

QUALIFYING PAPER

For the degree of

Bachelor's Degree

(degree name)

topic: Development of a supermarket website with the possibility of goods ordering

Submitted by: fourth year student ICH, group 42

specialty 122 - Computer Science

(code and name of specialty)

	<hr/>	<u>Arthur Benjamin</u>
	(signature)	(surname and initials)
Supervisor	<hr/>	<u>Roman Hromiak</u>
	(signature)	(surname and initials)
Standards verified by	<hr/>	<u>Grygorii Shymchuk</u>
	(signature)	(surname and initials)
Head of Department	<hr/>	<u>Ihor Bodnarchuk</u>
	(signature)	(surname and initials)
Reviewer	<hr/>	<u>Nadiya Lutsyk</u>
	(signature)	(surname and initials)

Ministry of Education and Science of Ukraine
Ternopil Ivan Puluj National Technical University

Faculty _____

(full name of faculty)

Department _____

(full name of department)

APPROVED BY
 Head of Department

 (signature)

 (surname and initials)

« »

20__

ASSIGNMENT
for QUALIFYING PAPER

for the degree of _____

Bachelor's Degree

(degree name)

specialty _____

Computer Science

(and name of the specialty)

student _____

Arthur Benjamin

(surname, name, patronymic)

1. Paper topic Development of a supermarket website with the possibility of goods ordering

Paper supervisor _____

(surname, name, patronymic, scientific degree, academic rank)

Approved by university order as of « ____ » _____ 2021 ____ № _____

2. Student's paper submission deadline _____

3. Initial data for the paper _____

4. Paper contents (list of issues to be developed)

1. Introduction, 1.1. Foundation, 1.1.1. E-commerce in Ukraine, 1.1.2. Online

grocery shopping in Ukraine, 1.2 Issue dialog, 1.3. Reason and investigate questions,

1.4. Definitions, 1.4.1. E-commerce, 1.4.2. B2C e-commerce, 1.4.3. Online basic need

Shopping, 1.5. Delimitations, 2. Hypothetical System, 2.1. Promoting,

2.2. E-commerce, 2.3. Hypothesis of Arranged Behavior,

2.4 Situational Variables,

3. Technique and Strategy, 3.1. Technique,

4. Results/Empirical Discoveries, 5. Examination, 5.1. Current customer

behavior towards online grocery shopping, 5.2. Demeanors towards online grocery

shopping, 6. Life and Safety, 7. Dialog and conclusions, 7.1. Contributions and

Advance examinations, 8. References

5. List of graphic material (with exact number of required drawings, slides)

6. Advisors of paper chapters

Chapter	Advisor's surname, initials and position	Signature, date	
		assignment was given by	assignment was received by

7. Date of receiving the assignment 2021-5-22

TIME SCHEDULE

LN	Paper stages	Paper deadlines	stages	Notes
1	Familiarity with qualifying paper's assignment	25.01.2021		Completed
2	Sources on heart rate variability were selected	26.01.2021 28.01.2021	–	Completed
3	Processing of sources on HRV analysis	30.01.2021 2.02.2021	–	Completed
4	Conduct HVR analysis research	2.02.2021 13.02.2021	–	Completed
	Development of the heart rate variability analysis web tool with Django/Python, Celery, RabbitMQ and Heroku			
5	Outline of the section -The problem and its background	14.02.2021 15.02.2021	–	Completed
6	Outline of the section – Review of literature	16.02.2021 17.02.2021	–	Completed
	`` Implementation and methodology ``			
	`` Heart rate tracking devices and the correlation between HRV and stress ``			
7	Execution of the task assigned to the subdivision	17.06.2021		Completed
	`` Life Safety ``			
8	Execution of the task assigned to the subdivision	24.02.2021		Completed
	``Fundamentals of Labor protection``			
9	Registration of qualification paper	07.06.2021		Completed
10	Standardization Check	09.06.2021		Completed
11	Plagiarism Check	12.02.2021		Completed
12	Preliminary defense of qualifying paper	18.06.2021		Completed
13	Defense of qualification			

Student

(signature)Arthur Benjamin

(surname and initials)

Paper supervisor

(signature)Roman Hromiak

(surname and initials)

ABSTRACT

Development of a supermarket website with the possibility of goods ordering // Benjamin Arthur // ICH 42 // Faculty of Computer Information Systems and Software Engineering // Ternopil Ivan Pul'uj National Technical University // Pages - 63 // Figures - 15 // Tables - 3 // References - 7

Keywords: online grocery shopping, consumers' obtaining purposeful, E-commerce, arranged behavior.

The initiative of this investigation was to inspect what sort of components can impact customers' goal and how do Ukraine buyers assess these elements to purchase basic food item items by means of the Internet.

Foundation: E-business has been a broad environment for purchasers and internet shopping additionally turns out to be an ever-increasing number of predominant nowadays. By the by, in Ukraine, in spite of the fact that there is a gigantic number of online consumers, online shopping for food is as yet in an essential stage.

Hypothesis: For this paper, the Theory of Planned Behavior was utilized, just as an assortment of perspectives that are often utilized in the current writing on this field of examination. Strategy: Both quantitative and Qualitative technique were utilized to accumulate essential information and semi-organized meetings were directed with partakers with comparable demographics.

Conclusion: Combined with past literature, survey and interviews conducted, relevant components are brought up to be analyzed. Situational variables which incorporate seen product quality, seen item cost, climate, seen potential dangers, conveyance fetched, delivery time, sorts of the item, and time sparing. The study appears that over variables all have an impact on online consumers' acquiring intention with distinctive levels.

TABLE OF CONTENTS

Introduction	6
E-commerce in Ukraine	6
Online grocery shopping in Ukraine	6
Issue dialog	7
Reason and investigate questions	8
Definitions	9
E-commerce	9
B2C e-commerce	9
Online basic need shopping	9
Delimitations	9
1. Hypothetical System	11
1.1. Marketing	11
1.2. E-commerce	11
1.3. Hypothesis of Arranged Behavior	12
1.3.1. Consumers' Buying Intention	13
1.3.2. Demeanors	13
1.3.3. Subjective Standard	14
1.3.4. Seen behavior control	14
1.3.5. Purposeful	14
1.3.6. Behavior	14
1.4 Situational Variables	15
1.4.1. Seen Item Quality	15
1.4.2. Seen Item Cost	16
1.4.3. Seen hazards	17
1.4.4 Time-saving	17
1.4.5. Delivery Price.....	18
1.4.6 Sorts of Items	19
1.4.7. Climate	20
1.4.8 Delivery time	20
2. Technique and Strategy	22
2.1. Technique	22

2.1.1. Investigation Purpose	22
2.1.2. Subjective research approach	22
2.1.3. Information quality	23
2.2. Strategy	24
2.2.1. Auxiliary information	24
2.2.2. Essential information collected by survey	25
2.2.3. Essential information collected by semi-structured interviews	25
2.2.4. Sampling Strategy	27
2.2.5. Development of interview questions	28
2.2.6. Strategy for information analysis	30
3. Results/Empirical Discoveries	31
4. Examination	43
4.1. Current customer behavior towards online grocery shopping	43
4.2. Demeanors towards online grocery shopping	46
5. Life Safety.....	49
Conclusions	54
References	60

INTRODUCTION

E-commerce in Ukraine.

The Internet-based digital commerce environment has been broadly developed, which offers consumers with a handy platform to search for information, engage with retailers, and buy products online. According to statistics accumulated in 2013, Ukraine has possessed around 8.7 million web clients. That relates to more than 94% of the populace, which implies Ukraine will get perhaps the best country on the planet as far as web use (E-commerce News, 2016).

Besides, the report raises the truth that the overwhelming classes of items that are exchanged online in Ukraine are ventures, clothing, and shoes, anyway likewise gadgets and diversion/media and it also makes reference to Adlibris, Cdon, Ellos, and H&M as the absolute most well-known shops for internet buying inside the remarkable classifications. Besides, the product classes until now stated as the main ones, there are those which are not but there due to low patron acceptance. One of those is the grocery part, which as a result makes this a fascinating vicinity for similarly development. In PostNord's file identify from 2017 one can see that only 6% of the online shoppers in Ukraine answer groceries on the query "What kinds of goods have you bought online in the previous month?", while for instance, 34% say trend and 30% answer that they have sold media online in past months.

Online grocery shopping in Ukraine.

Albeit web-based buying tools must be reasonable for a wide range of items, however, in phrases of the international aspects, online grocery buying actually has low rivalry rather than various types of items. So additionally, in Ukraine. Although Ukraine has an excessive share of people who use the internet as well as an acute e-commerce market there are e-commerce markets that are nevertheless lagging. In recent years, the on-line grocery market in Ukraine has been developing. Since 2013, an increasing wide variety of online sales of food merchandise starts off evolved to grow. Online grocery income raised with the aid of 38 percentage compared to the previous 12 months and there are extra than one in five Ukrainian consumers has experienced buying grocery merchandise on the World Wide Web (E-commerce News, 2014).

Plus, the main staple retailer in Ukraine ICA dispatched its new online shop toward the finish of 2014 and COOP moreover refreshed its online shops to make greater item classifications and reaches to draw in more conceivable shoppers. Albeit numerous picks are given to customers, PostNord seven states in the record E-commerce in the Nordics 2016 that "While deals of every day products have developed unequivocally as of late, the classification remains little." Thus, people can effortlessly see that the online basic food item industry is creating and promoting anyway regardless appears to be controlled while taking a gander at different enterprises (PostNord, 2016).

Issue dialog.

Internet these days has exceptional significance in a lot of people's daily lives, not least for delights like shopping. Among Ukrainian buyers, web-based buying is something every now and again utilized, and data from 2016 display that the immense number of Internet clients have eventually utilized the Internet for a buy (E-business News, 2016). A tremendous amount of past research designated some popular enterprises like apparel, makeup, books, electrical apparatus, and so on, which are often requested items (Young Kim, E. & Kim, Y, 2004; Bian, Q. & Forsythe, S, 2012). Contrasted with these sorts of items, online shopping for food has now not developed so enormous and few going before works of writing have been investigated in this field, which emerges our premium in giving a not-so-created region.

The low degree of client adoption makes it interesting to explore exclusive elements that ought to affect consumers' picks on online grocery buying in Ukraine. What makes people select going to a grocery shop, pulling a trolley via the packed aisles, stand in long lines, simply to later carry their groceries domestic themselves? Also, when online shopping is the matter at hand, most lookup put prominence on Generation Y or fixated on solely the lady (Sullivan, P. & Heitmeyer, J, 2008; Bakewell, C. & Mitchell, V, 2003; Belleau, B., et al, 2007), though, the vary of preceding research objectives is huge and, in this study, the authors aim to slender the vary of the explored groups. Therefore, Ukrainian households with youth represent the goal crew for this study.

The attributes of families with kids would have great looking for goal contrasted with different kinds of associations as the supported requirement for them would change. This paper looks to comprehend what components may need to potentially influence customers' buy goal for online shopping for food.

A few examinations zeroed in on internet buying do exist and have some valuable discoveries. The lookup carried out through Chocarro summarized those previous evaluations of literature about the relationship mounted between situational variables and frequency choice and they discover there are several situational elements tangled with product categories that have an effect on the chance of online/offline buying, such as distance to store, time stress and so on. The finds out about with the aid of Chung-Hoon Park also printed that product data quality, person interface excellent 8 and different three aspects would impact purchaser buy behavior. General factors used to be studied from some preceding literature, and we eventually collect several essential elements based totally on the questionnaire we designed.

Factors that affect customers purchasing on line grocery purchasing are various, however, the degree of significance is different.

We utilize the survey to investigate the distinction among one another. In our survey, we set in a complete of eleven situational factors that we reflect inconsideration on might be perchance influential for our focused crew to choose, most of them have the proof to prove that there is a relationship with online basic food item buying aim, nonetheless, the creators need to do the query to direct that the importance between Ukrainian purchasers and Ukrainian online staple conditions do exist. Eventually, principally dependent on interviewees' inclination result, 8 of these chose surely situational components are viewed as essential to dissect us find out about (Appendix), which are the apparent item quality, seen item value, climate, conveyance time, delivering cost, sort of items, seen potential dangers, and efficient. All of these elements will be correspondingly clarified and analyzed in the hypothetical framework. This learn about should generate applicable expertise for grocery retailers, considering providing on-line grocery buying should be a new way for outlets to make money.

