



A STUDY ON CONSUMER AWARENESS ABOUT ONLINE GROCERY SHOPPING IN MADURAI CITY

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Abstract

Online markets have been a thing that has come to stay with the society of today since most financial transactions can be attained online. Internet access has vastly grown across the world today and has given rise to interconnectivity even to the remotest areas in the world. This generally means it is possible to be at any location and reach any other location in the world without stepping a foot out of your premises. This takes multi-tasking to another level since you can be in a meeting and visit a market located several kilometers away at the same time. This has made businesses to grow without spending as much as they would have if they had to build another branch of their business in another location. Groceries are different from many other products, such as music and books, that are commonly purchased online. Many grocery products are perishable and therefore time-sensitive in terms of their delivery needs. 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 longer checkout lines, counting the number of items to see if you qualify for the Express Lane, forgetting your grocery list at home, or carrying heavy bags up your front steps. Online grocery shopping is dramatically changing the consumer's relationship with the food market and making a service that may have once felt luxurious into an everyday convenience.

Key Words: Online grocery, Consumer Awareness, web-based shopping service, etc.

Introduction

Online grocery shopping is a way of buying food and other household necessities using a web-based shopping service. There are two basic methods that people can use to purchase these items online. One is to order them from a local grocery store that participates in online shopping. A customer can then arrange for a home delivery directly from the store, or he can pick up his order at the store once an employee has assembled it. Another common practice to order groceries from a large company, such as Amazon or Net grocer that will ship the items to one's home.

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Consumer Awareness

Consumer Awareness: There are times when a competitive market scenario forces businesses to engage in what we call "malpractices or practices that benefit the business at the expense of the consumer. These could be misleading advertisements, such as the brand's promotion calling it a sugar-free snack when it is not truly sugar-free, or even manufacturing a product containing life-threatening ingredients, such as excessive amounts of lead found in Nestlé's Maggi noodles, an international noodles and seasoning brand. Consumers must be aware of their rights in order to protect themselves from such malpractices. This would allow them to protect themselves from any malpractice on the part of the producer or seller. Consumer Awareness is a demonstration of ensuring the purchaser or buyer knows about the data and information about items, products, administrations, and buyers' privileges. Consumer awareness is significant with the goal that purchasers can settle on the best choice and settle on the ideal decision.

Review of Literature

1. Hynes and Ping (2019) evaluated online purchase intentions for 15 different products or services on the Internet based on a five point Likert scale. Products showing high online purchase intentions were tickets for the entertainment (3,76) , online banking (3.70), and travel /vacation(3.58). The online purchase intention score for food categories/ groceries was low at 2.49. The researchers observed that even those Hong Kong shoppers with highly positive attitudes towards online shopping did not show significant interest in purchasing food/ groceries (2.49), furniture (2.19) or household appliances(2,47) on the internet; Yet these categories are some of the fastest growing in other countries. Hynes, and Ping (2009) conducted a study with a sample consisting of 121 respondents in HongKong which showed no significant differences between males and females or in age brackets in terms of internet adoption, although differences in education and income were significant. A study conducted in India by Shalini and Kamalaveni (2013) stated that online shoppers are highly educated and knowledgeable .Banerjee, Dutta, and Dasgupta's (2010) study revealed that Internet users with high disposable monthly income are more likely to engage in online shopping.Wu, Cai, and Liu (2011) conducted a study on a sample of 1620 respondents in five Chinese Cities. Despite rapid growth of internet usage and online purchases in china, the results indicated that there is still a ' digital divide' among Chinese consumers with respect to their demographics and socioeconomic characteristics. Consumer's gender, education level, and income contributed to gap in internet usage and online shopping.

2. **Accordingly, Robinson, Riley, Reetie & Rolls Willson (2017)**, supporting earlier findings by Morganosky & Cude (2000), noted that convenience seems particularly relevant when some situational constraints - such as ill health, changing homes or jobs, breaking a limb, having a baby, working late, children leaving home, working from home, aging, etc. – come into play. In addition, the authors argue that the disappearance of such situational constraints is also often the primary reason for stopping or diminishing the frequency of online grocery shopping. In this sense, online grocery shopping has been found to be, by several studies, highly discretionary (Hand, Riley, Harris, Singh & Rettie, 2009; Robinson, Riley, Reetie & Rolls Willson, 2007; Morganosky & Cude, 2000), as it may be forsaken when a specific trigger disappears or when, for some reason, consumers become unhappy with the level of service. This indicates that even the high demand for convenience that often drives the adoption of online grocery shopping may be highly contingent upon particular individual circumstances (Hand, Riley, Harris, Singh & Rettie, 2009). This leads to the frequent re-evaluation of the decision to conduct grocery shopping in online formats. Consequently, post-adoption evaluations become particularly crucial to the decision of whether or not to continue using an online grocery store (Hand, Riley, Harris, Singh & Rettie, 2009).

