

“A Study On Consumer Buying Behaviour Towards Online Grocery Shopping”

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Abstract

Consumer buying behaviour is one of the most interested study areas to the marketing professionals and researchers. The knowledge of consumer behaviour helps the marketer to understand how consumers think, feel and select from alternatives in terms of products, brands and alike and how the consumers influenced by their environment, the reference groups, family, per groups, salespersons and so on. Consumer's buying behaviour is influenced by cultural, social, personal and psychological factors. Most of these factors are uncontrollable and beyond the hands of marketers but they have to be analysed while trying to understand the complex behaviour of the consumers.

The aim of the study is to consumer buying behaviour towards online grocery shopping. Changing lifestyle of consumers has resulted in a rapid growth in the online grocery market during recent years. Consumers have been undergoing a major transformation from passive buyers to active enhancers or creators of new consumption experiences, proactively taking part in the process of collaborative marketing. The research is conducted on a sample size of 100 respondents. Data was collected using questionnaires with help of google forms. This study also tries to understand the consumer perceptions towards online buying for essential goods and their usage of online platforms.

Keywords: E-grocery, Online Shopping, Consumer Buying Behaviour.

1.Introduction:

The E-commerce sector in India is rapidly growing at a very quick pace in the new days and up to this present day. This relentless growth of E-commerce is changing the way people assume, search, perform and bring up a yield. Most consumers are adopting new technologies in shopping and with many of them being liberal thinkers, want fast and efficient shopping while also considering other shopping attributes. Majority of companies in the small scale, medium scale and large-scale sectors own a website in order to improve their business and they

do so by employing online advertisements, online promotional events/activities thus taking a “digital” leap in the business cycles. The convenience, needs, wants and comfort of the consumers and their buying behaviour and the process of buying is the source of the relentless growth of E-commerce. Online shopping is growing very rapidly in present days. People are changing the way they shop for goods or services. There has been a tremendous shift from traditional shopping to online shopping. When it comes to online grocery shopping, due to consumers’ busy work schedule, the innovative shoppers or early adopters are finding ways for the changing technology to help them in newer ways of shopping. The emerging online grocery shopping is being increasingly adopted by many consumers in urban areas.

The Indian population has several options to choose from when it comes to grocery shopping. From small Kirana shops in the streets, large shopping stores in the malls, to a great number of online portals, the competition in the retail market is excessively high. The organised sector typically employs informal labour, and the owners of such stores hold unlimited and personal liability as it is either the family business, or run by a sole proprietor (Mehra 2014; 78). The retailer shops can be classified as formal or informal, and organised or unorganised (Kohli and Bhagwati 2011). All the small retailers like paan shops, fruits and vegetables stalls, pushover carts, etc. form part of the unorganised sector. Shops like Kirana stores, small pharmacy shops, small bakeries, and appliance stores, although form a part of the organised sector, however still fall in the category of informal sector. The stores that fall under the category of both formal and organised sectors are the big retail stores operating as limited companies, trusts or corporations running super markets, hyper markets, etc. The unorganised sector discussed above accounts for more than 93% of the total grocery sale in the Indian market. The reason for a large amount of sale attributed to the unorganised sector is because of the legacy they hold as a result of long-time span of experience and goodwill among the people of India. While the unorganised sector still holds more than 90% of the grocery retail market, the recent trends have shown that a substantial number of consumers have shifted to the online sale of groceries due to the convenience and efficiency it offers. With increasing working hours, and with women holding similar positions at the workplace as men, online shopping offers the flexibility and comfort that the consumer requires nowadays.

2. Review of Literature

Soum Suvra Das and Ashok Todmal, (August 2020) Change in Consumers Perception Towards Online Grocery Shopping” E-commerce was steadily gaining momentum in India since late 2011 and early 2012 and online grocery and staples segment had started to grow since 2015 in India. Attitude and perception towards shopping online groceries was to certain segment of consumers clearly a matter of convenience and along with that few more parameters were there that are product availability, product quality/freshness and delivery on time and on that date as per consumer’s choice, offers and overall shopping experience. This also helps in building the trust. If the shopping experience is good and there is convenience in shopping, then trust factor is built among the consumers and then they shop more towards the online shopping. Also, above parameters stated helps in moving the consumers from offline to online for shopping groceries as due to lack of time, convenience and great deals which most of the online grocery players give the consumers, the inclination towards shopping online is there and consumers shopping online have increased.