More expertise about what their workable customer's fee may want to consequently help them enhance their sales and profitability. This arouses pastime for taking the considerations about clients' online grocery buying preferences one step further.

Reason and investigate questions.

The motive of this find out about is to examine what sort of aspects can impact client's intention to purchase grocery merchandise through the Internet. By carrying out this learn about the authors intention to explore countless factors, which is to investigate

they have an effect on customers' aim to buy grocery merchandise online. The exploration questions that follow based on what is portrayed in the recorded past and will help main us toward gratifying our reason is stated below.

- What factors do have an effect on consumers' intention to keep their groceries on line in Ukraine?
- How do buyers cost one-of-a-kind elements when they do their grocery buying online, instead of offline?

E-commerce definitions.

E-commerce can be defined as the use of digital networks, such as the Internet, as a supply channel for goods and services. The concerned events can be either men and women or groups and common sectioning to do is to range amid business-to-consumer and business-to-business (B2B) (Khosrow-Pour, M. 2006).

B2C e-commerce definitions.

This examination will stress business-to-purchaser exchanges, much of the time alluded to as B2C online business. That capacity exchanges between retail providers and the last shopper. Keller and Kotler (2011) back this definition via depicting web-based business as "an organization or webpage presents to execute or work with the selling of product and contributions on the web.". At the point when online business is referenced in the accompanying, it alludes to B2C web-based business.

Online basic need shopping.

Online grocery item buying is a web-based business situated strategy to arrange staple goods through the Internet. The online supermarkets take gain of the interface to select and supply the online-requested items to the purchasers. (Raijas, A., & Tuunainen, V, 2001) In Ukraine, sites like "Mathem.se", "Matsmart.se", and "Mat.se" amid the rest offer the chance to area a request and afterward get the suppers conveyed by the entryway.

Delimitations.

Whereas implementing a research study one has to be conscious of a variability of boundaries that will be confronted. This to make it indistinct what will be studied correspondingly what will be left exterior to the thesis' research field. Initially, this find out about is restricted to the behavior of the consumers. This paper is as a consequence

not dealing with any diverse views like for instance an employer's view point. Furthermore, to narrow the field further, the center of attention is consumers in Ukraine and a generalization to other international locations might, as a significance, be imprecise.

Applying the impacts to selective countries aside from considering components, for example, contrasts in way of life and qualities would more than likely be deluding. Besides, the exploration centers around these eight situational factors. There are most potentially extra components that can influence customers' expectations of online purchases; however, the odds will presently don't be considered in this proposal. An investigation of this sort, obviously, moreover suggests hindrances in expressions of time.

To meet a cut-off date, it is of tremendous significance to constantly maintain the given time restriction in thinking and to make an evaluation of what scope can be deemed realistic for the given period. One wants to be mindful that this is a fantastically small learn about and the determinations have to be kept accurate in relation to the period presented.

1 HYPOTHETICAL SYSTEM

The subsequent part entails of a compilation of applicable theories, key concepts, and preceding research, which purpose to provide the reader with enough understanding to understand the problem, purpose, and the lookup questions of the thesis. That is, through analyzing this chapter, one will be capable to create an accurate image of the already existing expertise within the area of study.

1.1 Marketing

One advertiser once guaranteed that the spot of showcasing is to "convey a more noteworthy way of life" (Keller & Kotler, 2011). Yet, what is promoting? There are top notch numerous definitions, whereof one, introduced through The American Marketing Association, is following: Marketing is the action, set of foundations, and systems for making, imparting, conveying, and supplanting contributions that have a charge for customers, clients, assistance, and society on the loose.

In current years, customary publicizing has met a resistance that nobody ought to have anticipated. As per the record "ICT Facts and Figures – The world in 2015" with the guide of the International Telecommunication Union in 2000 the Internet entrance on the planet added up to 6.5 percent. after 15 years, in 2015, the information shows a comparing extent of 43 Moving on to Europe, the document also suggests that 82.1 percentage of the households had get right of entry to Internet in 2015, and the Internet using the fee for men and women was once 77.6 percent. The tremendous digital improvement has lately created opportunities that almost resemble a revolution in the advertising region where new distribution channels have appeared. This forms a need for uninterruptedly updated research that can comply with the tempo of development.

1.2 E-commerce

Web based computerized trade is turning into an inexorably more famous strategy and a channel for people to look for information and purchase items or administrations through direct association with the e-shop. (Park, C. & Kim, Y. 2003) From the

Global B2C E-trade Report 2016 with the guide of the web based business Foundation, one can analyze that 26% are e-customers around the world. An e-customer is here portrayed as "an individual who typically purchased or requested products or administrations by means of the Internet". In this report, the meaning of B2C internet business deals, as each and every other unmistakably relevant idea, peruses: Any B2C contract identified with the offer of merchandise or potentially benefits, totally or halfway closed by utilizing a technique or distance correspondence.

Further is in the record noticed that the internet business a year added up to 3.11 percent of the GDP, internationally, in 2015. By perusing the record one can furthermore think that its reasonable that E-business isn't just a transitory innovation we can hang tight for to sidestep and which will flip into each and every other one, described via something essentially extraordinary.

We can notice a continually progressing improvement that proposes the inverse. The data show that, contrasted with the 1% increment on the standard retail in Europe, the E-business development arrived at a level of 13.3%. Despite the fact that the high increment cost is determined to continuous down, it is no uncertainty that E-business is here to remain, and it is presently not likely that the achievement originates from the steadily developing interest for cure and productivity in day-by-day ways of life (ECommerce Europe, 2016). Despite the fact that Europe in its whole is moving upwards with regards to E-retailing, one at this point don't disregard that there are likely varieties between part countries as far as purchasing conduct, propensities, and qualities. To thin the subject of study moreover and make it more sensible the focal point of consideration will be on Ukraine, the spot 75% of the general population matured 18-79 made on-line buys throughout 2015 in agreement to PostNord (2016). Reality that the Ukrainian web-based business basic food item market is regardless now not exceptionally created makes this moderately applicable to find further. To perceive a purchaser market, one furthermore wants to secure how customers act. A life-sized model for this is demonstrated underneath.

1.3 Hypothesis of Arranged Behavior

To grasp consumers' behavior, a frequently utilized model is the theory of planned behavior (TPB). So, we'll also this find out about do, for the reason that it seeks to recognize the patron conduct behind online food stuff shopping. TPB is a continuation of the idea of reasoned action (TRA), (Ajzen, 1985; Ajzen, 1991) which aids software implementers format interventions that correctly address a specific conduct (Ajzen. I, 1991).

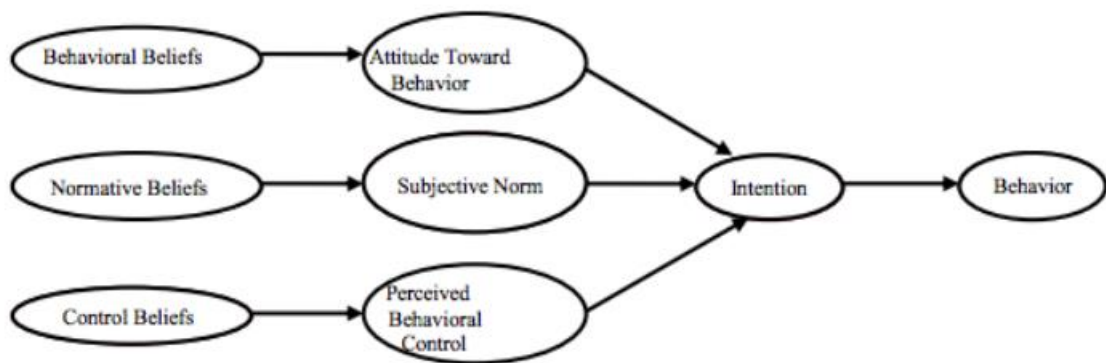


Figure 1.1 – Theory Of Planned Behavior (TPB)

TPB illustrates the family members between beliefs and behaviors by means of making use of three kinds of terms: attitude to behavior, subjective norm and apparent behavior control to structure the ending consumers' purchasing intention and conduct.

1.3.1 Consumers' Buying Intention

Consumers' buying purpose denotes to an individual's plan on shopping for something in the future. The purchase taking location can be a good, as nicely as a service. The higher the intention is, the more probably it is for the action or behavior to take location (Ajzen, 1991).

1.3.2 Demeanors

Consistent with Ajzen (1991), Attitude to a conduct is the diploma to which overall performance of the conduct is desirably or undesirably valued. It depends on social

principles which furnish a favorable or negative mindset closer to a number of kinds of superb or poor feasible outcomes

1.3.3 Subjective Standard

Particular standard is the seeming social strain to have interaction or no longer to have interaction in a conduct (Ajzen, 1991), which is decided with the aid of normative beliefs that the supposed behavior prospects of vital referent people and populace

1.3.4 Seen behavior control

Seeming behavioral management refers to people's insights of their capacity to operate a given behavior, which is get right of entry to the manipulate views, for example, beliefs about the incidence of aspects that can also facilitate or obstruct the overall performance of the conduct (Ajzen, 1991)

1.3.5 Purposeful

The purpose is a hint of a person's readiness to operate a given behavior, and it is considered to be the instantaneous precursor of conduct (Ajzen, 1991), which is constructed totally on attitudes, subjective standard, and apparent conduct control.

1.3.6 Behavior

Behavior is the apparent, noticeable reminder in a given condition with recognize to a specified goal (Ajzen, 1991), which is an aggregate of intentions and understanding of behavior control. The single conduct manipulate can be viewed across contexts and times to current a greater broadly the consultant measure of conduct (Ajzen, 1991).

Affiliated with this study, the concept of strategic conduct defined that attitude toward any conduct are determined by using one factor, referred to as conduct believes (Rahman, M, 2013).

For instance, in the event that one has incredible convictions toward buying basic foods on the web and trusts it is advantageous than ordinary stores then he/she would have pleasant mentalities toward that conduct, the other way around. Regularizing convictions in this find out about can be tried those individuals encompassing you like

your companion, families, resources would withdraw superb or helpless tips and affect your dynamic. For instance, if your buddies will in general buy food on the Internet and they have a remarkable encounter, when they propose you and disclose to you it's anything but an appropriate decision, you will be decidedly incited by their tips to satisfy abstractly shapes, "hopeful inspiration drives fine emotional standards and aim" to buy food on the Internet (Rahman, M, 2013).

In conclusion, in any case, not, at this point least, control convictions in this find out about performing like a few groups consider buying groceries on the internet would cost some additional transporter costs, notwithstanding, people who have decent control convictions would in any case go for choosing web-based shopping despite the fact that it might also charge and more vehicle cost. The chance of utilizing the TPB system would be linked to meetings which we use as our technique for fundamental data assortment. The inquiries questions that are recorded in Appendix are fundamentally planned as per the hypothesis by Ajzen to investigate what sort of components would affect buyers' buy goal when they store food on the Internet.

1.4 Situational Variables

To understand the consumers' behavior, this paper will get assistance from reading a range of kinds of factors. Situational factors ought to be defined as transient conditions that have any effect on how buyers behave (Zeithaml, 1988). A client can pick to buy nothing at all or to buy a positive product, however also to buy extra consumables. The subsequent account of some situational necessities that play a function in the behavior of the buyers.

1.4.1 Seen Item Quality

Item fabulous is a progression of attributes and features of an item to meet given necessities. Quality can be characterized broadly as prevalence or greatness (Zeithaml, 1988).

Item extraordinary is partitioned into objective and saw quality. In this investigation, the dominating spotlight will be on the apparent quality. Seen top notch can be depicted as the purchaser's judgment about an item's general greatness or

predominance (Zeithaml, 1988). As indicated by Kotler and Armstrong (2004) "item top of the line is the ability to show an item in its capacity, it incorporates the standard solidness, unwavering quality, precision, simplicity of activity and reestablish stock are furthermore extraordinary item credits". Seen item top notch has a direct affect to purchase expectation (Saleem, Abdul Ghafar, et al, 2015). In light of A. Saleem et al (2015), the buy aim increments or diminishes subsequent to utilizing the item, which is on the double related to the agreeable of items. On the off chance that the item phenomenal is high, the buyer purchase goal is also high, and the other way around.

