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To study consumer buying behaviour for fmcg and grocery products through e-grocery and online applications.

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Abstract-

FMCG is a product purchased for average consumption. The purpose of this study was to identify consumers through FMCG's online shopping application. In this study, we adopted sub-areas to achieve the set goals. A sample of 200 respondents in total was selected from Nagpur using the expedient sampling method. The data was collected using a structured survey created from extensive literature reviews. The data were analysed using statistical techniques such as SPSS exploratory factor analysis, correlation, and descriptive statistical tests. The results showed that exploratory factor analysis produced a total of four factors. These are identified as brand names, product details, price recognition, and general recognition. In addition, demographic variables have been shown to produce inducing factors that support FMCG consumption. This survey helped identify and investigate consumers' online shopping applications in FMCG. Findings may be useful online shopping is a valuable resource for important consumers who purchase their products. Online shopping is more valuable to consumers. Consumer buying behaviour finds online or e-grocery shopping time-consuming and monetary also beneficial. However, consumers buying behaviour is somewhat different for Regular grocery product purchases through e-grocery portals and online applications. Various Factors Supporting Fast-moving Consumer Goods Online Applications were studied during this process. Offering products via the internet is affecting the traditional “bricks and mortar” retail structure. But, as selling online products is not successful for all types of articles, not all retail branches are affected similarly by internet sales. Groceries are still a niche in online trading but are expected to grow fast in this era of the internet.

Keywords-Consumer, Online shopping, FMCG, e-grocery, Consumer buying behaviour, Grocery, FMCG.

Introduction-

Consumer buying behaviour is the sum of consumer attitudes, preferences, intentions, and decisions within the market among the alternatives when purchasing a product or availing of services. This lesson will explain the drivers of consumer buying behaviour and patterns, and the way to grasp their choices and deepen their understanding. Understanding consumer buying behavior gives marketers insight into when, how, and why products are on the market. Marketers have an entire understanding of consumer buying behaviour to grasp the factors that affect their current and potential customers. By developing this data, these professionals can find market gaps and fill them with new products that better meet consumer needs. Understanding buying behavior also helps marketers determine the simplest thanks to present their products and services to influence consumers and increase sales. Leveraging consumer data and its analytics, marketers are better equipped to retort quickly to the ever-changing needs and desires of their audience. goods are the products that the typical consumer buys for consumption. They comprise three different categories: durables, commodities, and services. Durable trade goods have a period of time of quite 3 years, but consumables have a period of time of but 1 year. Fast-moving trade goods are the most important segment of the commodity. they're quickly consumed and have a brief period of time, so they be the category of food. most of people around the world use Fast-moving trade goods (FMCG) on a routine. Grocery stores, grocery stores, supermarkets, and warehouses make purchases by small consumers. Examples include over-the-counter medicines like milk, gum, fruits and vegetables, toilet tissue, soda, beer, and aspirin. Fast-moving commodities have a really high ratio, and the market isn't only very large, but also very competitive. a number of the world's largest companies are competing for market share within the industry, including Tyson Foods, Coca-Cola, Unilever, Procter & Gamble, Nestle, PepsiCo, and Danone. Such companies have to concentrate on marketing FMCG to influence and attract consumers to shop for products.

Packaging is a very important factor in the manufacturing process. Logistics and distribution systems often require secondary and tertiary packages to maximize efficiency. Unit packs, or primary packaging, are important for product protection and shelf life and provide consumers with information and sales incentives.

FMCG is considered a reliable source of income because it is sold in bulk. This high sales volume also offsets the low-profit margins of retail sales. Shoppers around the world are increasingly buying what they need online for convenience not available at mortar stores, from getting orders to arrive quickly, to a wide range of products and low prices. According to a 2018 report by Nielsen, the most popular items to buy online are related to travel, entertainment, or durable consumer goods such as fashion and electronics. However, as companies redefine the efficiency of delivery logistics and reduce delivery times, the online market for groceries and other consumer goods is growing. The non-consumables category continues to lead the bulk of consumables, but the increased efficiency of logistics has led to an increase in the use of e-commerce channels to acquire FMCG.