Dr. Rupali Rajesh (April 2019) Assessing the impact of Online Grocery Shopping, The purpose of the study is to understand the factors influencing for online Grocery Shopping and also understands the demographic factors which influence the consumer to buy grocery online. The Age of customers and availability of products online has significant difference for online grocery shopping in Mumbai area. Marketers can focus on majorly on three suggested surrogated factors like Product Descriptions, Delivery and Replacement of grocery online and Product choice & availability.

Harjinder Kaur and I.B.I. S Group of Institutions, (May 2017) “Consumer’s Attitude for Acceptance of Online Grocery Shopping in India” This paper seeks to understand the consumer’s attitude towards online grocery shopping and to identify some factors and technical barriers that may foster or hinder the acceptance of OGS in India.

Mr. Krunal K. Punjnal (May 2017). “A Study on Female Consumers’ Perception Towards Online Grocery Shopping with Special Reference to Kalyan-Dombivli City” Grocery shopping is primarily dominated by the female consumers in the Indian market. Couple of decades ago, Indian consumers had the only option of neighbourhood grocery and Kirana shops to purchase the grocery from, with limited variety. However, today the scenario has changed completely.

Now, consumers have multiple options like Supermarkets, Minimarts, Specialty stores and even E- Grocers, which have added more comfort and convenience to their lives. Change in lifestyles, growth of internet and rising number of smartphone owners have opened the doors of online market for many entrepreneurs. Bigbasket.com, Grofers.com, Localbanya.com, Zopnow.com are the few names, who have grabbed this opportunity by launching online grocery platforms. This paper aims to analyse the perception of female consumers towards shopping groceries through online platforms.

Blomqvist, Frida Lennartsson & Louise Nyman (May 2015) “Consumer Attitudes Towards Online Grocery Shopping” The aim of this research is to investigate if positive attitudes influence the intentions to purchase groceries online. In order fulfil the purpose and test the relationship between attitudes and intentions, the Theory of Planned Behaviour is used as the underlying theoretical model.

S. SATHIYARAJ, A. SANTHOSH KUMAR AND A.K. SUBRAMANI ZENITH (June 2015) Consumer Perception Towards Online Grocery Stores, Chennai. Consumers are playing an important role in online shopping. The increasing use of Internet by the younger generation in India provides an emerging prospect for online retailers. If online retailers know the factors affecting Indian consumers’ buying behaviour, and the associations between these factors and type of online buyers, then they can further develop their marketing strategies to convert potential customers into active ones. The main objective of the study is to determine the customer perception towards online grocery shopping in Chennai.

3. Objective of the Study

- To study Consumption pattern towards online Grocery shopping.
- To Study Spending pattern on online grocery platform.
- To analyse which factors, influence the user to buy online grocery.

4. Research Methodology

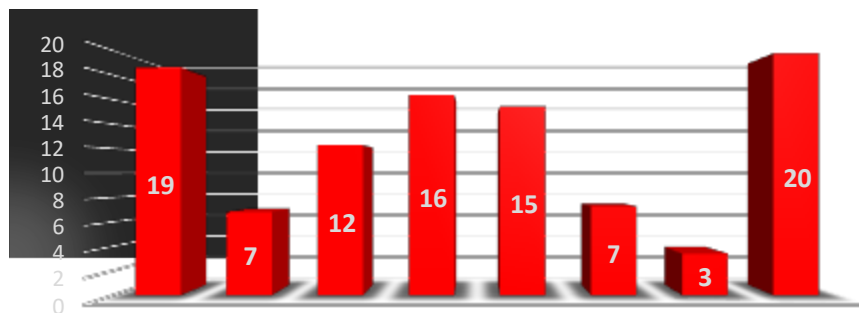
This paper presents a comprehensive review of studies on consumer buying behaviour towards online grocery shopping. Here descriptive research design was used to measure the involvement level. Convenient sampling technique was used for selecting respondents. The

data were collected through structured questionnaire and sample size taken as 100 respondents from Mumbai.