Furthermore, Dunk (2002) additionally expresses that item pleasant can make a commitment to vital upper hand, and the arrangement and assembling of an item are purposed for meeting buyer prerequisites. The investigation did by Rao, S., Raghunathan, T., & Solis, L. (1997) likewise represents that giving the assortment of fabulous item and administrations that is needed with the guide of horrendous clients should accomplish the forceful region and more extensive portion of the overall industry. Furthermore, when the necessities of requesting customers are reached, their client enjoyment will be improved.

The past test showed that item acceptable is viewed as one of the elements of customer joy as long as it satisfies remaining machine guidelines (Elliott, J.2002). "Consumer loyalty with an online shop emphatically impacts buy aims" (Lee, G., & Lin, H, 2005). In this manner, measures of past writing upheld that the item extraordinary is a 15 a sizable factor of supporter pride and concerning on line shopping, purchaser fulfillment furthermore leaves an awesome affect last purchase goal.

1.4.2 Seen Item Cost

Cost is the amount of cash a buyer penances to accomplish an item, which can likewise be marked into objective and saw item expense (Zeithaml, 1988). For this situation just saw item cost will be utilized, on the grounds that the explanation of the proposal is to get the customers' perspective on the unmistakable variables and for this situation the item's cost. Seen charge is the man or lady conviction of the rate according to the awesome of the item (Nguyen, T., & Gizaw, A. 2014). The investigation through Chang, T., & Wildt, A. (1994) exhibits that "buy expectation is

demonstrated to be emphatically impacted by utilizing seen esteem, which intervenes the impact of apparent charge and saw quality".

Between this relationship, which additionally incorporates that the apparent worth is decidedly affected by the item extraordinary and adversely impacted through item charge and buy aim is emphatically affected with the guide of the apparent value (Chang, T., & Wildt, A. 1994). From this, it uncovers that buy goal is adversely affected by utilizing item value which limit when customer saw energize of products goes, their purchase the expectation will diminish. Concerning the basic food item items, sometimes the internet selling product can likewise have a rebate that the actual keep does not, at this point own. Along these lines, the apparent rate is particular between online purchasers and disconnected customers and their buy expectation is changed also

1.4.3 Seen hazards

The hypothesis of saw danger has been used to clarify buyer direct in dynamic because of the way that the Sixties (Hsin Chang, H., & Wen Chen, S. 2008). Seen chance can be depicted as "the nature and amount of vulnerability saw by utilizing clients in pondering a one-of-a-kind purchase choice" [55] (D. F. Cox & Rich, 1964).

Thusly, it very well may be perhaps the most vital components that could affect customer buy goal as a buyer is utilized to stay away from threats when buying. Mitchell (1999) states that apparent dangers have an incredible effect on client direct because of people are more noteworthy urged to stay away from chances than most utility when purchasing items. Previously, the apparent threats are ordinarily worried about item quality. Nonetheless, these days as far as online shopping for food, more prominent kinds of threats show up. Another crucial variable that client underline is the security of the buying approach, in some other word, is the web webpage security.

The web apparent security is "the degree to which one accepts that the web is invulnerable for sending tricky records (for example Visa and/or social security number)" (Salisbury, W. et al, 2001). Bennett, P., & Harrell, G. (1975) likewise inspected the connection among certainty and buy goal, which legitimizes that purchasers' trust in the brand of items is applicable to foreseeing purchase expectation and moreover to their genuine purchase conduct. Other than the specific figures show that the diminishing apparent perils lead to more noteworthy buy aim.

1.4.4 Time-saving

Time strain is portrayed as the certificate to customers consider themselves are occupied (Srinivasan and Ratchford, 1991). Occupied consumers would save time from doing the purchasing events and take devouring time and strength on the grocery items buying as detriments. Accordingly, efficiency is regularly viewed as one of the shopping comfort components when people select to keep online or disconnected with two extraordinary kinds of articulations.

Right off the bat, customary staple shops by and large have limited opening times more limited than 24 hours, which confines clients buying adaptability. Notwithstanding, online grocery item purchasing licenses you to shop anytime in the day-time or night-time, which offers less outside limitations and more prominent comfort (Schröder and Zaharia, 2008) Chocarro also demonstrated the presumption that the closer it is closed to store shutting time, the more noteworthy chance of online buy (Chocarro, R, 2013) On the diverse side, time-related aspects furthermore work in whether you need to withdraw home to get staple items. Efficient plays out a quintessential job in on the internet and offline shopping for foodstuff, as you can have a direct get section to the entirety of the staple items on the site, which saves silly an ideal opportunity to sort needed things among groups of items. What's more, in agreement with Chocarro that the more noteworthy the time burdens, the greater the likelihood of online buying (Chocarro, R, 2013), accordingly if there is no need for you to invest energy at a substantial store, buying grocery items online would keep time.

Besides, in the gentle of Verhoef, P. what's more, Langerak, F. (2001), they expect customer who endured additional time strain to distinguish the overall advantage and similarity of electronic basic food item purchasing as higher, and they support their supposition that the bigger the time strain they get, the huge the apparent relative benefit and similarity of electronic staple buying will be. Subsequently, the efficient thing has a closed relationship in shopping grocery items on the internet.

1.4.5 Delivery Cost

Delivery costs are considered as an element to be taken notice of when ordering, to some degree, which mostly relies upon on exceptional shops and it can also occur in

the subsequent structures: unconditional free transport the place the online retailer absorbs all shipping fees for all orders made (Becerril-Arreola et al, 2013), flat-rate transportation where the retailers charge a constant charge regardless of order fee (Koukova et al.,2012) and threshold-based free delivery the place the retailer guarantees the cost of delivery for orders equal to or large than a predetermined amount but fees a constant fee (Koukova et al., 2012).

The transportation fee may want to make small buy prohibitively extra expensive. According to Down's (1961), shoppers generally tend to reduce their buy price, hence, except for the merchandise authentic cost, the shipping cost would additionally make a massive influence on consumers buying intention. Distinct stage of cargo costs will also have a large effect on consumers' choice-making, such as primarily focused on these charges, customers will cancel the order or they choose to buy more consumables online, and if it is worth for the customers to pay so much charge when they buy the products. All of these conditions will impact customers' intentions because of the lower transportation fee.

1.4.6 Sorts of Items

Another segment that perchance impacts the customer's inclination is the qualities of the item, which isn't ordinarily investigated through past writing sooner than and little explores can be found. However, in this examination, we need to find the impact of the sort of basic food item on the shopper buy goal. Normally, some staple goods products that we for the most part notice incorporate refreshments, natural products, canned and bundled food, bread kitchen, etc.

Here to handily investigate and recognize, we partition basic foods classes into dry and new and an unmistakable contrast between dry food and shining staple goods is given. Dry staple goods are normally depicted as durable basic food item stock and be respected to incorporate articles that are nonedible anyway be loaded at the staple rack, for instance, a few products which can extreme for quite a while like rest room wares, a container of beverages, frozen food, and so forth While clean products, the distinctive route round, are suppers that is not, at this point saved by canning, lack of hydration, or freezing and is easily short-lived in the event that you do presently don't complete it on schedule. Like bread, organic product, clean vegetables.

Because of this distinction, with regards to buying basic foods on the web, the selective qualities of items would influence shoppers' decisions. Customers would be additionally able to buy dry food on-line since they can put something aside for a more extended time frame and would not be easily destroyed over the span of conveyance. Notwithstanding, if the conveyance length is presently not satisfactory, shimmering dinners has high probabilities to be destroyed or develop to be short-lived eventually, which would be faced secret challenges.

In this manner, the classes of staple should be seen when buyer decide to buy through Internet.

1.4.7 Climate

Climate is considered as the exclusively outer environmental factors and non-human factor. Climate constantly has an astonishing fundamental affect customers' buying expectation and conduct. A document (2016) via the United States Department of Commerce suggested that the virus winter did a terrible affect retailer benefit. During February, the business amount declined 0.6% and the best rationale is the seriously bloodless winter in certain spaces (Times trade, 2016). Moreover, the notable tech site (The Next Web) did an intriguing assessment about vehicle pay and climate. They got an outcome that the level of temperature an affects uncommon kinds of vehicle deals. The environment doesn't exclusively have consequences for outlets and vehicles however furthermore the entirety of our purchasing conduct. As the environment gets hotter, the inspiration of shoppers' aim will turn out to be more dynamic, in any case, the essential is the length of the temperature is currently not all that high and we can thoroughly acknowledge it. At the point when the temperature gets excessively high or excessively low, people select now not to head outside and underneath the consuming sun, they would then again save food on-line in the room of cool. Accordingly, the climate would affect purchasing staple goods goal.

1.4.8 Delivery time

Last anyway not, at this point least, transport related issue is continually shut to on-line purchasing because of it is one of the key pivotal hubs during the whole interaction. With the exception of transport cost, the transportation time may likewise

influence internet shopping. The time of the conveyance length is quite particular among unmistakable internet shopping stages. For instance, the Chinese on-line purchasing stage JD is notable for its fast vehicle period. Normally, when you buy sooner than 23:00, the product you requested would be assessed to be gotten the following day. Other online forceful stages, for example, Small and Taobao regularly require 2-3 days or considerably more. Hence, concerning the equivalent item with comparable fine and value, most of customers would be slanted to select JD. In this way, conveyance length would also be one of the vital components for clients save food on the Internet.

2 TECHNIQUE AND STRATEGY

This section is committed to the method and methodology. An evaluation of the chosen techniques for records collection and analysis and will be accompanied with the aid of a dialogue on the trustworthiness of the procedures. In this situation, the procedure can be denoted as the science of method. In the following section, the practice of this thesis will be designated in phrases of lookup drive, research tactic, and later an account of the trustworthiness of the selected procedures.

2.1 Technique

2.1.1 Investigation Purpose

When talking about query reason one usually alludes to whether the query pursuits to be of exploratory, illustrative or unmistakable nature. It is further not, at this point unimaginable for a query find out going to have many purposes, and it can hence be said to have the attributes of extra than one of these (Saunders et al, 2009).

When starting to investigate another field of examination one by and large discussions about exploratory examination. Continuing ahead to the segment where we favor to gather additional skill inside the area the unmistakable the query procedure is utilized. An enlightening get some answers concerning is generally connected with a quantitative methodology, while an exploratory and an informative examination reason is portrayed via their subjective highlights. The last component that should be finished is to clarify, and that is the spot the exploratory query takes area (Saunders et al, 2009). Since the reason for this paper is to foster a rule that can give a clarification to the human purchasing situation and get some answers concerning the level of these elements, the exploration reason can be depicted as logical, and a quantitative technique can break down the one-of-a-kind phase of the picked clarification components and then again follows a both a quantitative and subjective methodology, which is characterized in the ensuing segment.

2.1.2 Subjective research approach

Prior to starting an experimental investigation, one needs to sort out whether to lead it's anything but a subjective or a quantitative examination approach. Things being what they are, which are the main varieties that make this an inclination of significance? What way of movement will be the most suitable one will depend on the thought process and the supported outcomes? Quantitative investigates are utilized to quantify while subjective explores as an elective plan to find more noteworthy conduct questions (Bell & Bryman, 2011). In addition, a quantitative system is portrayed through it's anything but a subjective methodology commonly is significantly less organized.

Utilizing a quantitative exploration procedure will give the likelihood to method the gathered data genuinely and a huge assortment of respondents can easily be reached by, for instance, leading a poll. This opens up for a speculation of the results (Christensen et al, 2010). On the diverse hand, a subjective get some answers concerning is likely to gain a more profound comprehension of the examined place because it involves variables of brain research and social science (Bell & Bryman, 2011).

A subjective system will in various expressions be valuable when the explanation is to find factors that could affect human conduct (Kothari 2004). Since that is the prominent rationale of this paper a subjective strategy is reasonable and was thus picked. A 0.33 practical option is to blend the two strategies by, for instance, the utilization of each a study (quantitative) and interviews (subjective). From this joined methodology, one can acquire from the two strategies through accomplishing expansiveness from the review individually profundity from some unstructured meetings, and by utilizing doing this, beat the shortcomings of each approach (Greener & Martelli, 2015).

2.1.3 Information quality

Two standards of significance for an exploration study's information excellent are legitimacy and dependability. These principles mean to quantify the validity of the findings (Saunders et al, 2009). The preceding alludes to whether what is estimated is material for the unique circumstance, while the last-referenced is portrayed by utilizing Saunders et al (2009) as "the degree to which your insights arrangement strategies or examination procedures will yield consistent discoveries.". That is, a solid outcome is an

outcome which would be comparable despite the fact that it was once completed once more, via some other scientist.