Prior to the COVID-19 pandemic, the US grocery sector lags other retail sectors in the adoption of e-commerce. Not only are customers reluctant to buy fresh groceries online, but high e-commerce prices and non-intuitive website design have delayed adoption. The food sector has a penetration rate of 3-4%, far behind the beauty, apparel, and electronics sectors. All of these sectors had a penetration rate of 10-20% or higher. But the pandemic has changed that trajectory. At the peak of the pandemic, grocery stores were watching 20-30% of their businesses go online due to the surge in demand for contactless payments. By the end of 2020, online grocery penetration had levelled off at 9-12%. This triples from pre-pandemic levels and is consistent with mature markets such as France and the United Kingdom. This destructive shift happened at an astonishing speed. In the coming months, the e-commerce situation for groceries in North America has accelerated by three to five years. The penetration rate of electronic food products in the US market is expected to reach 14-18% or more in the next 3-5 years

India's online grocery market is estimated to be US $ 2.9 billion in 2020 and is expected to grow at a compound annual growth rate (CAGR) of 37.1% from 2021 to 2028. The market has gained significant momentum in recent months as consumer lifestyle changes, urbanization progress, and tech-savvy generations prefer to buy products online. With increasing disposable income and busy lifestyles, people are increasingly looking for a customizable and convenient online grocery shopping platform instead of going to a nearby merchant. After the outbreak of COVID-19, the preference for online grocery delivery became more apparent. By social distance standards, consumers are shifting their focus to buying groceries online. Not only is this convenient, it's also safer. Significant market growth is expected over the next few years. Initiatives such as contactless payments and online payments have led consumers to buy regular groceries on multiple online platforms such as Amazon, Big Basket, and Grofers. The safety concerns surrounding the coronavirus and the majority of citizens working at home have significantly increased consumer reliance on online platforms. This has opened up several growth paths for the market.

The establishment of a new normal in India has encouraged all sectors to adapt and adopt paths that have proven to be effective in terms of both hygiene and safety factors. People have to maintain social distance even in public places and grocery stores, which takes a lot of time. On the contrary, consumers are finding that online grocery shopping and contactless delivery are not only time-saving, but also safe. In addition, those who work from home find it convenient to do their best to balance work and life and order groceries online with just a few clicks from the handheld device. The market is also expected to be supported by lower data plans and the availability of cheaper smartphones. The proliferation of the Internet and the growing boom in digital payments serve as additional market drivers. India's online grocery market is driven by increasing digital awareness and the increasing penetration of the Internet in India. With more access to smartphones and lower data costs, consumers have become more fond of the omni-channel shopping experience.

India's online grocery market has the potential to grow further as the government promotes the digital economy and digital literacy framework. The industry is expected to be driven by consumers living in Tier I cities such as Bangalore, Chennai, Mumbai, and Delhi. With high-speed internet, these cities are highly adaptable to online shopping, mobile-friendly, and allow you to customize your equipment and logistics. Simplicity. The government is gradually opening things up. Therefore, supply chain and workforce concerns have improved significantly. When it comes to places like Nagpur which comes into Tier 2 city, the situation is a little different. People haven't accepted these e-grocery platforms to a large extent. The younger generation who are more tech-savvy is those who are more inclined toward these online portals but yes, with time people are slowly accepting these online platforms for groceries.