Objectives of the study

- To know about the profile of online grocery shopping in India, Tamilnadu, Madurai
- To know the rate of consumer awareness of online grocery in Madurai.
- To identify the problem in online grocery shopping in Madurai.
- To analysis the various factors to overcome the online grocery in Madurai.
- To give the find remedies for the online grocery towards to increase in future

Statement of the problem

One of the largest obstacles for the online grocery market is the lack of consumer adoption and awareness particularly in Madurai. Previous research has emphasized the importance of understanding consumer awareness and its influence on the consumers' intention to adopt an e-commerce behaviour. It is very difficult for the retailer to manage large number of customers at a time. We try to implement a system that can provide systematic information about the goods available in that online grocery delivery & management system. Providing proper details of goods and items. Customer can browse through the product catalogue and add the item to shopping cart. For performing the above mentioned task the Customer will have to register to the system and log in. Online shopping has had a negative impact on physical retail businesses in terms of customer happiness and the availability of services, as they suffer high costs for storing and referencing their products.

Scope of the study

The present study helps in investigating the awareness of online grocery shopping in Madurai. This study will help to know about the problems faced by online grocery shopping and the study provide an idea to overcome the problems. This study covers all the information about online grocery shopping. This study helps to know the various problems faced by the store owners and how to overcome from crisis with different ways. Also, to know what is the main factor affecting the online shop in Madurai.

Data Collection

Primary data

Primary data is the information collected directly from the respondents. It is first-hand information. Primary data is collected from customers who use health insurance through structured questionnaire. The primary data are those which are collected as fresh for the primary time

Questionnaire method:

The researcher used as tools to collect data by issuing questionnaire to the suitable respondents.

Secondary Data

Secondary data means that data are collected from already published sources. The various sources for obtaining secondary data are interested and libraries by books, articles, newspaper etc.

Tools for analysis

Table, Chart, and Percentages Analysis, Chi-square test, Mean and Standard Deviation

Hypothesis

H0: Online grocery shopping saves time is not associated with the age of the respondents

H1: Online grocery shopping saves time is associated with the age of the respondents

Geographical Area

The study is conduct only within Madurai City.

Method of sampling

The Researcher use convenience sampling method for collect the data

Number of Respondents:

The researcher collects data from 90 respondents

Limitation of the study

1. The period of the study is only five months
2. The study is restricted only Madurai city

Analysis and interpretation

Gender wise classification

S. No	Gender	No. of respondents	Percentage
1.	Male	26	29
2.	Female	64	71
	Total	90	100

Source: Primary Data

From the table 3.1., represent the gender wise respondents are 71 percentages of the respondents are female and the remaining 29 percentage are male, the highest respondent is female i.e., 71%.

Age wise classification

S. No	Age	No. of. Respondents	Percentage
1	Below 20	41	46
2	21 -30	22	24
3	31 - 40	8	9
4	41 - 50	10	11
5	Above 51	9	10
	Total	90	100

Source: primary data

From the table 3.2, 46 percentages of the respondents belong to the age group of below 20, then the 24 percentage of the respondent belongs to the age group of 21 – 30, then the 9 percentage of the respondent belong to the age of 31 – 40, then the 11 percentage of the respondent belong to the age of 41 – 50, and rest of the respondent are above 51 of the age group.

Preference of online grocery shopping

S. No	Preference	No. of respondents	Percentage
1	For Convenience	14	17
2	For Time saving	34	40
3	Easily available of all Products	21	25
4	Offers & discounts	13	15
5	Others	3	3
	Total	85	100

Source: primary data

From the following 40 percentage of the respondents are prefer online grocery shopping for time saving, 25 percentage for easily available of all products, 17 percentage of respondents for convenience, 15 percentage of the respondents for offers & discounts, and 3 percentage for others. Majority of the respondents preferring online grocery shopping for time saving

Mean and SD of factors of respondents Awareness

S. No	Parameters	Mean	Std. Deviation
1	User friendly	3.03	.690
2	Adequate search option	4.12	.796
3	Product assortments /categories	4.14	.764
4	Payment options	4.24	.718
5	Cash on delivery	4.97	.793
6	Offers and discounts	4.44	.769
7	Free shipments	4.27	.724
8	Login facility	4.33	.712

(Source: Primary Data)

From the above table 3.5.1, it is inferred that the respondents perceive higher level of awareness with respect to adequate search option, Product categories, payment options, cash on delivery, offers and discounts, free shipments, login facility with the mean value of above 4.00, while compared to user friendliness with the mean vale of 3.03.