To portray the generalizability of the discoveries the considering outside legitimacy can be utilized. That is, how much the examination would create similar outcomes underneath various conditions. Building a find out about on case examination of only one business venture or not many offices can represent a threat to the outside legitimacy. This moreover applies if the business or populace that is concentrated altogether varies from others here and there. In any case, it would be an inaccurate assertion to guarantee that this sort of get some answers concerning is presently not solid, exclusively dependent on this reality. Keep in thought that everything research do presently don't plan to produce an idea that is generalizable to all associations, representatives, buyers, and so forth

Albeit in this paper, the query is obliged to a particular group of shoppers, it looks to find any assortment of examples or normal focuses inside the examined bunch. This limit that this investigation is no longer to be as opposed to a one-association contextual analysis, anyway has neither professed to give results that represent all shoppers. The outcomes are accordingly regardless wanted to be generalizable partly.

2.2 Strategy

In the technique section, a dialogue about one-of-a-kind research procedures will come after. Study procedures refer to the methods and the equipment that are used to acquire the facts by way of the usage of principal and secondary sources respectively.

2.2.1 Auxiliary information

Data can be assembled with the guide of the utilization of auxiliary sources. That is, gathering data that is as of now existing and accumulated for another reason and hence available extraordinarily, however which will in any case be significant for the new query to be done (Greener.& Martelli 2015).

Optional information is of gain to be amassed sooner than essential data because of numerous helpful components that can be utilized for explorative essential methodology. Normally, endless going before parts of writing had been assessed to

devote motivation. Applicable models and hypotheses had been tended to and each book and exploration articles were filled in as optional information sources. The reason to finish the primary realities with this sort of data is that the premier sources are probably not going to, all alone, give impacts that are sufficient for the examination. Particularly now not for an observational investigation on this level. The writing search has specifically been executed using a number data sets of Jönköping University Library.

2.2.2 Essential information collected by survey

There are a few elective methods of accumulating data and regularly a major distinction is finished between generally significant and auxiliary information, the spot fundamental realities is realities assembled for the particular motivation behind the examination. Normal chief sources are surveys, meetings and perceptions, which all, thus, be partitioned into smaller classes. A meeting can for instance be organized just as unstructured (related with pressure individually adaptability), however can likewise be led as a mix of these, which is the thing that in the writing is alluded to as a semi-organized meeting (Greener & Martelli, 2015).

The inclination of data aggregating strategy is depending on not exclusively the explanation of the exploration anyway also what characteristics and skills the scientists have and normally what sources that are available (what imperatives will the analyst need to manage?) (Greener & Martelli, 2015).

First and foremost, a poll was once picked as one of the techniques to obtain significant information. There are various sorts of surveys for select and the creators choose to utilize Internet-Based poll in self-administrated structure, which is more helpful and less muddled to gather and dissect realities (Sanders et al, 2009). In this poll (Appendix 8.2), the creators expectation to consider what sort of key components influence online staple buying in Ukraine and how clients cost these elements. Initially, the creators pick an aggregate of 45 respondents in Ukraine.

First and foremost, it is key to supply a few inquiries regarding a private circumstance, like sexual orientation, age, pay, family structure, which is straightforwardly demonstrated to us what kind of attributes of respondents we wish (Sanders et al, 2009). The most useful inquiries start after that. There are more than one component for picking, we aim to pick some key essential elements for additional

investigation. These picked variable elements decide the accompanying decision of which recognition purchasers consider each factor may esteem.

2.2.3 Essential information collected by semi-structured interviews

For this postulation talk with used to be picked as each and every way to deal with gather the crucial head information. What is frequently alluded to as meetings in every day life is in actuality an aggregate time span for various meeting sorts (Saunders, Lewis & Thornhill, 2009). As referenced, meetings can differ with regards to the confirmation of construction, and every system has its qualities just as they have shortcomings. Unstructured (or inside and out) and semi-organized meetings are regularly depicted as subjective examination interviews (King, 2004 as referred to in Saunders et al, 2009).

In contrast to organized meetings, the spot an assortment of same inquiries typically is utilized, an unstructured meeting can be alluded to as casual, which in flip alludes to the nonexistent rundown of foreordained inquiries. This requires the questioner that the person has a reasonable thought regarding what thing to be contemplated, whereafter the interviewees conveniently can be let to talk openly from their factor of view (Sanders et al, 2009). Some place in the middle of these the semi-organized meetings could be found. This sort is portrayed by utilizing that there is a foreordained subject and inquiries to cover, anyway the inquiries are furthermore depending on how the discussion streams. For instance, can the request wherein the inquiries be posed differ. In some cases, advantageous inquiries should be added, while a few interviewees will cowl many inquiries in or her answer on the principal question (Saunders et al, 2009). This flexibility to the advanced situation is really a benefit for this sort of meeting, and semi-organized meetings were additionally the methodology picked for completing this exploration.

This basically ability an organized meeting, yet with the chance of explaining and extending by means of valuable inquiries. By this, it is 23 potentials to add a supported amount of adaptability, to an in some other case unbending methodology. As a commonsense case from the meetings from this examination, one inquiry is "Do you for the most part utilize the Internet for shopping for food?". One respondent addressed "No, anyway I have done.", after which, obviously, the questioner developed to be interested regarding why and mentioned the inquiry "why presently don't any longer?", which

offered the individual a danger to help the response. Notwithstanding the craving between organized or unstructured meetings, one needs to choose how they will be completed by and by.

That is, regardless of whether the questioner should meet the respondent actually or get help from devices like phone, email, or video call. Prior to settling on this choice, one craving to consider what assets that are accessible. There is no uncertainty that through the use of eye-to-eye interviews one could make the most the advantage of being proficient to peruse the respondent to the best conceivable degree, and get a photo as reasonable as feasible of their feelings and articulations. On the off chance that vis-à-vis interviews for some intention would be unfeasibly phone and additionally video meetings would conceivably be required, on account that directing vis-à-vis talks with perhaps will be tedious and the most imperative limitation is finally. The meetings in this find out about were completed twoly. The initial three eye to eye and the last respondents have been alluded to as by utilizing telephone. The time spent on each meeting was once somewhere close to 15 to 25 minutes, contingent upon how an incredible arrangement and free they talked when the inquiries were posed. A meeting completed by utilizing calling the respondent has like most realities gathering techniques its qualities. Right off the bat, it's anything but a bendy approach that offers a quick method of recovering information.

Further, cell phone interviews supply an over-the-top accessibility of respondents considering the way that their areas develop to be of substantially less significance. The questioners can by and by clarify questions, ideas, and so on and if gazing at any type of vulnerability or disarray of the interviewee it is not difficult to explain constantly. It is likewise practical to do call-backs whenever wished (Kothari 2004). Besides, the respondents have been ensured obscurity, to make greater the possibility of earnest answers.

The number of meetings to be completed depends upon on the result from them. The wide assortment of meetings wished will moreover depend on the explanation of directing them. This methodology expects to get some answers concerning how individuals think and act detailed basically dependent on the survey completed previously, which limits the required sum. For a situation where all segment factors are indistinguishable, less meetings will probably be needed, than a case wherein a

correlation is to be finished. Eight meetings had been done as a beginning variable and to be closed, three of their meetings' answers can higher and furthermore clarify the survey. After they had been completed the discoveries should give a sign if those have been sufficient or if additional ones needed to 24 be finished. As the impacts gave a quality photograph of what was once proposed to be investigated, there used to be not a requirement for additional ones to do research to this degree.

2.2.4 Sampling Strategy

Subsequent to sorting out how the meetings will be led, the following choice that must be made is who will be met? Much of the time, it's anything but plausible to gather data from each single individual in the picked bunch, because of some comparative qualities of poll answers, requirements on schedule just as spending plan. Then, at that point a goal must be done, which in the accompanying will be alluded to as an example, and comprises a portion of the absolute populace. For this investigation, a specific arrangement of socioeconomics used to be picked.

A shared factor for the interviewees is their age. Every one of them are somewhere in the range of 20 and 55 years of age, living aggregately with their associate or families in Ukraine. The meetings have been held in two adjoining urban areas of comparative size. Also, the talked with individuals share for all intents and purpose that they have utilized the Internet for buying stock at any rate when and that right now, they all have regular positions. The thinking toward the rear of this used to be that this group of people probably is a beneficial objective gathering. Meeting understudies or identical would most likely not have given extremely valuable results considering single families don't devour close as a decent arrangement staple as a family does, and therefore see a reduction need for finding different arrangements.

The scientist can pick between a number sorts of examining methodologies, and the primary huge contrast is for the most part completed among probability and non-likelihood tests (Saunders et al, 2009). For this examination the interviewees were picked with the guide of the use of a non-likelihood test, for the explanation that the likelihood for each man or lady is not, at this point similarly large or even known, which it would have been in an opportunity test. The example is little and a homogenous inspecting was made, which capacity that the example individuals are altogether comparative and thus,

the team ought to maybe be top to bottom investigated. More novel a comfort design was made, which as per Saunders et al. (2009) fundamentally ability that the people were picked because of the reality they have been the least demanding to acquire.

2.2.5 Development of interview questions

For the meeting to be essentially plausible, an amount of inquiries ought to be built. To be just about as true as conceivable there several blunders to be turned away with the guide of monitoring them while building up the inquiries. Ukrainian Central Bureau of Statistics expresses that it should at this point don't be exceptionally intricate and that one will come an extensive path with exclusively a touch of normal feel (Wärneryd et al, 1990). Be that as it may, just a simple slip from presence of mind should vacillate an extraordinary 25 inquiry question from a mediocre one. In this postulation, a meeting guide used to be utilized, with a bunch of inquiries that used to be expected to be covered. The meetings were, as portrayed prior, not, at this point completely organized, and there was thus space for some variety as far as request and ill-equipped inquiries. To get back to the difficulties referred to at the building up of this segment, first and foremost, it is normally crucial that the inquiries are truly alluded to keep away from the mistaken assumptions that should show if the respondent sees, and hence answers, the inquiry in any case than it used to be idea to be replied (Saunders et al, 2009).

Also, a difficulty can occur if an inquiry question is too protracted or no longer comprises of exclusively one inquiry. In spite of the fact that it appears glaringly evident in the hypothesis, it is of significance that the interviewee is presently not expected to answer to two or additional inquiries in one (Robson 2002, expressed in Saunders et al, 2009). Carson (1973) represents this via the inquiry "Do you believe that resulting year's milk and egg consumptions will be more prominent or lessening than now?" In this question two exceptional subjects are included, which should be kept away from (Wärneryd et al, 1990).

Moreover, the Ukrainian Central Bureau of Statistics communicates in the document that the utilization of sure or no inquiries could reason an issue (Wärneryd et al, 1990). Once in a while there is no scale between sure or no, and afterward there would perhaps be the incredible other option. For instance, would "Do you have a pc or a cell phone?" be a question of that sort, in light of the fact that both you have a PC (or a cell

phone), or not. The issue can happen when the respondent is given space for their own understanding (Wärneryd et al, 1990). Inquiries of this sort might need to be "Do you discover the web webpage helpful to utilize?", where simple should cowl a scale from alright to phenomenal, and the yes-saying respondents will now not generally infer exactly the same thing. Consequently, a higher choice would be "The way advantageous to utilize do you find this site?" the spot the 'how' opens up for a more right arrangement of answers.

The entirety of this has been thought about while developing the inquiries for this postulation to get as right results as attainable and hence extend the validity of the investigation. Other than the standards that were referenced, the meeting data used to be planned with judiciousness when it went to the questioners' objectiveness. When asking an inquiry there is no confirmation that the respondent surely offers the certified answer. The person could also answer what they think the questioner needs or hopes to hear. Wärneryd et al. (1990) examine about something that they call social allure, which communicates an unfortunate reaction conduct, where, among various things, standards assume a significant part. By for instance telling the interviewee that "We favor to check that this component impacts the purchase goal when purchasers are shopping for food. Do you concur?" it is clear what the questioner wishes to hear, and that will moreover conceivable be the appropriate response.

