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## ONLINE SHOPPING AT BIGBASKET WITH SPECIAL REFERENCE TO CLEANING AND HOUSEHOLD ITEMS

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### ABSTRACT

In this growing world, Internet plays a major role with the rising trend of this internet services, many new online business has been launched and are growing vastly. When it comes to online grocery shopping earlier people preferred buying at stores, however internet development has changed that now a days people tend to purchase grocery online.

**Key Words:** Internet, Big basket, Online shopping ,Delivery

### INTRODUCTION:

Over the past two decades, the Indian e-commerce sector has witnessed a rising trend. Major factors that have led to this rise are increasing net convenience and internet penetration. Also, growing acceptableness of on-line payments and favourable demographics has modified the approach corporations communicate, act and do business with customers. It has altered the approach of how the Indian e-commerce sector works. The buying behaviour of people has changed significantly from brick and mortar to click and mortar or what we call as retailing. In the early years e-commerce was considered to be an aid to the business. In the meantime it has become more or less business enabler. The emergence of e-commerce also significantly lowered barriers to entry in selling many types of goods; many small home-based proprietors are able to use the internet to sell the goods. Established suppliers had to close their shops and had to change their business model to an E-commerce model to stay profitable and in the business. In 1999, the founders of Big Basket – HariMenon, Abhinay Choudhari, V S Sudhakar, Vipul Parekh and V S Ramesh - started Fabmart.

## STATEMENT OF THE PROBLEM:

The issue with big basket is that the clients are not happy with some factors like the delivery is not in time, unprofessional practices, automatic cancelation of items. The issue should be solved in short period so that the customers are satisfied with big basket. The changing attitude of consumers led them to step forward from unorganized retail stores to the organized online shopping formats.

## SCOPE OF THE STUDY:

- To know about various factors which consumer considered for online shopping in Big basket .
- To determine whether feature of Big basket website attracts customer or not .To know about customer are positively affected by online grocery shopping on Big basket

## OBJECTIVES:

- To study the socio economic characteristics of the big basket
- To identify the factors which influencing the customer to use online shopping in big basket

## RESEARCH METHODOLOGY:

Research methodology simply refers to the practical “how” of any given piece of research. More specifically, it’s about how a researcher systematically designs a study to ensure valid and reliable results that address the research aims and objectives.

## REVIEW OF LITERATURE:

**K.C. Saban & Timalina, Arun (2021)**, pointed out in his research, that there are nine factors associated with user’s perception of online shopping. Among those factors the risk perception of users was demonstrated to be the main discriminator between people buying online and people not buying online. Other discriminating factors were control over, and convenience of, the shopping process, affordability of merchandise, customer service and ease of use of the shopping site.

**Shah, Neer (2020)**, in their recent study made an attempt to study the risk, convenience and Internet shopping behaviour. They found that marital status has no effect on purchase behavior and found mixed results based upon gender except for specific gender-related products), years on the Internet, and age.

**S. Sathiyaraj, A. Santosh Kumar and A.K. Subramani(2020)** have conducted a research in Chennai targeting 200 respondents through Google forms. The basic purpose of this research was to understand consumer perception towards online grocery shopping in Chennai. The major findings suggest that a larger number of people prefer online shopping due to best price that they get and also that the demographic variables don’t have a significant impact on customer satisfaction.

## LIMITATIONS OF THE STUDY:

- The bias of the respondents may pose as a limitation of the study.
- The sample size was confined to hundred and twenty five respondents keeping in view time and cost constraints.

## DATA ANALYSIS AND INTERPRETATION:

This study is conducted on the effectiveness of advertising a new product using social media. The sample have been collected from 105 respondents.

This chapter contain three different analyses namely,

- Simple percentage Analysis
- Rank weighted average analysis
- Karl Pearson' Correlation Method

### Simple percentage Analysis

Simple Percentage Analysis is one of the basic statistical tools which is widely used in the analysis and interpretation of primary data.

The simple percentage can be calculated by using the formula,

$$= \frac{\text{Actual Responses}}{\text{Total number of Responses}} \times 100$$

### RANK WEIGHTED AVERAGE ANALYSIS:

Weighted ranking analysis **uses numerical scoring to rank your strategic initiatives against benefit and cost categories**. It is helpful for product teams looking for objective prioritization techniques that factor in multiple layers of data. Weighted average ranking is the average of a set of numbers, each with different associated “weights” or values.

