



# Grocery E-commerce: Consumer Behaviour And Business Strategies

*Mogens Bjerre, International Workshop on Consumer Behav (DST)*

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This book attempts to shed light on why it is so difficult to develop and maintain successful businesses in the grocery e-commerce arena. Within the last five years, "Grocery e-commerce" has experienced both consistent successes such as Tesco.com and irrevocable failures such as Webvan.com. Niels Kornum and Mogens Bjerre bring key researchers together to investigate the factors contributing to the success of "Grocery e-commerce", particularly in countries that had the earliest and most extensive experiences in this field: the USA, the UK and Scandinavia. The authors argue that "Grocery e-commerce" is especially difficult to implement because it differs from other types of consumer sales in numerous aspects including low profit margins, low value density of products and high frequency purchases. As well as examining these unique characteristics, the authors present research on consumer behaviour, cross country comparisons and new empirical evidence in order to address the long-term prospects for the survival of "Grocery e-commerce". Recommendations as to how managers should respond to its challenges are also made. Academics, students and researchers focussing on marketing, consumer behaviour, logistics, e-commerce, and business strategy will find this book to be a fascinating read.

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