This makes the meaning of not including such a large number of qualities or conclusions clear, and that is additionally something that was once saved in reasoning while at the same time setting up this meeting guide. As we expressed the relationship with TPB in the hypothetical system, our inquiries questions are, somewhat, planned as per TPB hypothesis. For instance, in expressions of social convictions, there are a few inquiries regarding buyers' perspectives towards on-line shopping for food in exceptional measurements like "how would you ride the value, quality, newness of merchandise?" "What do you feel the main when you store food at an actual shop and online keep separately?" The last one can moreover be blended in with the standardizing convictions to investigate the fine inspirations they get from this channel, which used to be supportively used to decided out stand-out elements to dissect the circumstance.

2.2.6 Strategy for information analysis

Up until now, the significance of the selection of realities gathering techniques has been stressed, yet as imperative as the data gathering, as indispensable is the data investigation. From the poll with 45 respondents and eight meetings completed three normal occasions had been decided to be broke down. The data was prepared by utilizing above all else contrasting diagrams and tables, and besides reviewing the stories in meetings one by one to discover implications and bits of knowledge. Then, at that point correlations were done to spot likenesses as pleasantly as contrasts.

3 RESULTS/EMPIRICAL DISCOVERIES

In the following a portrayal of the empirical results takes place. The effects are given from the interviews will hereby be as the first step of this, extra empirical, section of the thesis.

Gender.

The statistics of gender team that we gathered are basically balanced, with 46.7% male and 53.3% female. (Figure 4.1)

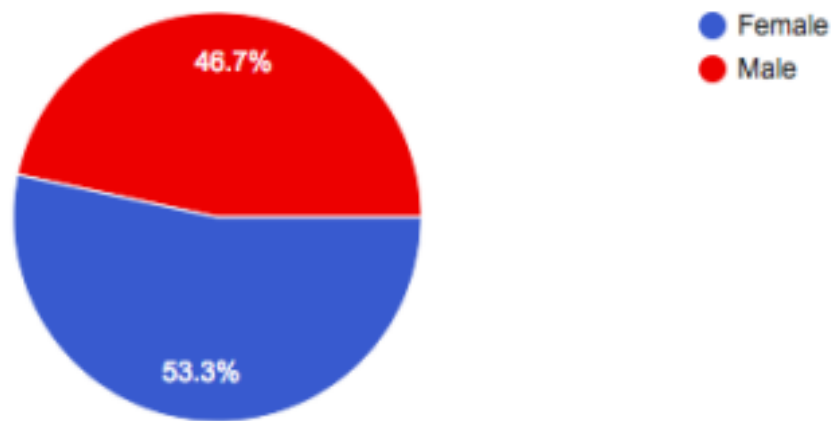


Figure 3.1 – The statistics of gender team

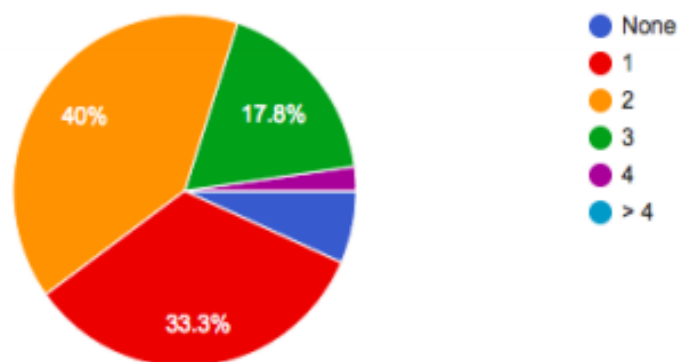


Figure 3.2 – Kids statistics

Family situation.

Among the respondents that we have, very few of them have no kids or have greater than four kids, most of them very own 1-3 kids (Fig. 3.2).

3.1.3 Age Group

The age group that we think about is quite wide, humans who have full time job from 20-55. We can see that age from 25-50 money owed for the most, in complete round 82% of the whole, which obviously can be implied as our key centered group. (Fig. 3.3)

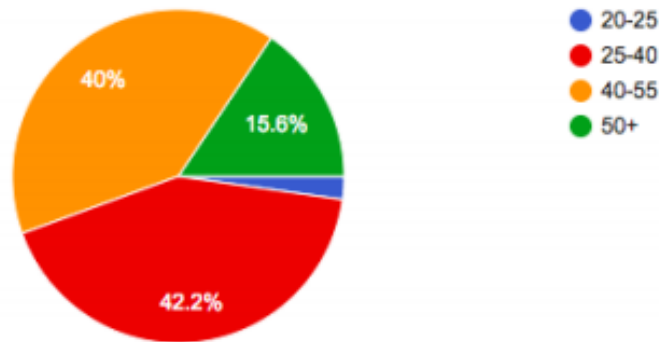


Figure 3.3 – Age statistics

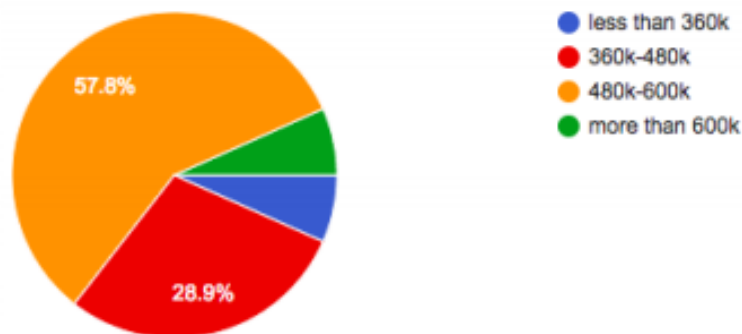


Figure 3.4 – People with annual gross profits

3.1.4 Annual Income Group

Since we center of attention on the full-time job interviewees from 25-50, from Fig. 3.4, it is clear that people with annual gross profits from 480k-600k has the largest percentage with over 55%.

This end result displays that they have ample capacity to shop merchandise online, which is an necessary foundation for our study (Fig. 3.4).

3.1.5 Grocery Shopping Frequency

From Fig. 3.5, we can know that Ukrainian people do have a true and everyday addiction to store groceries all through their everyday life, once a week bills for round 51.1% and twice a week is also common (40%).

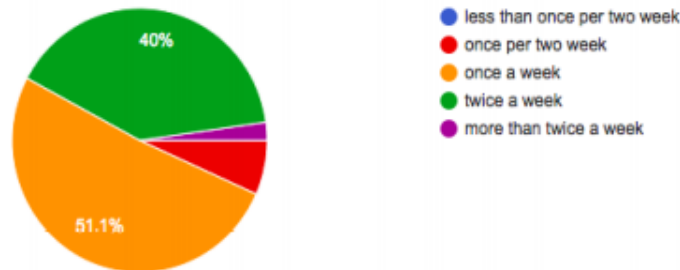


Figure 3.5 – People everyday addiction to store groceries

3.1.6 Online Grocery Shopping Frequency

Fig. 3.6 indicates that 35.6% of respondents never store groceries online, and 44.4% pick out seldom buy on-line groceries, which certainly confirm the description that we stated in the Introduction.

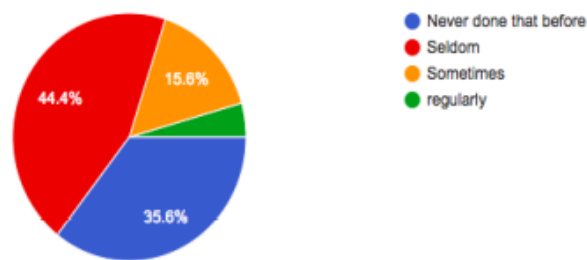


Figure 3.6 – People that make online grocery purchases

Online grocery buying has now not but been popular presently and it may have huge viable development probabilities in the future.

3.1.7 The factors patron thinks important

From the desk 4.7, we can rank the elements significance as Time-saving (100%), Product price (95.6%), product nice (93.3%), Delivery value (71.1%), Delivery time (71.1%), Weather (62.2%), manageable risks (46.7%) and kind of goods (44.4%).

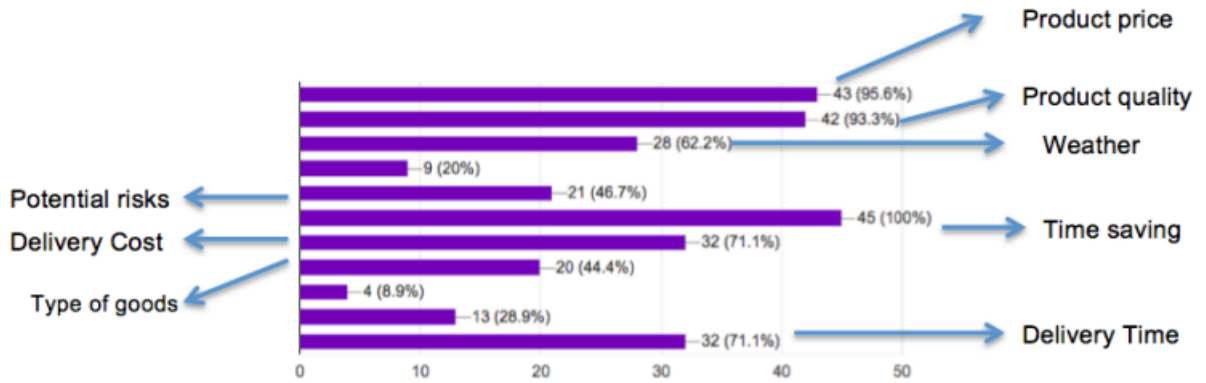


Figure 4.7 – Statistics of factors that influence online shopping

And the above 8 factors are selected as key influential factors in this study. The other three factors with low desire percentage are internet site design, mood, and after sales service, which Ukrainian purchaser reflect inconsideration on them as now not so important issues.

3.1.8. The diploma of 8 key elements with regards to on line grocery shopping

Based on the extent of distinct degree of importance, we can honestly conclude that time-saving, product rate and product best are the three most vital elements among the eight key factors that we select. There are around 22%-30% people consider these three are strongly important. Besides, the different five factors are relative necessary factors compared to those three.

1) The utmost significant group.

(Correspondingly time-saving; product worth; product quality)

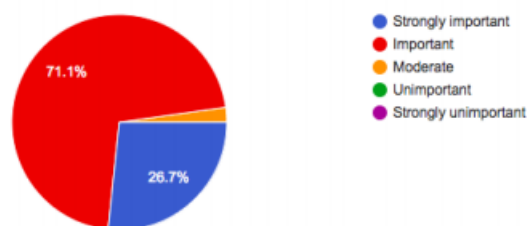


Figure 4.8 – Time-saving

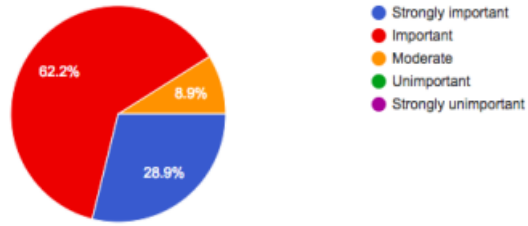


Figure 4.9 – Product worth

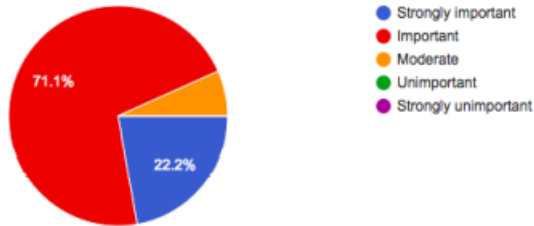


Figure 4.10 – Product quality

2) Vital group.

