



“CONSUMER PERCEPTION TOWARDS ONLINE GROCERY SHOPPING”

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ABSTRACT

Today consumers can buy almost any product using the Internet. Internet and Information technology have made tremendous contributions to business transformation witnessed nowadays all over the world. Further online grocery is increasingly popular. This research paper is instigated to determine whether online grocery shopping will be beneficial to the consumer and to present the conditions of online grocery shopping and consumers' attitude towards buying households via the Internet based. The present research paper has used Quantitative method to study the consumer preferences towards online grocery shopping. The data was collected through Questionnaires.

RESEARCH OBJECTIVES

The aim of this research paper is:

- To know about the attitude of customers towards online grocery shopping.
- To identify the issues faced by the customer during online grocery shopping
- Identify the factors which influence the purchase behaviour while shopping online grocery.

METHODOLOGY APPLIED

- **Primary data:** The research is done through observation and collection of data using questionnaires.
- **Secondary data:** Journals, books and magazines are also being used.
- **Sample size:** The sample size selected for the research is 50 in the area of east Haryana.

INTRODUCTION

It's been said that consumer is the king of today's market. And also the role of consumer is changing with the development of market. A consumer may be a person or a group of person who intends to order, orders, or uses purchased goods, products, or services primarily for private, social, family, household and similar needs, not directly related to entrepreneurial or business activities.

Consumer perception refers to consumer's awareness, their impressions, and their opinions about your business, products, and brand. Consumer perception is formed by multiple variables, including direct and indirect interactions together with your offerings.

Online shopping is a way of buying products through electronic devices such as mobile or computers by using the internet. People mostly prefer buying products by going physically in markets instead of buying online it's due to various reasons and therefore the prominent reason from them is concerns of quality of products that people buy online this is what insists them buying physically. Although there are several advantages of online shopping like less costly, time saving etc.

As the world is facing one of the worst disasters in history and countries have been put under lockdown, restrictions have been imposed on going out of homes, arranging crowded events, getting into markets, almost every business has been pack up within the world within the wake of COVID-19 and other people are stressed to remain in homes. hence people cannot go to markets for buying products, so this is probably pushing people to do online shopping. Online shopping allows people to fulfil their needs by staying at home and without going to markets.

One of the biggest problems that the people have been facing during the pandemic is with regards to grocery shopping since grocery items are a part of an individual's everyday necessities and thus have to be purchased frequently. SO due to COVID-19, Indian consumers resorted to e-grocery platforms, encouraged by the safe and hygienic purchase experience that they provided. Online grocery shopping has grown substantially during the COVID-19 pandemic.

I am sure that the e-commerce industry cannot deny that the pandemic led to great growth for it last year, which benefitted e-grocery players a lot and soon many others rushed in to seize the opportunity as well. For instance, retail giant Reliance launched its own grocery platform Jio Mart in May'20, Amazon Pantry expanded to 300+ cities, Swiggy started delivering groceries etc. Besides these big names, multiple new players started their own online grocery stores, while most retailers partnered with these e-grocery platforms.

As of 2019, Bigbasket - the web grocery had the very best market share among online groceries in India at over 35 percent. The other competitors Amazon and Grofers weren't far behind. The market price of online groceries was about 100.7 billion Indian rupees that very same year.

Furthermore , The India online grocery market is primarily driven by rapid urbanization, along side significant growth within the e-commerce industry. In line with this, there's increasing acceptance for online grocery platforms in India, due to the rising consumer awareness regarding the associated convenience, along side increasing digital literacy and improved internet accessibility across the country.

Innovation helps e-commerce companies break the inertia for online shopping by offering benefits to customers not traditionally available during a brick-and-mortar store. Business models include no doubt asked return policies starting from 7 days to 30 days, free product deliveries, and therefore the industry dynamics changing "cash on delivery" model. The last innovation has helped unlock the potential as people can now order products and pay when they get physical delivery of the product. This has been a tremendous success because Indians are still reluctant to give their credit/debit card details online and want to have the psychological comfort that they would get the product once payment has been made.

The only major limitation is that this sector is restricted to metropolitan cities and expansion to smaller cities since rural areas are hindered by logistical challenges and are not aware to the concept of shopping online or digital transactions. This questions the sustainability and lack of growth opportunities of such a distinct segment market.

LITERATURE REVIEW

With the rise of e-commerce, it's only natural that the amount of internet buyers worldwide rises along side it. As it stands in 2021, the amount of digital buyers is at 2.14 billion. That makes 27.6 percent of the 7.74 billion people within the world. In other words, more than one out of every four people you see around you is an online shoppers.

