

**Project Type:** Market Research Focus Group

**Topic:** Online Grocery Shopping Experience

**Participants:** 5 + Moderator

**Format:** Strict Verbatim with timestamps and overlapping speech notation

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**[00:00:00] Moderator:** Uh, Thank you all for joining today's discussion. We're interested in uh, in learning about your experiences with online grocery shopping. To start, how often do you typically order groceries online?

**[00:00:15] Participant 1:** Hmm, I probably order groceries online once or twice a week. It's mostly for convenience, since I work long hours.

**[00:00:24] Participant 2:** Uhm, for me it's more occasional, maybe once every two weeks. I still, I still prefer going to the store when I have time.

**[00:00:34] Participant 3:** I actually switched almost completely to online grocery shopping, uhm, during the pandemic, and I've continued using it since then. [laughs]

**[00:00:44] Participant 4:** Same here. I started using grocery delivery during the pandemic, uh, and now it's become part of my routine.

**[00:00:53] Moderator:** Well, that's interesting. What do you think are the main advantages of, uhm, ordering groceries online instead of going to the store?

**[00:01:02] Participant 5:** [cough] [clears the throat] For me, it's definitely the time savings. I, uh, I can place an order in about ten minutes instead of spending an hour at the store.

**[00:01:13] Participant 1:** Well, yes, and it also helps with budgeting, you know, because you can see the total price before checking out.

**[00:01:21] Participant 3:** Yes, I agree with that. Uh, when I shop in a physical store, I tend to buy things impulsively. [chuckles]

**[00:01:29] Participant 2:** Uhm, right, exactly. Online shopping makes it easier to stick to a list. [paper rustles]

**[00:01:36] Participant 4:** Although, although sometimes I feel like the online prices are a little higher than in-store prices, right?

**[00:01:44] Participant 2:** Well, yes, I've noticed that too. [cough]

**[00:01:46] Participant 3:** [overlapping] It depends on the store, though. Some stores offer discounts for online orders.

**[00:01:53] Moderator:** That's a good point. uh, next, Let's talk about challenges. What problems have you experienced when ordering groceries online?

**[00:02:02] Participant 1:** Uhm, yeah, sometimes items are out of stock after you place the order, which can be frustrating. [laugh]

**[00:02:09] Participant 5:** Oh, yes, especially when they substitute items with something completely different.

**[00:02:16] Participant 3:** Exactly. I once ordered a specific brand of yogurt, you know, and hey, they replaced it with something I didn't like.

**[00:02:25] Participant 4:** Me too. I've had similar experiences. Occasionally the substitutions don't make much sense, though. [laugh]

**[00:02:33] Participant 2:** And sometimes the delivery window gets delayed. [clears the throat].

**[00:02:38] Participant 1:** Well, yes, that has happened to me as well. [giggles]

**[00:02:42] Participant 3:** [overlapping] Especially during busy times like holidays.

**[00:02:46] Moderator:** Okay then, if you could improve one thing about online grocery services, what would it be, uhm?

**[00:02:54] Participant 4:** Uh, I would improve the accuracy of product availability, so, uh, customers know what is actually in stock.

**[00:03:02] Participant 5:** Better substitution options would also help.

**[00:03:08] Participant 2:** For me though, I would like more flexibility in delivery times.

**[00:03:13] Participant 1:** Better search and filtering tools in app for me.

**[00:03:20] Participant 3:** Well, yes, sometimes it's difficult to find specific products quickly, indeed.

**[00:03:26] Moderator:** Those are great insights. Thank you all for sharing your experiences. [ all clapping]