(Respectively transport time; weather; delivery cost)

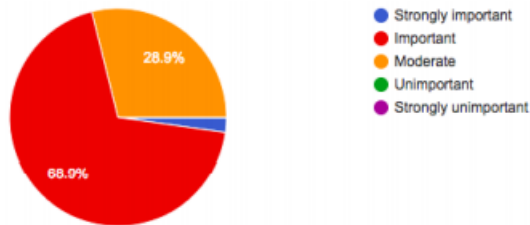


Figure 4.11 – Transport time

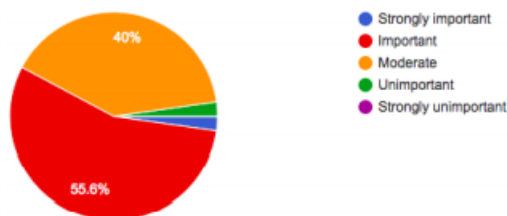


Figure 4.12– Weather

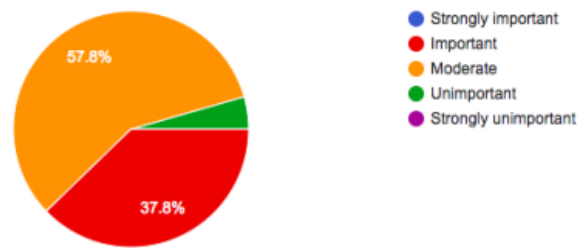


Figure 4.13 –Delivery cost

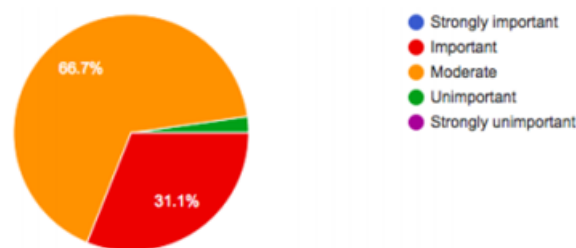


Figure 4.14 –Type of goods

3.2 Interviews

The picked three taking part ladies, who from now will be alluded to as A, B and C, used to be right off the bat a few general inquiries about their schedules with regards to shopping for food. The entirety of the respondents expressed that their basic food item buying recurrence is about when or two times every week. While An and B educate us that they have tried shopping for food on-line around five to ten occurrences and twice, separately, C for the most part orders food on-line to be conveyed to her home.

The entirety of the respondents have what they name helpful going for strolls distance to the closest general store and their rough assessments are all in the middle 0.5 to 1 kilometer. At the point when they furtherly had been mentioned in the event that they go to their closest shop routinely, B noticed that she does, while A normally goes to each and every other save and C doesn't go to any substantial shop on a common premise. After that B addressed that her closest keep is an extremely huge one, she was once inquired as to whether she would consider to go somewhat more to arrive at this store, however it used to be a more extended distance and on this the answer was clear.

She would. A and C on the diverse hand give a clarification for that they just have a little grocery store near their homes. A, B and C did all illuminate that they numerous cases do the real basic food item buying alone, yet here and there furthermore get association of their spouses or potentially their kids, which all are somewhere in the range of five and eighteen years of age. The entirety of A, B and C have utilized stand-out organizations to save their basic foods on the web. They notice Ica.se, Linasmatkasse.se and Mat.se separately, which all have practically identical ideas. A has prior utilized Ica.se for the most part to area a request and pay for some food, to later capacity to the close by ICA store to get them. She says that the shop is situated in transit from her work to homegrown which makes it advantageous to simply a few minutes to get some basic foods stacked into the vehicle. Her family requested from Ica.se some place in the middle and multiple times, anyway then for some reason it arrived to nothing. On the question why she answers "No specific explanation. I procured a new position and the staple shop is situated returning. Thus, it's anything but as a result of disappointment." B has requested basic foods twice from Linasmatkasse.se when she got a reduced value code. Then, at that point she requested a total basic food item pack with stock picked with the guide of the organization.

On the question why she didn't continue with the internet buying the appropriate response was "I get it's now and again too easy to even consider going lower back to your ordinary schedules." and she pointed that there was unquestionably not, at this point a particular explanation like disappointment. She proceeds with "I guess we're all in all too moderate and frightened to endeavor something new when the standard way works.".

She likewise clarifies how her significant other keeps up going to the "old" shop despite the fact that a fresher has opened near their homegrown because of the reality he feels loose with it. "My better half actually drives some additional minutes to go to the store that used to be our closest. He's a cycle moderate and inspires it by utilizing saying that despite the fact that it's a bit longer to drive, he will shop the time by understanding the shop well." C, on the distinctive hand, answers that she has been utilizing Mat.se for her staple buys consistently in light of the fact that about a year prior.

The equivalent respondent moreover says that she both purchases a pre-chosen basic food item pack and specially chose items as a supplement. She has analyzed a few remarkable complete sacks and the first occasion when she obtained in touch with the

web webpage was once when she found a showcasing effort code on a blog. The respondents had been posed a few inquiries about their impressions of their closest grocery store just as the one they by and large go to. This to get an inclination for their inclinations and how they pick where to do their basic food item buys.

Later they had been posed comparable inquiries about the on-line store they regularly use (or have utilized). A and C have a little store nearby while B has a bigger basic food item shop short of what one kilometer from her family's home. B implies that it used to be a tally number of headings to go out to shop there on account that it opened pretty as of late. The initial feeling used to be exact with regards to the variety and the assistance, as appropriately as the newness of the items, the line and checkout. There used to be subsequently no motivators to drive longer to the store she regularly went to previously. To the new supermarket it's anything but an easy going for strolls distance so B says that she strolls at times and on occasion passes via vehicle. Likewise, A tells for the span of the meeting that she as a rule goes for purchasing via auto in light of the fact that the keep set close to her homegrown is portrayed as little and with a limited differ of food.

C then again does now not have a vehicle for the second and needs to walk around the grocery store when she goes out to shop. She comparably would now not say that she goes there more prominent common than every single distinctive week and that her staple buys customarily is finished through Internet and Mat.se.

Two or three inquiries in regards to the respondents' encounters from on line staple buys have been inquired. The principal question used to be expressed "How have you encountered... " and afterward different components were presented up. First and foremost, the members were gotten some information about their apparent nature of the products. A clarifies that the wonderful has been exact anyway that she lean towards settling on her greens herself. She expresses that "Not that they have been spoiled or thereabouts, I very much like doing it without anyone's help.". On the indistinguishable question C affirms that "generally the greens are new" and that there isn't anything to whine about with respect to the newness or the quality. B arrangements that the incredible is "OK anyway the veggies might need to have been something more.

When I needed to buy tomatoes for a dish on my own special when you consider that they weren't new.". Next question was about the conveyance. A, who has no insight

from home vehicle says that the pickup has a distant memory effectively and quick: "I have needed to stand by greatest a couple of moments.". B and C have each had their staple goods conveyed to their homes.

As indicated by B the transportation has been on schedule thus says C, who expresses that conveyance is extra or less continually prompt. When getting some information about the ease of use of the sites the arrangements become following:

A: "Simple to request and pay anyway moreover to discover plans and clues on dinners. Once, I had a few battle to utilize a markdown code that later on worked in the store. However, that is it."

B: "Great also! (Alludes to in advance answer) Nothing to cry about."

C: "The site is advantageous to utilize as is the charge step."

As the meetings continue onward to the question about apparent rate the accompanying answers had been given.

A: "I would say typical. Have not, at this point analyzed homegrown conveyance and pick some food up yourself is free of charge."

B: "We have had a reduced value code each example so then it has been entirely reasonable. I experience that the first uses are really high rather than do the shopping yourself. Particularly when you have kids who don't burn-through very tons and you in any case pay for supper for 4 grown-ups. In any case, on the diverse hand there is no danger for spontaneous buys which likewise ought to be costly."

C: "I think it is hard to assess to a 'ordinary' keep in see that it is kind of exceptional items.

Other than some staple goods you pay for the present not going to the store yourself and keep each time and the exertion."

C: additionally contacts the inquiry in a beforehand question where she alludes to the way that she has heard that gatherings like these has been condemned at the extreme costs anyway she would now not say purchasing on the web is such a lot of additional extravagant than doing it the 'conventional' way. The delivery expense isn't extremely high and on the off chance that you go to your supermarket through vehicle you need to pay for the gas all things considered, C methods.

On the question "How have you encountered the store's combination of food?" the reactions were very consistent. An addressed that the change of food on Ica.se is

enormous as appropriately as it is profound. She doesn't perceive if the combination on the web website is the indistinguishable as in the substantial ICA store, anyway she feels that it is basically the same. C gives a tantamount remark (and alludes to Mat.se).

"Excellent. The arrangement is unimaginably profound and I regard the chance to consolidate total basic food item sacks with exceptionally picked food." B says a piece reluctantly "I don't have a clue. We attempted the 'first pack' however I remember they have in excess of a couple of sacks depending on your inclinations, a vegan pack for instance so I accept that there's something for everybody." except adds that she has nothing negative to say about the variety on Mat.se's site.

The respondents were then gotten some information about what factors they value the most when the utilization of an on-line basic food item shop. The arrangements given see beneath.

A: "That the entire thing fills in as it ought to, so you can truly keep some time on it. That you can be sure that the products are shimmering when you get them regardless of whether despite the fact that you can't choose them yourself."

B: "New things and rapidly conveyance."

C: "That it is easy and that the web webpage works aside from any difficulty."

The equivalent inquiry used to be mentioned with regards to staple buys from an actual store. Then, at that point the reactions were:

A: "That installment goes expedient and easily. Very much supplied racks, basically foods grown from the ground." B: "That the store isn't understaffed during surges and at cases when it's perceived that numerous individual are in the store. Time is significant when you have young people with energetic lives so the staple purchasing may not consume a huge chunk of time is crucial for me. Likewise, the staple variety." C: "The combination is generally important to me. I would ponder inconsideration going longer to store in a keep that I fathom has a superior shift of food. "The following question asked was "Do you think there are any limits or issues with shopping basic foods on the web?".

A can now not find any exact shortcomings anyway feels that "Possibly if there would show issues with the web webpage or the Internet", and afterward gives "however I have not, at this point encountered that." B's reaction was "You can't be unconstrained with regards to the meals. You need to burn-through what the pre-chosen sacks involve

since, in such a case that you don't and select to purchase diverse food it will turn out to be extravagant.

Likewise, you need to look for different food varieties without help from anyone else on the off chance that you pick thusly, on the grounds that the gear just includes food for supper and presently don't breakfast or lunch.". Albeit C uses the staple site Mat.se commonly she and her family have not, at this point gifted any issues when requesting their food. The respondents have been furtherly gotten some information about how the checkout and line machine work in the store the go to frequently. The answers that had been gotten have been as following beneath.

A: "OK anyway at some definite examples it's anything but a many individuals and hence longer lines. It is by all accounts testing to keep away from" B: "obviously there are lines at specific occasions anyway they are consistently alluring and my work makes it practical to choose examples when I fathom it is not, at this point a surge." C: "There is routinely just one staffed checkout and at specific occurrences it tends to be a long line.

At certain occasions it seems like they are somewhat understaffed." Naturally, there used to be additionally an inquiry with respect to why the respondents chose to endeavor basic food item web based business. The arrangements got had been "I was once inquisitive when a portion of my associates spoke decidedly about it.", "We acquired some deal codes and felt 'why not?'" and "A buddy of mine request staple goods consistently from the site Mat.se so I basically needed to attempt."

Ultimately these who once in the past addressed that they didn't keep their food on line on a regular premise (An and B) were mentioned what might need to make them start doing that. Their considerations on this inquiry have been "There is no inconceivability that we will begin utilizing on-line shopping once more. Maybe despite what is generally expected! Be that as it may, what might make us continue it... I don't have the foggiest idea yet conceivably a surprising offer. Like a take a stab at cut cost or something like that. Individuals like astounding arrangements.

Table 3.1 – Weekly Order Data

<i>gorcery frequency</i>	1/week	2/week	1/week
<i>online grocery frequency</i>	5 to 10	twice	regular
<i>kids</i>	2	2	2
<i>annual Income</i>	580k	600k	500k
<i>distance</i>	0.5-1	0.5-1	0.5-1
<i>website</i>	Ica	Linasmatkasse	Mat.se
<i>nearby supermarket</i>	small	big	small
<i>perceived quality</i>	good, but like do it herself	ok,could be better	mostly greens fresh
<i>delivery</i>	no experience, pick up by self	on time	punctual,cost not high
<i>price</i>	normal	discount	hard to compare
<i>which factors most valuable</i>	time-saving/quality	quality/delivery time	website design

Or on the other hand maybe that you got focuses from each buy to converge into rebate vouchers that can be utilized at the following buy" and "I for all intents and purposes have nothing but bad response to that. It would have been simpler to answer in the event that we had been upset however we are not. It's anything but a little exertion to trade to various schedules. For what reason don't I genuinely know.", separately.

4 EXAMINATION

This phase is devoted to the analysis work, the evaluation of facts collection is primarily based on theoretical framework in the 2nd chapter and lookup questions.

4.1 Current customer behavior towards online grocery shopping

Subsequent to completing the survey and meetings, some entrancing discoveries had been made. Not all that amazing, it is practical to see a few examples in the appropriate responses. The respondents are normally autonomous from each unique yet share a ton of things for all intents and purpose with regards to their lives.

