oeser et al., 2018). The retailers need to create a personal connection to tap this generation where they may confide their trust. They may have a hybrid model, collaborating with the local dealers, where the same person/dealer would be providing the products with a personal touch by using online grocery portals.

For a few studies, pricing, discounts, and deals have been prominent factors in positively impacting the attitude of the consumers for online purchases (Zhao et al., 2023), which is not the case for the older generation. Thus, these festive discounts are not at all impacting their online purchase frequency of groceries.

6. Conclusions

The study had the objective of understanding the behaviour of the 60+ age group people and how it evolved after the pandemic. There had been significant change in the behaviour of the consumers, and more people started using online services for grocery orders; however, after the descent of the pandemic, consumers stuck to the traditional Kirana stores for shopping. At-home delivery, convenience/ease of accessibility without long queues, and protection from communicable diseases were the prominent drivers for online grocery purchases. More than half of the participants are not using online services due to lack of interest in online engagement, lack of touch and feel of the products, and the desire for social connection. The best part is that 33% of the people wish to choose the online option if some sort of personalisation happens in the e-portals where social interaction, low prices of the items, provision for choosing the fresh item, on-the-spot refund, and return were a few factors majorly selected for customisation.

7. Limitations and Future Scope of Study

The study indicates that online grocery providers need to tie up with the local Kirana stores to build up the interest of the senior age group people, as these have popped up as a major competitor to the online platforms; however, local dealers feel the loss of control over the business operations (Kureshi & Thomas, 2019). The study can be extended to a larger sample catering to the specifications of all the states where, rather than using English, local language interactions can be promoted to provide more personalisation.

A few popular Hinglish brand names can also be added specifically in the Indian context for people specifically feeling hindered in using the English language (Kulkarni et al., 2023). The study had its constraints with respect to the region covered. More extensive research can be conducted focused on specific states, and also there were very few respondents belonging to the 80+ age group. A specific application can be developed that is addressed to this generation of 60+ that can provide advice upon the nutrition criteria, price constraints, and quality constraints by maintaining their proper records.

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