Review literature

Based on an extensive literature review, the following elements had been diagnosed as the elements inducing the client shopping for conduct via online buying in software in Fast Moving Consumer Goods. Brand Awareness: The bodily effective Indian logo has robust product fairness, client demand-pull, and caption a position and committed provider community that has been created over a duration of time. The logo needs to be made applicable via way of means of perceptive neighbourhood needs. Supplying the equal product in one-of-a-kind areas with one-of-a-kind logo names can be undertaken as a strategy (B Chandrasekhar 2012). Brand fairness has posed a large project to the organizations within side the Indian speedy shifting client goods (FMCG) industry (Bijuna C.Mohan and A.H. Sequeira 2016)promotionrs recognize to income promoting and use of conjoint layout within side the look at of logo preferences (Vyas, Preeta H. 2010). The clients choose a number of famous manufacturers however in addition they opt to use neighbourhood manufacturers additionally in any products (Gupta, S.L; Mittal, Arun 2008).
Brand call salience, or the significance of a logo in remembrance, has been simultaneous to logo preference and shopping for the clients. The logo salience for speedy-shifting client goods, which comprise information, media consumption, and logo photograph as experience (Julian Vieceli and Robin N. Shaw 2010). Product Details: The product and packaging development system within side the speedy-shifting client goods (FMCG) industry. While regularly taking over the reputation of apocryphal folklore, labelled FMCG invention improvement seemed within side the famous and consultancy press (Mark Francis and Peter Dorrington 2008). Consumer variety looking for conduct in diverse contexts within side the past. This has an impact on of determinants of speedy shifting of client goods (FMCG) (Jayanthi, K.; Rajendran, G. 2014). The FMCG analysed from the attitude and process additives and typology. The normal troubles confronted via way of means of the FMCG also are explored (Bala, Madhu; Kumar, Dinesh 2011). Retailer and competitor selections deliver to a long-time period of promotional value, their of component effect has but to be evaluated (Koen Pauwels 2007).

Affiliation advertising and also the truth of relationships in mass consumer markets from the regular's perception, with the focus on the short-shifting clienshort-shifting sector. it's discovered that from the clients` attitude relationships do now now not and can't exist in those markets which the character of alternate in such markets isn't dating based (Rose Leahy 2011). Price Consciousness: Consumers in India confirm crucial manipulation of logo, logo trust, charge consciousness, and genetics have genetics on logo loyalty. Entrepreneurs might stabilize the quality clean perspectives of logo charge with the rising dimensions of logo migration in an exceedingly competitive context (Ramesh Kumar, S. Advani et., al

2005). Consumers make herbal selections connecting the particular logo in an exceedingly required in preference context. The segmented evaluation shows significant differences, significance that the compromise impact is powerful and large amongst first-class searching for clients, while the concession impact is susceptible and insignificant amongst charge conscious charge-conscious Müller and Eike B. Kroll 2012). Consumer charge The consumer be well-known the well-known product categories (Hans H. Stamerand Hermann Diller 2006). the merchandise charge information and to enlarges that succeed .General percept interception a product or service from an identical or different brand or manufacturer. supported the reference framework, this text is a trial to research the factors that make consumers plan to buy Fast-moving trade goods (FMCG) (Kundu SS2013). Consumers manage brands once they can't find the one they need (Daniel Corsten and Thomas Gruen2003). Fast-moving goods (FMCG) purchases are made at the purpose of sale, and inventive packaging has been found to play a deliberate role in purchasing decision criteria. Therefore, the packaging is a crucial foundation for companies to tell apart their products from competing brands (Variawa and Ebrahim2011).

Contribution of high-quality ages to the FMCG industry of two companies that manufacture commodities for retail customers (Pauline Found and Nick Rich 2007). Packaging materials and knowledge utilized in the food, beverage, and other, FMCG industries (T.A. Cooper 2013). Humans must dine in order to survive, so eating is an important activity that's dispensed several times per day. Thus, it's not strange that research on e-grocery has recently received more attention in many disciplines E-grocery is now gaining momentum because it promises relative convenience to the customer, only if customers can obtain the groceries they have from the comfort of their homes or offices and at a convenient time. find that, contrary to expectations, the correlation between e-grocery and buying in stores isn't perfect for the ten biggest markets. However, despite the growing interest in e-grocery research, there's a necessity for an analysis that shows how the research has evolved in the past. Darley et al. [13] present an overall review to know to what extent the present marketing and consumer behavior body of literature may be transferred to the analysis of online consumer behaviour and preferences.

