Qualrus Project:
Internet Grocery Shopping

Ruth Rettie

Helen Robinson   *eCRU Research Unit*

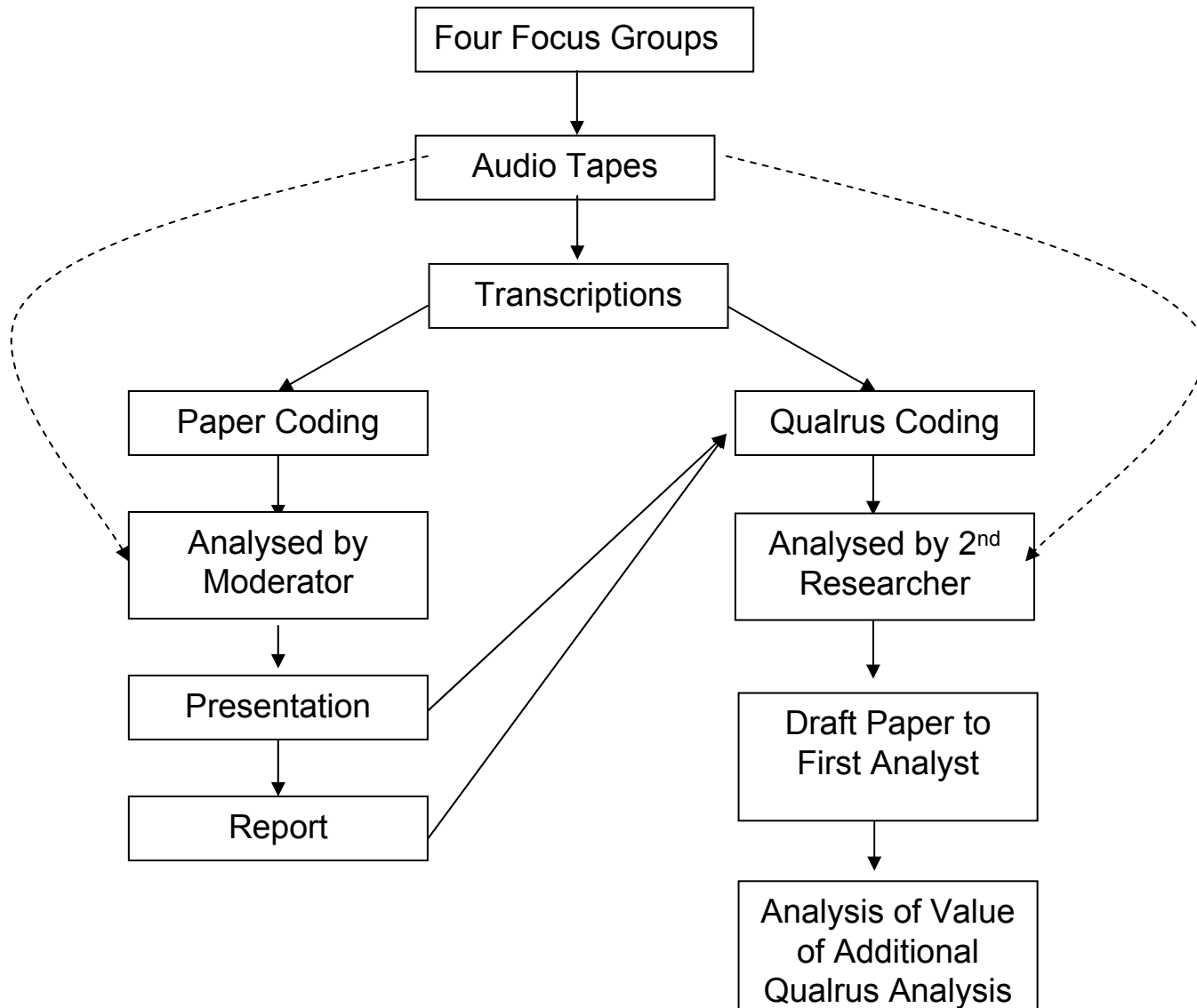*Christina Silver*   *Kingston Business School*

Anja Radke

Research Method

Research Objectives

- To explore the experience of online shopping in the context of traditional grocery shopping, focusing on usage and attitudes
- To explore the contribution of Qualrus coding

