

## **Abstract**

Due to the rapid technological development, there is an ongoing change in the business world; more and more companies find themselves online and offer their products there. Moreover, customers tend to choose this way of shopping increasingly convenient. However, groceries as products are considered to be special among other types of products; groceries include several fresh and perishable products, due to which customers like to feel them physically before purchasing them. The already existing literature shows that buying groceries online is still a very young tendency, and traditional stores still have their preferences.

The aim of the primary research of this thesis was to compare how consumers perceive purchasing groceries online and offline, what motivates them, and what influences their purchase intentions. The research focused on the Austrian market. With the help of an online survey it was found that customers do not buy groceries online at all. The proportion of the respondents that buy online is highly insignificant. However, the research showed that possible motivating factors for buying groceries at online retailers include those regarding convenience aspects such as delivery to doorstep or the avoidance of carrying heavy bags. Special life situation such as having little children or changes in one's state of health can also contribute to the intention of online shopping. On the other hand, shopping at traditional stores still has some great advantages such as the ability of touching and smelling the fresh products, and direct availability. It has therefore been pointed out that retailers that consider bringing their grocery business online must find the niche audience that appreciates convenience factors or that is forced to do shopping online.