The value of online grocery buying for both e-retailers and consumers varies. For online grocery retailers, it provides unlimited trading hours, extends geographical reach, enhances customer service, creates faster transactions, and shortens product cycles (Pantano, Nguyen, Dennis, & Gerlach, 2016; Wiengarten, Fynes, Humphreys, Chavez, & McKittrick, 2011). For consumers, it provides value, a large assortment of products (Hubner, Kuhn, & Wollenburg, 2016; Sreeram, Kesharwani, & Desai, 2017), convenience, time savings, home delivery, and access to multiple retailers (Pan, Giannikas, Han, Grover-Silva, & Qiao, 2017). Although the net retailing channel is unlikely to predominate within the total grocery market in the near future, a rise in its share could still be significant. However, the potential of the world is deflated by different challenges within the management of supply and distribution of online groceries (Hubner et al., 2016; Melis, Campo, Breugelmans, & Lamey, 2015; Pan et al., 2017; Verhoef, Kannan, & Inman, 2015), and this can be one in all the main barriers to online grocery operations.

Methodology:

This study is a descriptive and analytical in nature and is primarily based on primary data. This survey was conducted using the methods of observation and survey questionnaires. Sampling techniques related to convenience sampling. The population of this study takes into account Nagpur consumers. A sample size of 200 respondents was selected using expedient sampling. The data was collected using a structured questionnaire created through extensive literature research. The survey consisted of 14 items related to various factors that influence consumer behaviour. Using SPSS20.0 and Jamovi, we applied statistical methods such as percentage analysis, correlation, reliability analysis, and exploratory analysis.

Data analysis and results-

Demographic

The data collected from 200 respondents consists of 103 female respondents and 97 males. This entire data is been divided per age group, education, Occupation, and Income level they are earnings.

	Age group 1	Age group 2	Age group 3	Age group 4
Gender	15-22	23-30	30-37	38-45
F	10	11	77	5
M	10	11	76	0

Table 1- Frequencies Of gender (by age category)

As the table suggest, entire respondents are divided into the age group of 15-22 years,23-30,30-37 & 37-45 years. Most of the data were collected from the Age group of 30-37 which approximately constitute 74% of the data. And very few respondents were from 37-35 years.

Respondents' data have been analysed with Education and Occupation as well. Table 2 and Table 3 show the data of the same. Most Number of the respondents seems to be who have completed Graduation and Post-graduation, particularly of the 30-37 age group.9 respondents belongs to the Ph.D. level of education as well. Talking about the occupation,57 respondents are from private work backgrounds, which consists of business and freelancing.77 respondents are those who are presently working with corporates.40 are government employees and 27 are students from HSSC to post-graduation level.

Highest qualification	15-22 (age group)	23-30	30-37	38-45
HSC	3	1	4	0
Graduation	17	10	46	3
Post-graduation	0	11	95	1
Ph.D.	0	0	8	1

Table 2-Frequencies of High Qualification

Occupation	15-22 (age group)	23-30	30-37	38-45
Private work	3	1	51	2
Corporate job	0	12	62	3
Govt.employee	0	0	40	0
Students	17	9	0	0

Table 3-Frequencies of Occupation

Frequencies of respondents were taken into consideration. From the table 3 it is visible that, most of the working professionals are seen in the age group of 30-37years. 51 respondents were from private work department, 62 are from corporate, who are basically serving an organization as an employee. 40 respondents from this age group are serving as a government employee. Same goes with 23-30 age group, most of them were involved in corporate work and many of them were also students. As group varies and occupation varies , the preference for using e grocery platform also varies.