Online grocery services are trying to require a hold within the market however thanks to the shortage of availability in some areas and thanks to the normal habits of the consumers, a large audience has not been able to gain the benefits of it. It was observed that folks use OGS thanks to the perceived simple use. Nevertheless, online grocery shopping remains a replacement concept and thus people cannot relate thereto or they are doing not have a transparent understanding of the risks involved in it. (Sherah Kurnia, Ai-Wen Jenny Chien, 2003)

As online grocery services have not been able to cater to the rural areas and towns, the awareness about the same is also limited in such areas. There is a huge section of the audience who is unaware about such services. Significant differences were found in various demographic traits regarding the awareness of the OGS. Factors that influenced the choice of the consumers greatly were found to be perceived risk, perceived cost, perceived convenience and perceived enjoyment. (Ajit Kaushal, 2015)

India is showing tremendous growth within the Ecommerce, in their study Prospects of e-commerce in India. Online shopping shows unlimited potential in India with the population of many people. E-commerce has become an integral part of our lifestyle and it's a standard word in Indian society with websites providing variety of products and services. (Sharma and Mittal ,2009)

ONLINE GROCERY SHOPPING

Proving that no sector of the retail market is safe from the online shopping revolution, it is now possible for the humble hometown grocery store to become digitized and available on your smartphone, tablet, or computer. Just think: no more long checkout lines, counting the amount of things to ascertain if you qualify for the Express Lane, forgetting your grocery list reception , or carrying heavy bags up to your front steps. Online grocery shopping is dramatically changing the consumer's relationship with the foodstuff and making a service which will have once felt luxurious into an everyday convenience.

Online grocery stores ask various e-commerce-based web and mobile applications that are used for purchasing food and other necessary household products over the web . The customers can place the order online and schedule home deliveries directly from the local store or third-party e-retailing organizations. They offer various benefits to the costumers, like convenience and simple shopping and anytime access to a good sort of products. The users also can place pre-paid orders and may schedule the time and intervals of the deliveries as per their requirements.

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Competitive Landscape:

The competitive landscape of the industry has also been examined with a number of the key players being:-

- Aaram Shop
- Amazon Prime Pantry
- Godrej Nature's Basket
- Grofers
- Big basket
- Paytm E-Commerce
- Reliance fresh

DATA ANALYSIS AND INTERPRETATION

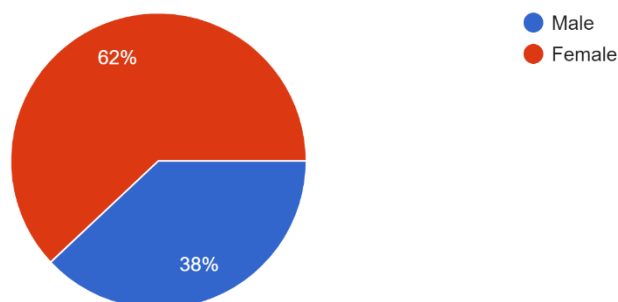
The instrument used to collect data was questionnaires. The questionnaires were formed using Google Forms and were distributed online itself.

A total of 50 respondents were questions for collecting the sample. Following are the results deduced from the primary data collected from the respondents.

Collected data is interpreted and analysed below:

Gender

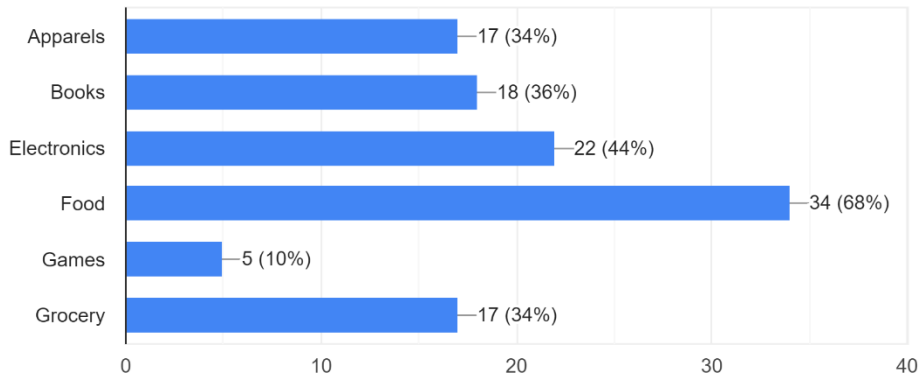
50 responses



The above diagram depicts that out of the total 50 respondents 62% of the respondent were female and 38% were males. So it can be analysed that more shopping is done by females.

Q1. Which item you shop online?