Chi-Square Test

The Chi-Square Test of Independence determines whether there is an association between categorical variables i.e., whether the variables are independent or related.

Table showing the age factor relative to saving of time through shopping online
Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	31.180 ^a	16	.013
Likelihood Ratio	23.348	16	.105
N of Valid Cases	86		

19 cells (76.0%) have expected count less than 5.

The minimum expected count is .02.

H0: Online grocery shopping saves time is not associated with the age of the respondents

H1: Online grocery shopping saves time is associated with the age of the respondents

The above table has a significance level $0.013 < 0.05$ which shows that online grocery shopping save time is associated with the age of the respondents. Thus, the alternative hypothesis is accepted and the null hypothesis is rejected

Findings

The following are the findings found out by the researcher through the research.

Personal Profile:

71, percentages of respondents are female.

46, percentages of respondents belong to the age group of below 20.

60, percentages of respondents of unmarried.

46, percentages of respondents are students.

38, percentages of respondents belong to earning members of family of two members.

56, percentage of respondents belong to the income group of below 1, 00,000.

80, percentage of respondents are nuclear family.

Business Profile:

80 percentages of the respondents know online grocery shopping.

40 percentages of the respondents are aware about online grocery shopping through friends.

40 percentages of the respondents prefer online grocery for time saving.

42 percentages of the respondents not preferring online grocery shopping for payment issues.

51 percentages of the respondents are using flipkart for online grocery shopping.

37 percentages of the respondents of female employee purchasing grocery through online.

46 percentages of the respondents purchasing cereals continuously.

77 percentages of the respondents prefer online grocery shopping because its saves money compared with offline grocery shopping.

48 percentages of the respondents saves travelling expenses while purchasing grocery in online.

73 percentages of the respondents need awareness in online grocery shopping.

88 percentage of the respondents said that Madurai city is suitable for online grocery shopping.

74. The respondents perceive higher level of awareness with respect to adequate search option, Product categories, payment options, cash on delivery, offers and discounts, free shipments, login facility with the mean value of above 4.00, while compared to user friendliness with the mean value of 3.03.

75. Chi-square tests show that the association between the age of the respondents and quality of fruits and vegetables in e-grocery shopping are not significant. Quality of fruits and vegetables is considered important irrespective any of age of people.

Suggestions

- In Madurai, most of the people knowing about online grocery shopping. The highest percentage of respondent were well know about online grocery shopping so further no need more awareness to the Madurai people.
- Online grocery shopping is far less stressful than dealing with busy grocery stores at peak hours when everyone else is there.
- The respondents said that Madurai is suitable for online grocery shopping.
- Online grocery shopping has to increase comfort to customer.
- The demand for online grocery shopping can be improved in terms of environment, investigation facilities, quickness of services and access.
- Online grocers should expand their services to all cities as well since there is a large market that is left untapped due to the non availability of online grocery store services.
- Since people have shown a positive response to online grocery services and is willing to continue after the pandemic, online grocers should adopt newer ways to make their services more efficient and user friendly, in order to retain these customers.
- Online systems today have trouble in conveying to the consumers what products are actually in stock, what is fresh and what other options for the product that they want are and this confusion often leads a consumer to go and purchase from the nearest store. To avoid this Automation should be applied in all aspects of the business. Availability of a large variety of products attracts

customers hence they should make sure that they offer a wide range of products and it's easily available to the customers.

- As physical examination and guarantee are the major hindrances consumers are facing while shopping online, online grocers should focus on Product reviews. In this way the consumers will have an idea about another consumer's experience in using the product and if it will meet the standards of the consumer's requirements. It is necessary for building consumer loyalty as they must trust the website they are purchasing from.

Conclusion

From the above data analysis, it can be concluded that consumer buys goods from the online shopping website on the basis of factors like offers and discounts, variety of product available, free home delivery, website user friendliness and cash of delivery payment option. The outcome of the project also revealed that the demographic variables, such as gender, age group don't have influence of the factors of customer awareness in Madurai. The customers expects improvement user friendliness of the website, in order to choose online as a medium to buy grocery items rather than shopping of grocery with the traditional method. Out of the agreed respondent to buy online grocery, most of the respondent would think that it would be beneficial to shop grocery online on the basis of factors like easy to order, variety, discounts/ offers, saves time and avoid long queues.

The online grocery industry is one of the growing industries in India. Customers because they get access to the internet more often and tend to buy things online always prefer to shop from the brands in the online that give them the best customer service and satisfaction among other brands that the major reason for purchasing groceries online is saving of time and effort and there are no time restrictions in shopping. The expectation of a customer while buying groceries online and in physical market is totally different. mostof the respondents get to know about the brand from the Internet

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