Recruitment

- Four 1 ½ hour focus groups: 3 female and 1 male
- Recruited on internet, over 25, live in Greater London
- Mixture of heavy, regular light and lapsed grocery internet buyers

```
                        ┌─────────────────────┐
                        │  Four Focus Groups  │
                        └─────────────────────┘
                                   │
                                   ▼
                        ┌─────────────────────┐
                        │     Audio Tapes     │
                        └─────────────────────┘
                                   │
                                   ▼
                        ┌─────────────────────┐
                        │    Transcriptions   │
                        └─────────────────────┘
                         ╱                    ╲
                        ▼                      ▼
            ┌─────────────────┐      ┌─────────────────┐
            │  Paper Coding   │      │  Qualrus Coding │
            └─────────────────┘      └─────────────────┘
                    │                        │
                    ▼                        ▼
            ┌─────────────────┐      ┌─────────────────┐
            │  Analysed by    │      │  Analysed by 2nd│
            │   Moderator     │      │   Researcher    │
            └─────────────────┘      └─────────────────┘
                    │                        │
                    ▼                        ▼
            ┌─────────────────┐      ┌─────────────────┐
            │  Presentation   │      │  Draft Paper to │
            └─────────────────┘      │  First Analyst  │
                    │                └─────────────────┘
                    ▼                        │
            ┌─────────────────┐              ▼
            │     Report      │      ┌─────────────────┐
            └─────────────────┘      │ Analysis of Value│
                                     │  of Additional   │
                                     │ Qualrus Analysis │
                                     └─────────────────┘
```

- Four Focus Groups
- Audio Tapes
- Transcriptions
- Paper Coding
- Qualrus Coding
- Analysed by Moderator
- Analysed by 2nd Researcher
- Presentation
- Draft Paper to First Analyst
- Report
- Analysis of Value of Additional Qualrus Analysis

Coding and Analysis Process

First Analysis
   Analysed and coded in terms of the research brief

Second Analysis
   Researcher asked to:
   –   Analyse in terms of research brief
   –   Compare data with research report

   Used codes from the original report
   Used codes from the literature
   New codes emerged from the data

Advantages

- Relatively easy to use
- Qtools, search
- Auto-code and suggested codes
- Online forum and email help
- Production of html file ?

Disadvantages

- System crashes especially when running special analyses
- Need to save a document file every time software is used
- Can't print out coded transcript
- Scipting for autocode
- Awkward to change links layout
- Not drag and drop