Income group	15-22 (age group)	23-30	30-37	38-45
0-10k	17	9	0	0
10k-20k	3	0	0	0
20k-30k	0	9	7	0
30k-40k	0	4	4	0
40-50k	0	0	142	4
50k-60k	0	0	0	1

Table 4-Income level group

As the table suggests, very few respondents are from the age group of 15-22 who are earning and most of them belong to the 0-10 k level. For the age group 23-30, 9 respondents are those who are earning up to 10 k and 9 earning up to 30 k and 4 respondents are earning up to 40k for the age group of 30-37 most of the respondents are earning up to 50 k which is in huge numbers .only one respondent is warning about 60 k which belongs to 37-45 age group category

Other data analysis-

There were various questions were asked in this survey, which helped the researcher to understand and deep down the data, which included, questions like which e grocery plate-grocery used, what make them use it ,and what are the other reasons behind shifting to e grocery platforms .and those who haven't shifted to e grocery platforms and are continuing to purchase it from traditional or brick store what are the concerns for them .

Fig 1-Gender-wise frequency of online purchase

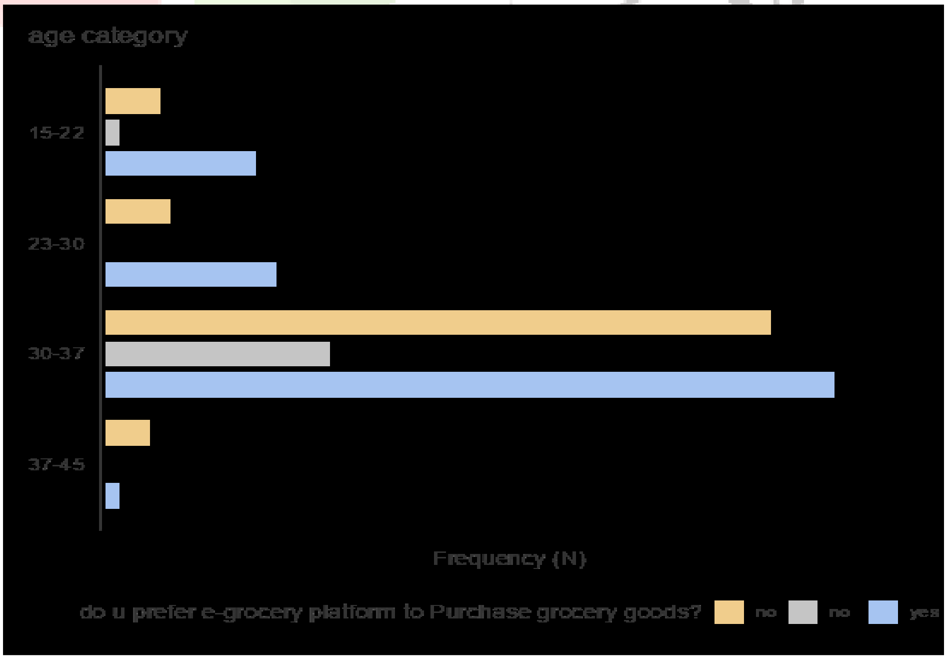

Fig 2 age-wise frequency of online e-grocery purchase

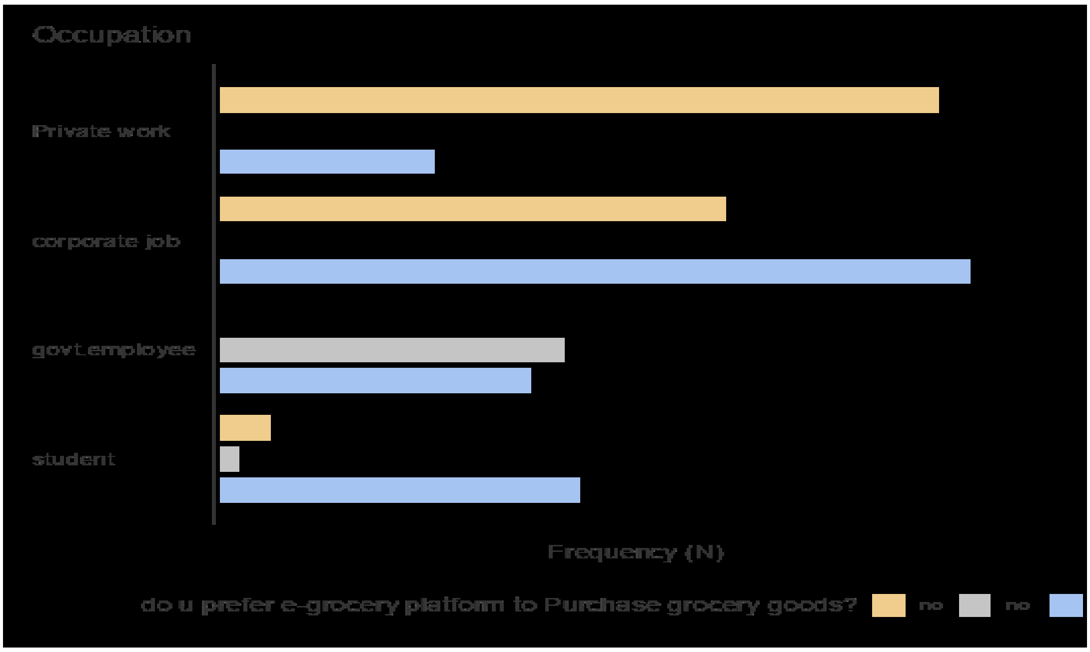