The aim of the study was to understand the factors which influence customers for buying grocery online has been studied and investigated through primary and secondary data. The demographics of customers age, gender, monthly, frequency of shopping, amount of money spend on grocery has researched with the help of primary data and secondary data.

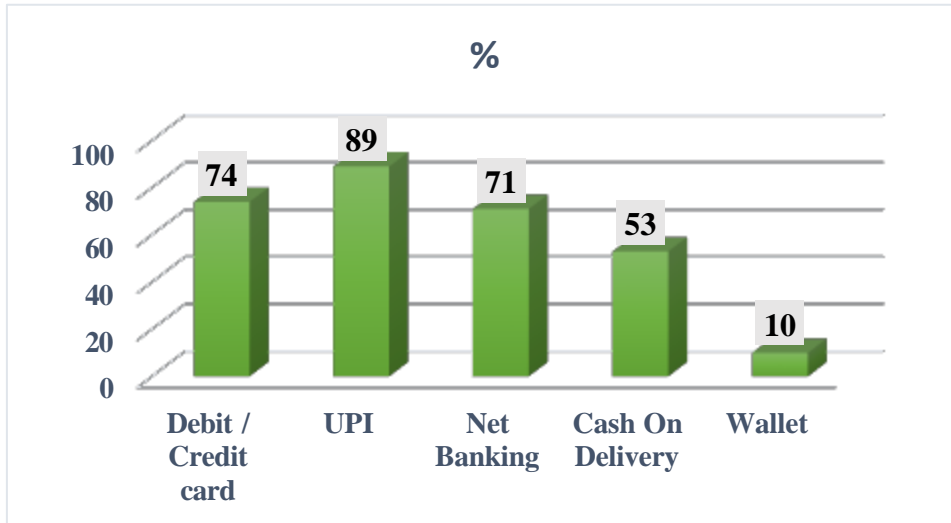
5. Results & Discussion

5.1 To study Consumption pattern towards online Grocery shopping.



As per the respondent's figure indicates that highest consumption items are beverages & snacks had got 20%, food grains 19%, oil and ghee 16%, masala 15%, bakery items 12%, fruits & vegetables, dairy, and eggs meet & fish are in range of 7 to 3%.

5.2 To Study Spending pattern on online grocery platform



From the above figure indicates that how respondent spend on online grocery platform, out of 100 respondents, 89 % for UPI payment, 74% for Debit & Credit card, Net banking 71%, Cash on delivery 53% and respectively 10% on wallet.

5.3 To analyse which factors, influence the user to buy online grocery.

Sr. No	What is the main reason you preferred for online	Most Important	Important	Does not	Least important	Not at all Important
1	Price	79	20	1		
2	Offers / Discounts	62	33	4		1
3	Quality & Quantity	53	38	8		1
4	Delivery	68	18	3	11	
5	Varieties of Brands	49	33	1	7	10

In the above table it indicates that which factor influences most important and which is been least important so according to data price is been most important factor which is 79 % and while varieties of brands least responses which is 49%. While in case of offers/ discounts, Delivery & Quality & Quantity which is 62, 68 & 53 % respectively.

6. Conclusion

From the above data analysis, this research concludes 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. It can be determined that most of the respondent would agree to buy grocery online 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 consumer buying behaviour can be referred as the differences in buying preferences of the consumers, purchasing power, varieties of products available reflect their values and overall, the external factors like social, culture, family and economics influence their buying behaviour with internal factors like motives, attitudes, needs, perceptions and personality etc.

Generally, research shows that consumers are satisfied with their online shopping experiences and their attitudes towards it are positive. Nevertheless, there are still many consumers who experience apprehension about electronic payments and sharing their personal information.

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