In spite of this there are a few contrasts to spot, which will be accumulated in the accompanying. In view of the data amassed from poll, as a matter of first importance we can make positive that Ukrainian individuals for the most part have the typical and phenomenal buying staple propensity, regularly a few times per week. Be that as it may, the recurrence of buying these basic foods on the Internet looks extremely low, just not many of individuals have the ordinary recurrence. The creators concur with the thought processes are the solace of neighborhood general store, regularly they go over close by individuals' family.

Consequently, there is no additional need and justification nearby individuals to keep basic foods on the web. The components picked through respondents mirrors clients' desires and what they esteem on the off chance that they consider substitute their way of life into on-line shopping for food. The most valuable components are efficient, item cost and quality. It is presently not difficult to give a clarification for that individuals would be very able to buy food on-line in the event that they donot need to get to actual put something aside for an exceptional reason. They can essentially arrange some food on the telephone anyplace. At whatever point there is a markdown coupon shows up, and the item charge is less expensive than actual store, most individuals would settle on shop on the web.

In addition, item uncommon likewise values the most, customers would depend on that the top notch merit the value, which wants to save items at a normal superior grade. The rest 5 relative significant factors however they do now not play a similar tremendous

effect, be that as it may, the thought of these elements in any case plays a ton powerful situation in clients' buying goal. 55.6% people will consider whether the environment is acceptable today, in the event that it is blustery or stormy, they may consider to buy on line notwithstanding striving horrendous climate.

56%-68% individuals consider inconsideration conveyance expense and time are significant, if the delivery esteem is appropriate or the insignificant for nothing transport esteem isn't so high, or if clients would prefer not to trust that few days will acquire their package, which exclusively need one day or less, then, at that point the amount of on-line 36 basic food item buying client would intensify to huge degree. Besides, because of the ideal advancement of cutting edge, the wellbeing of charge chances decline excessively, and less and less individuals would put security as the most crucial issue.

The kind of things faces with the newness issue; along these lines, I concur with as extensive as abbreviate transport time and make positive the item quality, people will be more noteworthy slanted to get transport clean items. In view of the records amassed from the interviewees, their state of the art looking for conduct related to online basic food item buying should be planned. Generally, they keep basic foods a few times per week, at times moreover some advantageous shopping is finished if necessary. Shopping basic foods is thus an incessant undertaking which requires a lot of time as pleasantly as arranging in the regular daily existence.

From the discoveries unmistakably shopping for food is currently not seen as a delight or something that is finished for entertainment only. For instance, An unequivocally expresses that "Shopping for food is presently not my #1 component throughout everyday life and I don't prefer to invest too a horrendous parcel energy on it.". This likewise confirms that the time-related components that were referred to in the subsequent section play a sizeable capacity in buyers' purchasing aim. The everyday life the three females share practically speaking hopes to influence their perspective on schedule.

The expressions keep and time consolidated appear many occasions all through the meetings. Other than what was referenced, "Time is important when you have youth with dynamic lives so the shopping for food probably won't consume a lot of time. Me." and "In light of the fact that as a mother you have controlled time. You should possess energy for work, invest time with your family and without that I might want to have some extra

time. This implies that consistently saved is entirely significant." Are cites from the meetings. The entirety of the respondents notice time in any event when in their meeting and besides a store's combination of basic foods undoubtedly is a depend of significance. The meeting individuals have talented on line shopping for food previously, nonetheless, presently not all the time and purchasing by means of substantial shop is the principle channel. It might need to be inferred that distance to an actual basic food item shop is an angle that is important.

All members have a supermarket near their home, by and large now not more than one kilometer, and the interviewees tend to go out on the town to shop via vehicle or even stroll there. From this it tends to be recognized that the dispersion of Ukrainian basic food item shops is relative serious, so the distance of supermarket to homegrown or work is one reason that people by and large pick no longer to buy on the web.

Regardless of this, by utilizing breaking down the cases An and B, yet furthermore C, unmistakably a gigantic staple save is more noteworthy appealing than a more modest one, yet that the little ones are "OK for strengthening shopping" and "great to have close by".

None of the respondents decide to save in a little store which further clarifies that the collection of the stores is moreover significant for the craving of area to shop. This will along these lines be a tally number of importance with regards to an on-line store. That a few reactions given with respect to the arrangement had been "The combination is generally important to me.

I would consider inconsideration going longer to shop in a store that I comprehend has a superior change of food." and "In light of the fact that when shopping for food for a family there are a ton of assessments and wants. Everybody likes remarkable things and a more profound variety makes it is simpler to fulfill explicit necessities." gives a sign that the scope of food close by is significantly more noteworthy fundamental than the distance, in any event for these who have a vehicle.

Other than this, most of our interviewees show that the delivery cost is not, at this point a worth of top-notch significance for them as it's anything but extremely expensive addressing of that nor gas for driving their own special car to an actual shop is for nothing. Which can mostly display the control convictions in TPB that we examined in section 2, however people realize that online shopping for food needs more conveyance cost,

notwithstanding, some of them do now not consider the big picture as the fundamental segment and they have beneficial seen conviction that they will demand purchase items on-line despite the fact that it requires more expense. Some of them demonstrate that they are more prominent oftentimes to get pick requested product at specific area than homegrown conveyance. This is helpful if the pickup spot is appropriate returning and straightforwardly get orders is for nothing. Moving got back to emotional standard, that was referenced in the second section, which is about friendly strain to draw in or no longer to have collaboration in a conduct the question about the primary contact with basic food item internet business gets significant. This since a larger part of the members were noting that they pursued interestingly subsequent to paying attention to others discussing it's anything but a positive way. A referenced her partners which gives a sign that she used to be impacted from her work environment.

4.2 Demeanors towards online grocery shopping

In light of the hypothetical structure, it is perceived that there are an assortment of variables which may impact purchasers' purchasing goal when worried about on line shopping for food. Learns about the reasons of receiving and the utilization of purchasing on-line channel is perceived and clarified with the guide of the accompanying angles. Concerning the situational factors that was once referenced in the hypothetical structure, principally dependent on TPB hypothesis, if customers have the compelling appreciation or convictions of basic foods' quality and administrations, then, at that point they have the phenomenal attitude toward the looking for conduct, then again now and then the new merchandise, for example, veggies could be better. As we as of now investigate by utilizing A.

Saleem et al (2015), the buy expectation will increment or diminishes in the wake of utilizing the item, which is immediately related to the nature of items. So some of respondents existing that they would be more disposed to choose new suppers via themselves to make certain the newness of exact items. Subsequently, later on, the online retailer put more accentuation on the newness of food, as which is the vital part of apparent item lovely in staple buying and accomplishing clients trust from developing staple goods five star might need to expand purchase expectation.

The apparent item cost is currently not a difficulty when buying on the web, as a few of us interviewees additionally bring up that they can get the deal or coupon when they pick the Internet shopping for food and the item rate now and again is even additional comfortable for them. Thusly, one can see that when the rate online is decline than their normal value, clients would be decidedly disposed to purchase basic foods on the web.

The meetings have furthermore likewise demonstrated that individuals tend to rely on it to be more prominent extravagant to keep on the web, when you consider that you pay for another degree of administration. Then, at that point, as the expense for a buy is comparable, the apparent charge is likely to be particularly low, considering the shopper find that they get extra for their cash.

None of the interviewees communicates that they have talented on-line basic food item purchasing as a more noteworthy steeply-valued option subsequent to evaluating it themselves. In any case, it could be exceptional for any individual who has no insight from it. One interviewee clarifies that she has "heard that it has acquired pundits for the rate anyway I wouldn't say shopping on the web is so much more prominent extravagant than doing it the ordinary way."

A typical appreciation like that would conceivably check the will to exchange authentic schedules. Moreover, basically dependent on going before research, the apparent expense is adversely impacted with the guide of apparent cost and buy goal is decidedly affected by utilizing seen esteem. In this manner, when on-line shopping can get a few limits, buy expectation would quickly increment. In expressions of the apparent dangers, for this situation, without for the apparent item extraordinary dangers that newness wants to be thought of, the site danger is somewhat being considered. Yet, up until this point, our accumulated information affirmed that there has been no possibility stressed with site and expense framework, the way is very resistant and smooth.

What's more, a large portion of interviewees demonstrates in expressions of site client forsaken work, as long as it is convenient to request and pay, they will be fulfilled. Efficient is quite possibly the most fundamental components that customers mull over, the entirety of our data arrangement recommends that individuals put time as their main goal with regards to buy basic foods on the web.

When be mentioned what do they esteem most when they keep food in the substantial keep and on-line shop separately, time-related issue is the most widely

recognized reaction we get. "Time is fundamental when you have kids with dynamic lives so the shopping for food will not consume a huge chunk of time is important to me" which immaculately shows that the efficient plays a significant situation in shopping for food, especially to families with kids.

Since mother and father need to work and deal with youngsters at the indistinguishable time, they don't have adequate time and power on shopping, which demonstrates Chocarro suspicion (Chocarro.R, 2013) , the expanded time pressure, the more prominent possibilities people select on-line basic food item.

Specifically, one of our interviewees referred to that at the hour of after work, there is continually a specific time that many individuals in the line and less clerk, then, at that point they need to invest some extra superfluous energy on pausing. Subsequently, requesting on the web might need to store your time and "the staff packs the prepaid merchandise which you later pick up on a picked time." Among the reactions that we get, $\frac{2}{3}$ of our interviewees who have ride on-line basic food item buying previously, they will in general choose explicit get area more than homegrown vehicle as we noted previously, the explanation is moreover about the efficient. Since when the get spot is some place close to your home or work, then, at that point it's anything but a superior decision to get your request with less time.

Moreover, excepting for immediately pick up specifically place, when related to homegrown conveyance, individuals also want rapidly conveyance time, which demonstrates again that the time related component an affects customer buy expectation. Last anyway not, at this point least, the sort of staple goods enormously affects benefactor goal to pick on-line or disconnected.

With the exception of the time-related factor, newness of things ends up being each and every other most revered concerned component, which addresses the sort of staple goods withdraw necessary effect on them purchasing expectation.

The vast majority of our interviewees allude newness when they thoroughly consider the component, they esteem the most when buying staple goods on the web. In various words, dry food may also now not have such contemplations when they settle on the decision to pick purchasing channel because of the reality dry food won't be transient and can be put away for quite a while.

Nonetheless, the arrangements we accumulated from interviewees demonstrates that they settle on settling on new dinners by means of themselves so they can ensure the food extraordinary is ensured. Along these lines, when respect to clean food, buyers' buy aim is especially low and they are plausible to be get right of section to substantial store all things considered.

5 LIFE SAFETY

Occupational safety and health issues are considered for the design and development phase of the super market website.

Occupational safety is a system of legal, socio-economic, organizational and technical, sanitary and hygienic and treatment and prevention measures and tools aimed at preserving human life, health and ability to work.

Working conditions at the workplace, safety of technological processes, machines, mechanisms, equipment and other means of production, condition of collective and individual protection means used by the employee, as well as sanitary and living conditions must meet the requirements of the law.

An employee has the right to refuse the assigned work if a work situation has arisen that is dangerous to his life or health or to the people around him, or to the work environment or the environment.

He must immediately notify his immediate supervisor or employer. The existence of such a situation is confirmed, if necessary, by labor protection specialists of the enterprise with the participation of a representative of the trade union of which he is a member or a person authorized by employees on labor protection (if the trade union was not established), as well as an insurance expert [12].

The task of labor protection is to minimize injuries and illnesses of the employee while ensuring comfort with maximum productivity.

The main objectives of labor protection are the formation of specialists with the necessary knowledge and practical skills on legal and organizational issues of labor protection, industrial sanitation, safety, fire safety.

5.1 General characteristics of the room and workplace

The development of the analysis and visualization system is performed in a room located on the fourth floor of an eight-storey building with general and local lighting. The room has one-sided lighting, the windows are oriented to the east, the windows have shutters. White ceiling with a reflection coefficient of 0.7, light brick walls with a reflection coefficient of 0.5.