Fig -3 Occupation-wise E-grocery purchase

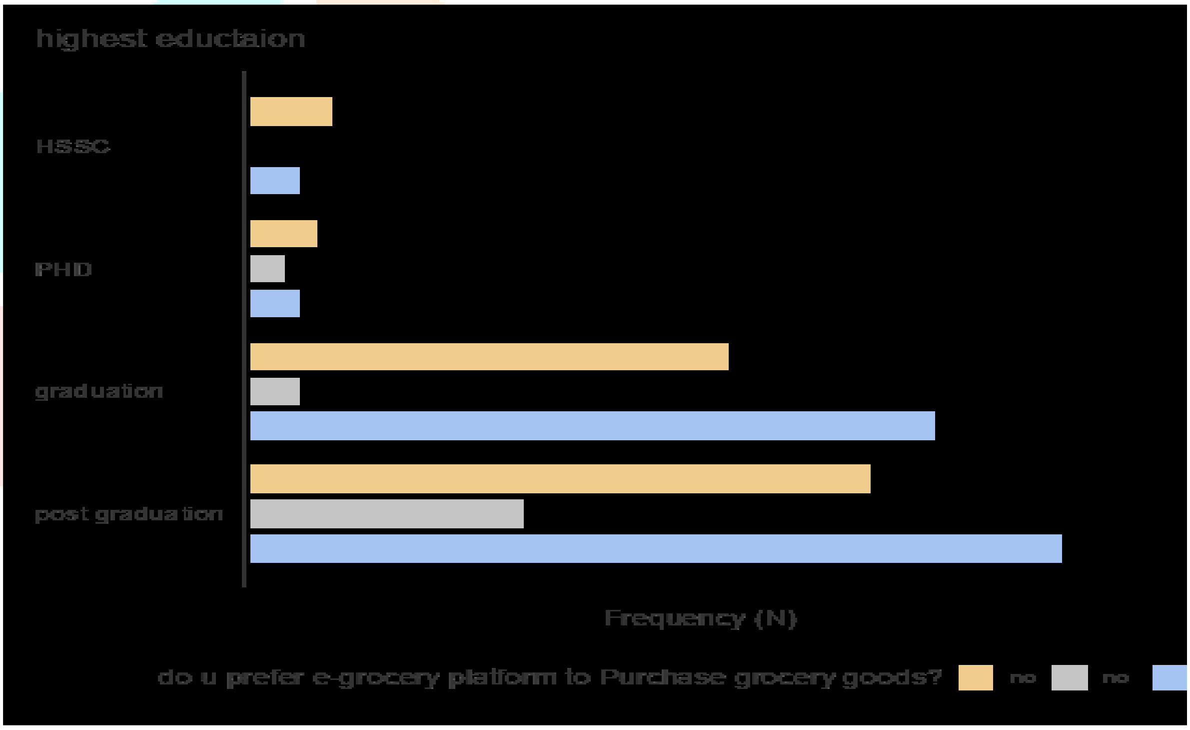

Fig -4 Education qualification wise E-grocery platform usage

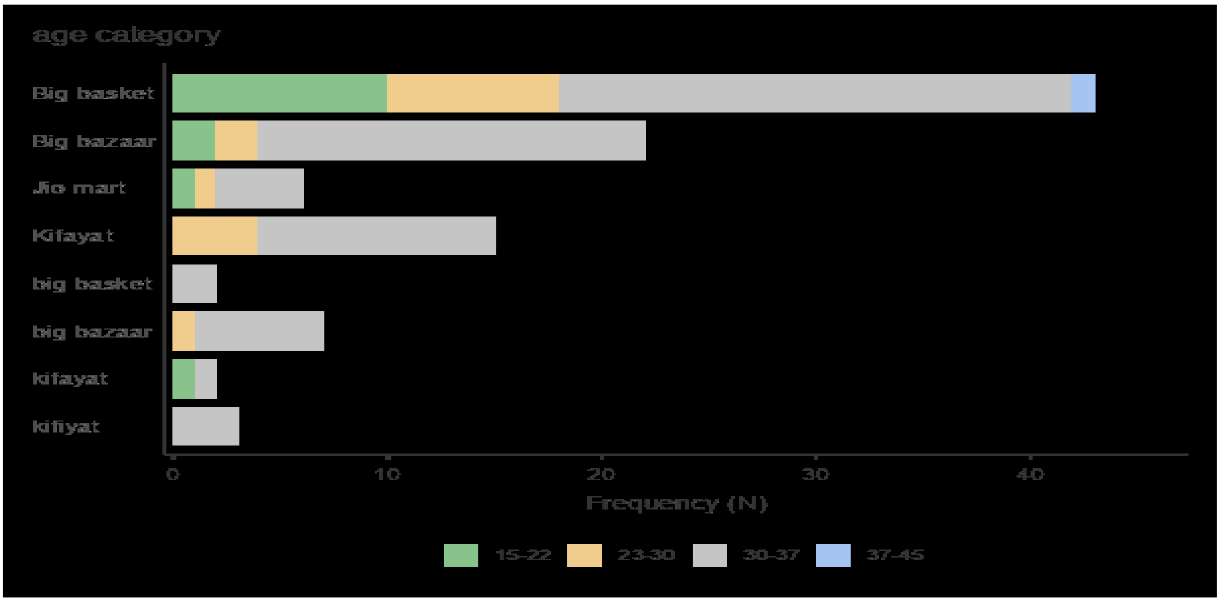

Fig-5 Age-wise E grocery platform usage

This defines which e grocery platforms are preferred by respondents from Nagpur and their distribution as per age category group. Most preferably only 4 e-grocery platforms seems to be used Big Basket, Big Bazaar, Jio Mart, and Kifiyat. In Nagpur, Most of the respondents are preferably using Big baskets and all age groups of people are in it. Kifayat is another e-grocery store which are preferred by respondents.