Project Findings

- Lifestyle changes emerge as a trigger for starting and stopping online shopping:
  - E.g. having a baby, getting a dog, losing job, moving home, illness
- Integration of online and offline shopping
- Preference to shop personally for fresh produce
- Different shopping cues
- Key problems order and delivery unreliability
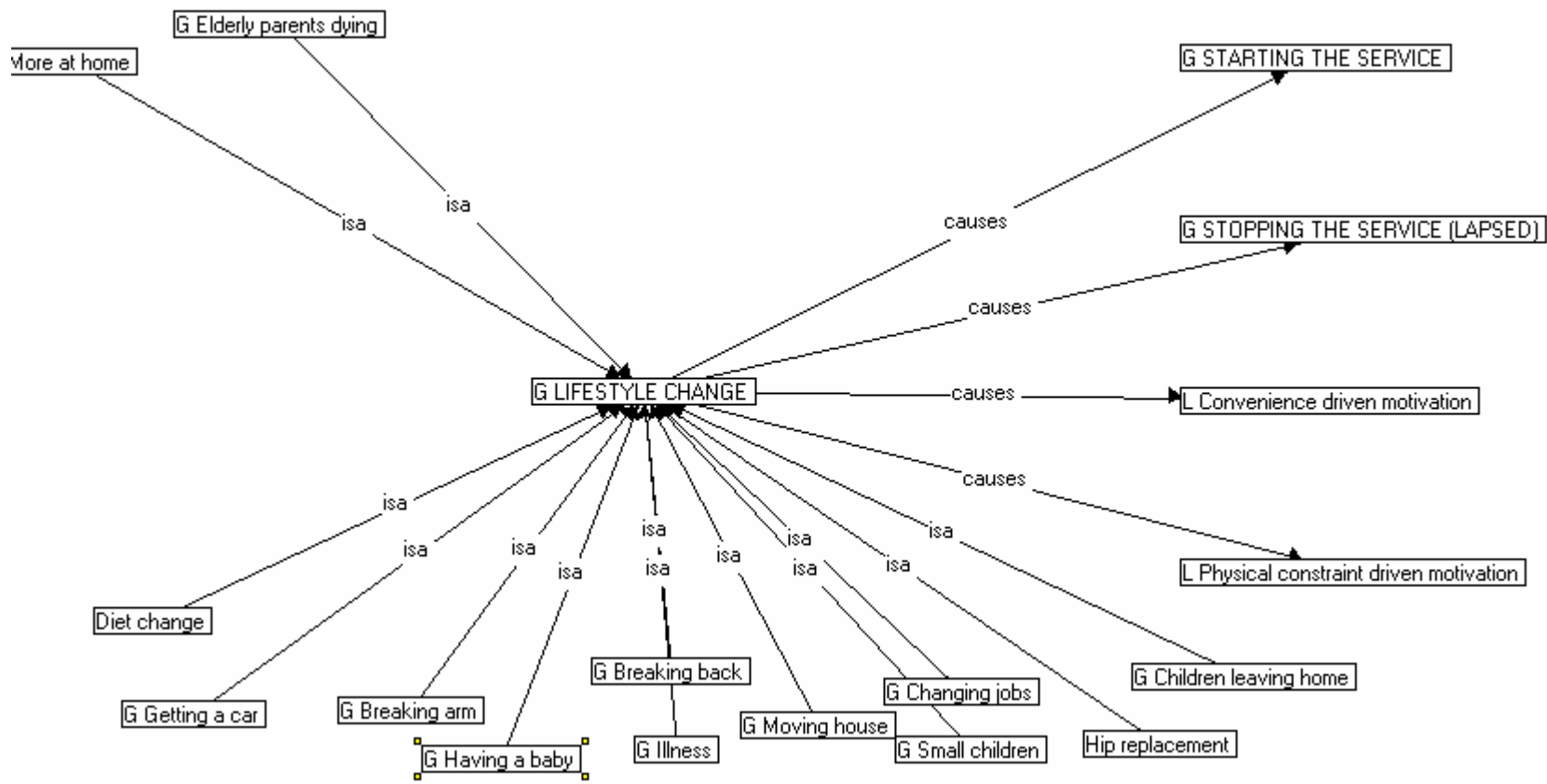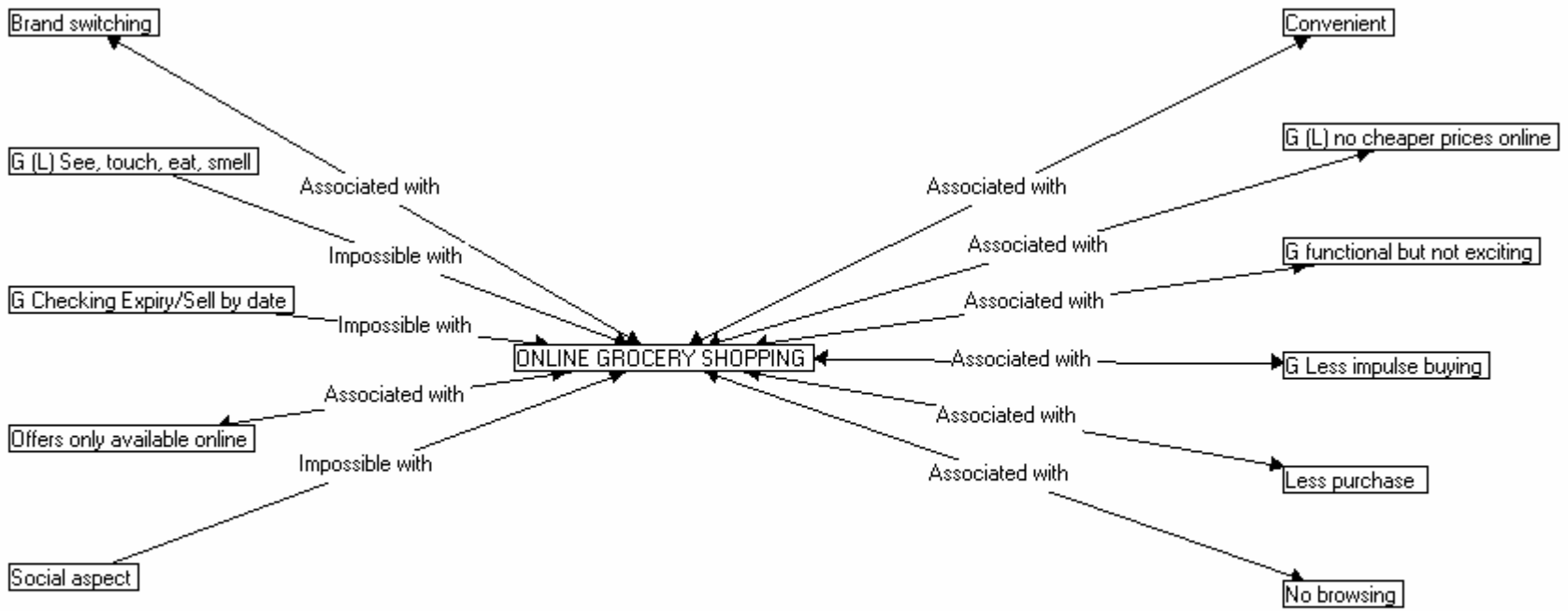
Comparison of Two Analyses

- Additional findings which add more detail
  - *List of lifestyle changes, products bought or not bought online*
- Additional findings not in first analysis
  - *Brand switching induced by substitutions, different shopping cues*
- Findings in the first analysis and not in the transcripts
  - *Online dating, conspicuous consumption*
- Findings which conflict with first analysis
  - *Respondents' attitudes to Tesco and Ocado*

What did Qualrus contribute?

- Quantified attitudes to Tesco and Ocado
- More comprehensive
  - *More details and minority views*
- Creation of a shared data bank for further projects
  - *Design of questionnaire*
  - *Explanation of new issues arising*