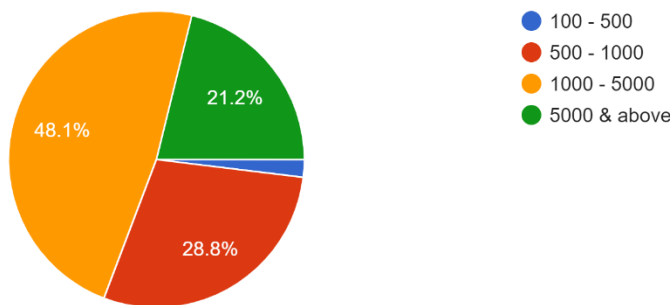
50 responses



The above diagram depicts that food have the highest number of transaction in online shopping followed by electronics , books , grocery , apparels and games are least preferred.

Q2. How much money do you spent in online grocery shopping? (Rupees)

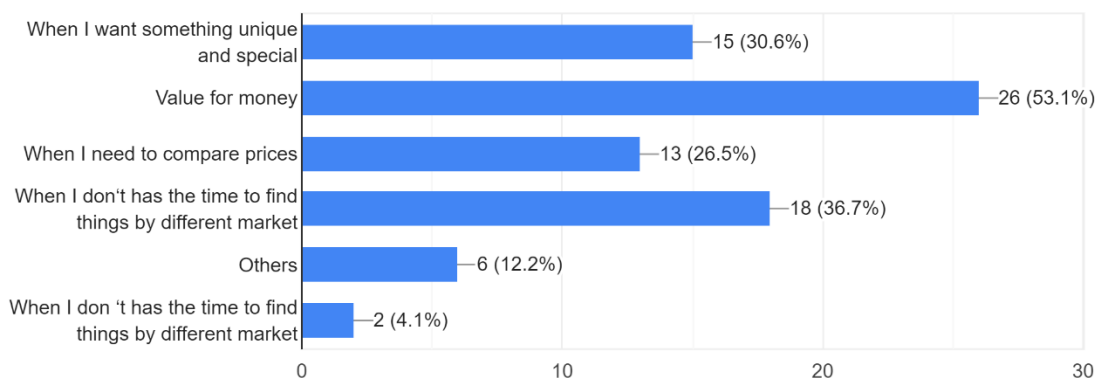
50 responses



So it can be analyzed that consumer spend money on online grocery shopping lies between 1000-5000 Rupees which is 48.1% from total population. And the least money spend lies between 100-500 Rupees.

Q3. When do you feel the need to shop grocery online?

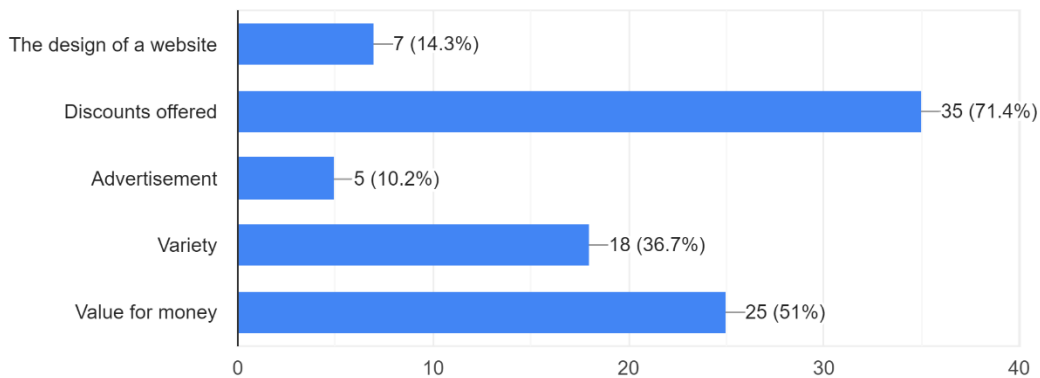
49 responses



From the above, we can depict the factor which motivates the respondent to shop online is when they want value for money. The other factor which motivates them to shop online when they don't have time to find things in a different market. Also, respondents shop online when they want some unique & special product which they cannot find in the offline market. The above graph also determines that people shop online when they compare the prices of different products at the same place.

Q4. What features in online grocery shopping website attracts you?