Sr.no	Variable	Mean	SD
1	Brand Name	2.11	1.142
2	Product experience	2.13	1.230
3	Special offer	2.18	1.062
4	Brand loyalty	2.28	1.166
5	Product colour	2.20	1.193
6	Brand logo	2.12	1.146
7	Easy availability	2.30	1.112
8	Quality of product	2.43	1.227
9	Price content	2.29	1.269
10	Quantity	2.56	1.248
11	Availability	2.28	1.166
12	Packaging	2.20	1.193
13	Brand Visibility	2.12	1.146
14	Dignity	2.30	1.112

\ Table-5 Variable Study using Mean and SD

The table 5 gives the mean and standard deviation of the factors from the exploratory analysis. The table 5 shows that brand name (Mean= 2.11, S.D= 1.142), Product experience (Mean= 2.13, S.D= 1.230), Special offer (Mean= 2.18, S.D= 1.062), Brand loyalty (Mean= 2.28, S.D= 1.166), Product colour (Mean= 2.20, S.D=1.193), Brand logo (Mean= 2.12, S.D=1.146), Easy availability (Mean= 2.30, S.D= 1.112), Quality of product (Mean=2.43, S.D= 1.227), Price content (Mean= 2.29, S.D= 1.269), Quantity of product (Mean=2.56, S.D=1.248), Availability (Mean= 2.28, S.D= 1.166), Packaging (Mean=2.20, S.D=1.193), Brand visibility (Mean=2.12, S.D= 1.146), Dignity (Mean=2.30, S.D=1.112).

		Pearson correlation	Sig
Sr.no	Variable	1.000	0.000
1	Brand Name	0.588	0.000
2	Product experience	0.436	0.000
3	Special offer	0.398	0.000
4	Brand loyalty	0.471	0.000
5	Product colour	0.461	0.000
6	Brand logo	0.206	0.000
7	Easy availability	0.301	0.000
8	Quality of product	0.241	0.000
9	Price content	0.136	0.000
10	Quantity	0.398	0.000
11	Availability	0.471	0.000
12	Packaging	0.464	0.000
13	Brand Visibility	0.206	0.000
14	Dignity	0.367	0.000

Table 6- Pearson correlation

Pearson's test is used to measure the relationship between the dependent variable and the independent variable. Table 6 shows that the brand name correlation (r) is 1, the product experience is 0.588, the special offer is 0.436, the brand loyalty is 0.398, the product colour is 0.471, the brand logo is 0.464, and it is easily available. .. 0.206, product quality 0.301, content price 0.241, product quantity 0.136, availability 0.398, packaging 0.471, brand awareness 0.464, dignity 0.206. This indicates that there is a significant positive relationship between the dependent variable and the independent variable and that consumer purchases are triggering FMCG products. This table shows that the p-value for all full variables is 0.000, which is less than 0.01. Therefore, we can reject the null hypothesis of this study and conclude that there is a positive relationship between the consumer's independent and dependent variables that elicit FMCG products.

Insights and Discussion-

This study is descriptive and analytical in nature and is primarily based on primary data. This survey was conducted using the methods of observation and survey questionnaires. Sampling techniques related to convenience sampling. The population of this study takes into account Nagpur consumers. A sample size of 200 respondents was selected using expedient sampling. The data was collected using a structured questionnaire created through extensive literature research. The survey consisted of 14 items related to various factors that influence consumer behavior. Using SPSS20.0 and Jamovi, we applied statistical methods such as percentage analysis, correlation, reliability analysis, and exploratory analysis.

Conclusion-

This study explores four of the most important consumer factors in online shopping: brand name, product details, price awareness, and general awareness. Online shopping is a valuable resource for important consumers who purchase their products. Online shopping is more valuable to consumers. Consumer Behaviour Saves time when buying and brings many benefits to online applications. However, consumers do affect the purchase of online applications for FMCG products. Factors Supporting Fast-moving Consumer Goods Online Applications. Secondly, many people are not willing to move to e grocery platform as they are not satisfied with the quality assurance of products

Limitations-

Most of the Respondents are from the age group of 30-45 so, we cannot say that this will be applicable to all age groups people. Secondly, this study has been conducted in Nagpur and nearby regions only. Different cities have different tastes and so the people's preference also varies. In the future, a vast study can be conducted specifically comparing Tier -1 and Tier 2 cities. Further studies can be conducted on a generation basis as well.

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