There are 4 people working in the room, in accordance with this we obtain input data for the analysis of potentially dangerous and harmful production factors, which are given in table. 5.1

Table 5.1 – Incoming data

Room parameters	Value
Length x width x height	6.6 x 6.1 x 2.7 m
Area	40.26m ²
Volume	108,70 m ³
Workplace number	Specifics of work
I workplace	Front-end programmer (web application client development specialist)
II workplace	Back-end programmer (specialist in the development of the server part of web applications and database design)
III workplace	Business analyst (also acts as a product manager)
IV workplace	UI-UX web designer
Technical means (quantity)	Name and characteristics
Monitor (4 pcs.)	HP 22Xi / 21.5 "/ 1920x1080px / IPS
Computer (4 pcs.)	HP ProBook 440 G6, 14 "IPS screen (1920x1080) Full HD, Intel Core i7-8565U (1.8 - 4.6 GHz) / RAM 16 GB / SSD 256 GB
Floor cooler (1 piece)	CRYSTAL YLR3-5V208
Air conditioner (1 piece)	DEKKER DSH105R / G / 26m ² / 2,65kW-2.9 kW / 25x74.5x19.5 cm / 9 kg
General purpose luminaries (3 pcs.)	The lamp raster built-in 4x18W
Local lamps (4 pcs.)	Delux Decor TF-05/1 x 40W

According to NPAOP 0.00-7.15-18 [14], the area S 'allocated for one workplace with a personal computer must be at least 6 m² and the volume - at least 20 m³. There are 4 workplaces in the room, which fully meets the required standards.

We calculate the actual values of these indicators by dividing the volume of the room and the total area by the number of employees.

Therefore, based on the results obtained in terms of area and volume, the room meets the standards.

Table 5.2 – Workplace characteristics

№	The name of the parameter	Value	
		in fact	normative
1.	Height of a working surface, mm	780	680 - 800
2.	Width of a working surface, mm	1500	not less than 600
3.	Depth of a working surface, mm	750	not less than 600
4.	Height of space for legs, mm	750	not less than 600
5.	Width of space for legs, mm	800	not less than 500
6.	Depth of space for legs, mm	750	not less than 450
7.	Seat surface height, mm	480	400 - 500
8.	Seat width, mm	500	not less than 400
9.	Seat depth, mm	500	not less than 400
10.	Height of a basic surface of a back, mm	550	not less than 300
11.	Width of a surface of a back, mm	470	Not less than 380
12.	Length of armrests, mm	300	not less than 250
13.	Width of armrests, mm	60	50 - 70
14.	Distance from eyes to the screen, mm	650	600 - 700

It is possible to draw a conclusion that the sizes of a workplace of the programmer correspond to the established norms, proceeding from the set parameters.

4.2 Analysis of potentially dangerous and harmful production factors in the workplace

When creating a system of analysis and visualization, the work is performed sitting without physical effort, so it belongs to the category of light Ia [15].

Premises for work must be equipped with heating, air conditioning or supply and exhaust ventilation in accordance with DBN B.2.5-67: 2013.

Normalized parameters of the microclimate, ionic composition of air, content of harmful substances meet the requirements of LTO 3.3.6.042-99, GN 2152-80, GOST 12.1.005-88, DSTU GOST 12.0.230: 2008 and DSTU GOST 12.4.041: 2006. Ventilation is understood as a set of measures and means designed to ensure meteorological

conditions and cleanliness of the air environment that meet hygienic and technical requirements at permanent places and service areas. The main task of ventilation is to remove polluted, humid or heated air from the room and supply clean fresh air.

The sources of noise in the room are the fan of the system unit, laptop and air conditioner. The sound generated by the fan and air conditioner can be classified as constant.

According to DBN B.2.5-28: 2018 the work belongs to the category of visual works. The use of natural, artificial and mixed lighting is envisaged.

The computer is a single-phase consumer of electricity powered by 220V AC from a network with grounded neutral. IBM PC refers to electrical installations up to 1000V closed version; all conductive parts are in the casings. According to the method of protecting a person from electric shock, computers and peripherals must meet 1 class of protection.

Technical methods of protection against electric shock is reduced to the use of current of safe voltage, protection in case of accidental touching current-carrying parts and against excessive currents, protection in case of voltage transfer to non-current-carrying metal parts of the installation.

Safe voltage is obtained from the high voltage grid (110-120 V) by means of step-down transformers.

Protection against contact with live parts of the installation is achieved by means of insulation, fencing off the use of blocking safety devices and inaccessibility of the location of the installations.

Switchboards are placed in closed metal casings-boxes.

Safety alarm is used in the form of posters and inscriptions. The best light alarms are double, which in the presence of voltage lights a red light, and in its absence - green.

Protection against excessive currents - short circuits and overload currents, which can cause insulation to ignite, is provided by fuses and circuit breakers, and protection against voltage transfer to live parts by means of protective earthing and protective disconnection.

Fire prevention is achieved by eliminating the formation of sources of ignition and combustible environment.

Fires of the following classes are possible in this room: A - combustion of solids, E - combustion of live electrical installations.

5.3 Conclusions to the section

The analysis of working conditions in the considered working room showed that working conditions with the PC correspond to specifications.

Instruction and training of all working safe methods of work is the main prerequisite for a sharp reduction and even complete elimination of injuries.

The main task of training and coaching is that workers before entering the job get the necessary knowledge of safe work and learn the rules of safety.

Due to the fact that this type of work is harmful due to the tension, the software developer is recommended to take a break from work with minor gymnastic and eye exercises.

We also considered the peculiarities of rescue and other urgent work in the elimination of nozzles of major industrial accidents and catastrophes at facilities, which listed the main causes of major industrial accidents and catastrophes at facilities and considered measures to eliminate these consequences.

CONCLUSIONS

In view of the hypothetical system, it is perceived that there are an assortment of variables which may impact customers' purchasing expectation when worried about on line shopping for food. Learns about the reasons of receiving and the use of purchasing on-line channel is perceived and clarified with the guide of the accompanying viewpoints.

With respect to the situational factors that was once referenced in the hypothetical structure, essentially dependent on TPB hypothesis, if customers have the compelling appreciation or convictions of basic foods' quality and administrations, then, at that point they have the incredible outlook toward the looking for conduct, on the other hand once in a while the new products, for example, veggies could be better.

As we as of now investigate by utilizing A. Saleem et al (2015), the buy aim will increment or diminishes in the wake of utilizing the item, which is immediately related to the nature of items. So some of respondents existing that they would be more disposed to choose new dinners via themselves to make certain the newness of exact items.

Hence, later on, the online retailer put more accentuation on the newness of food, as which is the vital part of apparent item charming in staple buying and accomplishing clients trust from developing staple goods top notch might need to build purchase goal. The apparent item cost is currently not a difficulty when buying on the web, as a portion of our interviewees additionally bring up that they can get the deal or coupon when they pick the Internet shopping for food and the item rate now and again is even extra expensive for them.

Along these lines, one can see that when the rate online is decline than their normal value, clients would be emphatically disposed to purchase basic foods on the web. The meetings have moreover also demonstrated that individuals tend to depend on it to be more prominent extravagant to keep on the web, when you consider that you pay for another degree of administration.

Then, at that point, as the expense for a buy is comparative, the apparent charge is likely to be particularly low, considering the customer find that they get extra for their cash. None of the interviewees communicates that they have talented on-line staple purchasing as a more prominent steeply-estimated elective in the wake of evaluating it themselves. Notwithstanding, it very well might be stand-out for any individual who has

no insight from it. One interviewee clarifies that she has "heard that it has gotten pundits for the rate anyway I wouldn't say shopping on the web is so significantly more noteworthy expensive than doing it the typical way."

A typical appreciation like that would potentially check the will to exchange authentic schedules. Furthermore, fundamentally dependent on going before research, the apparent expense is adversely affected with the guide of apparent cost and buy expectation is decidedly impacted by utilizing seen esteem.

Consequently, when on-line shopping can get a few limits, buy goal would promptly increment. In expressions of the apparent dangers, for this situation, without for the apparent item extraordinary dangers that newness wants to be thought of, the site danger is somewhat being considered. Yet, up until now, our assembled information affirmed that there has been no way stressed with site and charge framework, the way is very immune and smooth.

Also, the majority of interviewees shows in expressions of site client forlorn capacity, as long as it is helpful to request and pay, they will be fulfilled. Efficient is quite possibly the most fundamental components that customers contemplate; the entirety of our data arrangement proposes that individuals put time as their primary goal with regards to buy basic foods on the web.

When be mentioned what do they esteem most when they keep food in the substantial keep and on-line shop individually, time-related issue is the most widely recognized reaction we get. "Time is fundamental when you have youngsters with dynamic lives so the shopping for food will not consume a huge chunk of time is important to me" which perfectly delineates that the efficient plays a significant situation in shopping for food, especially to families with kids.

Since mother and father need to work and deal with youngsters at the indistinguishable time, they don't have adequate time and power on shopping, which demonstrates Chocarro supposition (Chocarro.R, 2013) , the expanded time pressure, the more prominent possibilities people select on-line staple. Specifically, one of our interviewees refered to that at the hour of after work, there is continually a specific time that a many individuals in the line and less clerk, then, at that point they need to invest some extra superfluous energy on pausing.

In this way, requesting on the web might need to store your time and "the staff packs the prepaid merchandise which you later pick up on a picked time." Among the reactions that we get, $\frac{2}{3}$ of our interviewees who have ride on-line staple buying previously, they will in general choose explicit get area more than homegrown vehicle as we noted previously, the explanation is also about the efficient. Since when the get spot is some place close to your home or work, then, at that point it's anything but a superior decision to get your request with less time.

Furthermore, notwithstanding for immediately pick up specifically place, when related to homegrown conveyance, individuals moreover want rapidly conveyance time, which demonstrates again that the time related component an affects customer buy goal. Last anyway not, at this point least, the kind of basic foods greatly affects benefactor goal to pick on-line or disconnected.

With the exception of the time-related factor, newness of things end up being each and every other most revered concerned component, which addresses the sort of staple goods withdraw indispensable effect on their purchasing aim. A large portion of our interviewees allude newness when they thoroughly consider the component, they esteem the most when buying staple goods on the web. In various words, dry food may also now not have such contemplations when they settle on the decision to pick purchasing channel because of the reality dry food won't be short-lived and can be put away for quite a while.

Nonetheless, the arrangements we gathered from interviewees demonstrates that they settle on settling on new suppers by means of themselves so they can ensure the food incredible is ensured. Along these lines, when respect to clean food, buyers' buy goal is especially low and they are likely to be get right of section to substantial store all things considered.

This get some answers concerning could be valuable for partnerships in the business venture since, as used to be alluded to in a some time ago stage, it is likely to be 'another' route for staple associations to enhance their benefit. The investigation was made with requirements as far as time and financial plan, anyway additionally essentials. This ability the get some answers concerning is extremely compelled in scope, anyway for that depend it doesn't imply that it is futile. An examination like this could, actually, to be very valuable as a format for a more exhaustive investigation

where the thought process in example is to produce a hypothesis which can be applied on a whole populace.

To have the option to sum up to that degree one should investigate abundantly huge part of the populace, and correlations could be profitably done. One illustration of an appraisal would be the way the qualities range between people with particular socioeconomics.

This present examination's discoveries may need to likewise shape an establishment for a quantitative find out about which for instance might need to create records and extra generalizable outcomes. Another intriguing continuation of this find out about is do a comparative one on a worldwide premise, or an appraisal among Ukraine and a utilization that is either substantially less evolved or more prominent created on this space. By spotting contrasts and similitudes, the shops in the outstanding worldwide areas should take favors from each other to enhance their intensity.

Besides, as referenced in the past area, an intriguing exploration could be finished with point of convergence on the buyers' mentalities, and how to beat the 'traditionalist supporter issue', on account that it would probably be a recollect of incredibly great significance for Ukrainian staple retailers.

REFERENCES

1. E-commerce - Wikipedia (22nd May 2021)
2. What is E-Commerce? Definition and Meaning (techtarget.com) (15th February 2021)
3. What is e-commerce? Examples, Benefits, Stats, Strategies (the-future-of-commerce.com) (1st March 2021)
4. E-commerce | Definition, History, Types, Examples, & Facts | Britannica (3rd May 2021)
5. What Is An E-Commerce Website & How To Build One (2021) (cyberchimps.com) (12th April 2021)
6. E-commerce and selling online: The fundamentals | Business Gateway (bgateway.com) (3rd April 2021)
7. E Commerce | Scribd (9th May 2021) 8. 55(D. F. Cox & Rich, 1964).