To find a weighted average, **multiply each number by its weight, then add the results.**

...

1. Determine the weight of each data point. ...
2. Multiply the weight by each value. ...
3. Add the results of step two together.

**KARL PEARSON’S CORRELATION METHOD:**

Correlation analysis and the Karl Pearson Correlation method can be used to identify negative, positive, and neutral correlations between two data points

**Independent variable:**

An independent variable is the variable which vary in an experimental study to explore its effects. It is called “independent” because it is not influenced by any other variable.

**Dependent variable:**

A dependent variable is a variable that changes as a result of the independent variable manipulation. Its outcome you are interested in measuring and it “depends” on your independent variable.

$$r = \frac{N\sum xy - (\sum x)(\sum y)}{\sqrt{[N\sum x^2 - (\sum x)^2][N\sum y^2 - (\sum y)^2]}}$$

**GENDER**

Si no	Gender	No of respondents	Percentage
1	Male	58	46.4
2	Female	67	53.6
	<b>Total</b>	<b>125</b>	<b>100</b>

**INTERPRETATION:**

The above table shows that 46.4 % respondents are male and 53.6% respondents are female.

**PERIOD OF USING BIGBASKET**

Si no	Period	Respondents	Percentage
1	Below six months	48	38.4
2	Six months	37	29.6
3	One year	25	20
4	More than one year	15	12
	<b>Total</b>	<b>125</b>	<b>100</b>

**INTERPRETATION:**

The above table shows that 38.4% respondents are using bigbasket for below six months, 29.6% are using for six months, 20% are using for one year and 12% are using bigbasket for more than one year

**RANK WEIGHTED AVERAGE ANALYSIS:****RATE THE CLEANING AND HOUSEHOLD PRODUCTS BOUGHT FROM BIGBASKET**

Si no	Products	I	II	III	IV
1	Pooja needs	14	4	44	63
2	Vessels	5	41	70	9
3	Detergent and dish wash	6	49	52	18
4	Disposable and garbage bags	6	36	48	35

**RANK WEIGHTED AVERAGE SCORE**

Rank	Weighted average	Products
I	2.344	Pooja needs
II	2.336	Vessels
III	2.104	Detergent and dish wash
IV	1.752	Disposable and garbage bags

**INTERPRETATION:**

From the above table it is found that the First rank goes to pooja needs , Second rank goes to vessels , Third rank goes to detergent and dish wash and Fourth rank goes to disposable and garbage bags .

## Karl Pearson’s Correlation Analysis

PERIOD	X	AMOUNT	Y
Weekly	14	Below 1000	37
Occasionally	71	1000-1500	56
Monthly	40	1500-2500	30
Daily	0	Above 2500	0

$$r = \frac{N\sum xy - (\sum x)(\sum y)}{\sqrt{[N\sum x^2 - (\sum x)^2][N\sum y^2 - (\sum y)^2]}}$$

$r = 0.85187139$

### INTERPRETATION:

The “r” value is greater than 0 this shows that the independent variable (X) period of customers buying is positively related to the dependent variable (Y) amount spend by customers.

### FINDINGS, SUGGESTIONS AND CONCLUSIONS:

#### FINDINGS:

- Here majority of 53.6% respondents are female
- Here majority of the respondents 38.4% are using big basket below six months

#### WEIGHTED RANK AVERAGE METHOD:

- Here majority of the respondents buys Pooja needs
- Here majority of the respondents are satisfied with price of the big basket.

### KARL PEARSON’S CORRELATION ANALYSIS:

It can be inferred that the period of customers buying and the amount spend by the customers are positively related to each other.

## SUGGESTIONS:

- After this survey, I realized that the big basket should make an effort to improve their customer service.
- Most of the respondents opined that big basket app should fix its app's bug.

## CONCLUSION:

This study is made to analyze online shopping at big basket with special reference to cleaning and household items. By including new household products launched in the market to the big basket's household category, the customers will get satisfied as they get all types of household in single website as it also saves time for the customers. By offering more discounts to the products of cleaning and household categories big basket gets more new customers as they attract the customers with their discounts and made them to recommend to their friends and relatives.

## REFERENCE:

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