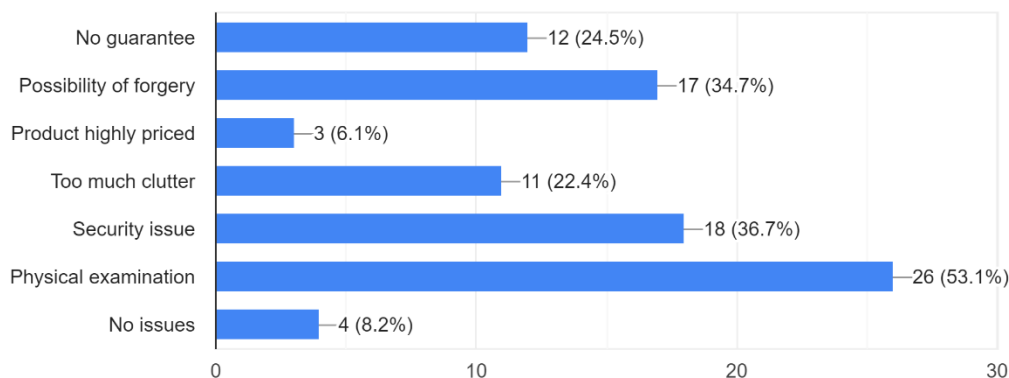
49 responses



The above graph depicts that most important factor is offers & discounts. Along with offers and discount, variety and value for money also forms as important factor for the online shopping website, which forms a motivating factor for the user to shop.

Q5. What are your issues regarding online grocery shopping?

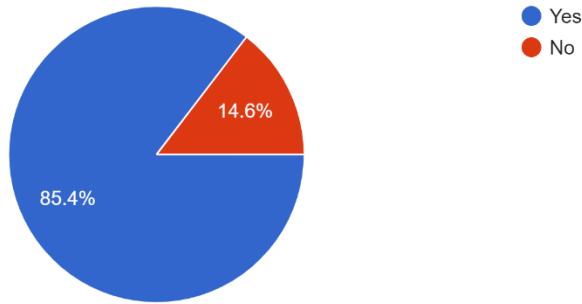
49 responses



The above data determines that physical examination that is the tangibility of the product is the important issue when it comes to online shopping. The other factors which demotivates the user to shop online is the security issue, which consists of issues like phishing, hacking of accounts, etc. and consumers also have fear of possibility of forgery.

Q6. Do you think online grocery shopping is beneficial ?

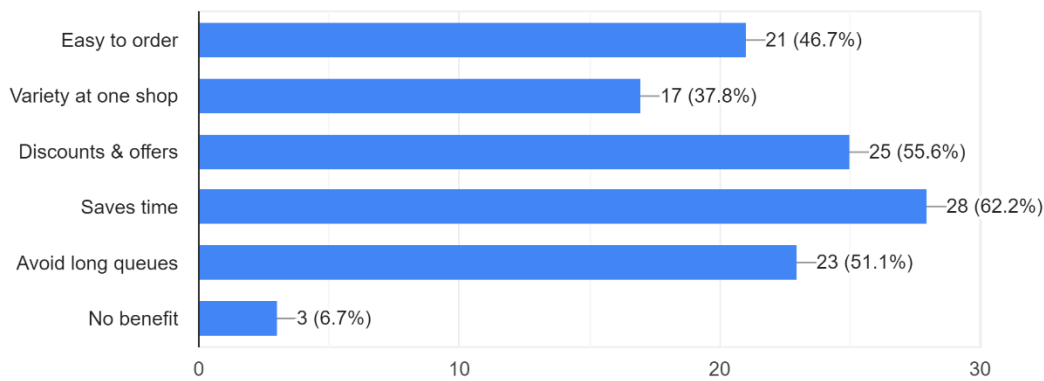
48 responses



From above pie chart it can be determine that 85.4% of population thinks that online grocery is beneficial. And remaining 14.6% thinks it is not beneficial.

Q7. why do you think it is beneficial?

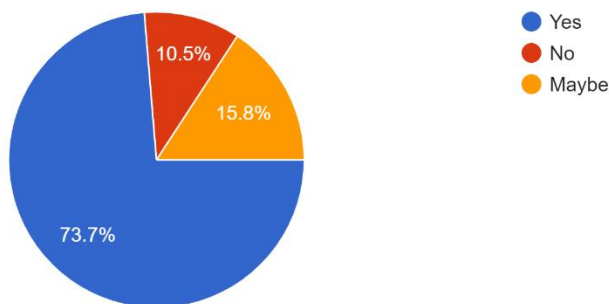
45 responses



So the above graph depicts that according to 62.2% of population the most beneficial thing for consumer in online grocery is that it saves times as they don't need to go outside. And next is discounts offered to them and few also agrees that it is easy to place order.

Q8. Will you continue to shop grocery online even after COVID pandemic ends?

38 responses



The above graph depicts that around 73.7% of respondents are willing to buy groceries online after covid pandemic ends. The remaining percentage of the respondent may or may not buy groceries online due to the factors like physical examination and security issues.

CONCLUSION

With the rapid growth in internet connectivity millions of customers are making decisions online so in this way enterprises can digitalize their brands.

As growth of online grocery shopping depend to great extent on effective IT security for which necessary technological and legal provisions need to be put. Online shopping trend in India destined to grow in terms of revenue and geographic reach.

The challenge of establishing customer trust in online shopping poses problems and issues which require further research.

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