

A Study on Customer Purchasing Behavior Towards Selected E- Grocery Stores

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Abstract

Customer purchasing behavior towards e-grocery stores in Coimbatore City is influenced by key factors such as product variety, pricing, convenience, service quality, and digital experience. This study aims to evaluate consumer expectations and actual perceptions of e-grocery services, focusing on aspects like product availability, delivery efficiency, app usability, affordability, and customer support. A structured survey was conducted among e-grocery shoppers in Coimbatore to analyze their experiences with popular platforms. The research examines the influence of brand reputation, promotional strategies, and technological advancements on consumer choices. Findings reveal significant trends, including the increasing preference for online grocery shopping, the demand for timely and accurate deliveries, and the impact of customer reviews and word-of-mouth recommendations. The study provides valuable insights for e-grocery service providers to enhance service quality, improve customer satisfaction, and build stronger consumer trust. Addressing consumer concerns and improving service transparency can lead to better customer retention and overall growth in the online grocery sector.

Keywords: Customer Expectations, Perceptions, Service Quality, E-Grocery Stores, Consumer Behavior.

INTRODUCTION

The rapid advancement of technology and the increasing adoption of smartphones have significantly transformed the retail industry, particularly in the grocery sector. E-grocery platforms have emerged as a convenient solution, allowing consumers to shop for groceries online and have them delivered to their doorstep. Leading e-grocery stores such as BigBasket, Grofers (now Blinkit), and Amazon Fresh have gained widespread popularity, offering users a seamless and time-saving shopping experience. In this digital age, understanding customer purchasing behavior is crucial for e-grocery businesses to enhance user satisfaction and foster brand loyalty. Factors such as ease of navigation, product availability, pricing, delivery speed, discounts, and customer support play a vital role in influencing purchasing decisions. This study aims to examine customer behavior towards selected e-grocery

stores, focusing on their expectations, preferences, and challenges while shopping online. By analyzing customer purchasing patterns, this research seeks to provide valuable insights into improving service quality and enhancing the overall shopping experience. The findings will help e-grocery businesses align their services with consumer needs, ultimately fostering long-term growth and competitiveness in the rapidly evolving online grocery market.

OBJECTIVES OF THE STUDY

- To assess the level of customer satisfaction with e-grocery services.

HYPOTHESIS OF THE STUDY

A null hypothesis has been framed to test the significance of socio-economic factors influencing consumer purchasing behavior towards selected e-grocery stores.

(H₀): There is no significant relationship between consumer purchasing behavior and socio-economic factors (Age, Gender, Income, Occupation, Education, Marital Status, and Annual Income) influencing consumer decisions towards e-grocery stores.

REVIEW OF LITERATURE

Mehta et al. (2021) Analyzed customer satisfaction in Indian e-grocery platforms, emphasizing factors such as product availability, user-friendly interfaces, and delivery efficiency as key determinants of customer loyalty. The study also highlighted the growing role of eco-friendly packaging in shaping consumer preferences.

Sharma et al. (2020) Investigated the impact of COVID-19 on e-grocery shopping habits, highlighting the rise of contactless deliveries, hygiene measures, and their influence on consumer trust and purchasing decisions.

Kaur and Kumar (2020) Explored consumer preferences in the online grocery market in India, emphasizing the significance of pricing strategies, discounts, and membership-based loyalty programs in attracting and retaining customers.

RESEARCH METHODOLOGY

This study employs a quantitative research approach using structured questionnaires to collect primary data from consumers who use e-grocery stores. A mixed-method approach is adopted to analyze the factors influencing consumer purchasing behavior and expectations toward online grocery shopping. A quantitative survey will be

conducted using a structured questionnaire, targeting frequent users of e-grocery platforms such as BigBasket, Grofers, and Amazon Fresh.

TOOLS AND TECHNIQUES USED

The analysis has been made through the questionnaire.

- Simple Percentage Analysis
- Chi-Square Analysis

SIMPLE PERCENTAGE ANALYSIS

Simple percentage analysis is a statistical technique for interpreting data that involves calculating the proportion of responses in various categories. It helps in determining developments, preferences, and distributions within a dataset.

$$\text{Simple percentage analysis} = \frac{\text{Number of respondents}}{\text{Total number of respondents}} \times 100$$

CHI-SQUARE ANALYSIS

The chi-square test is used to determine whether there is a significant difference between the expected frequencies and the observed frequencies in one or more categories. The chi-square test is an important test amongst the several tests of significance developed by statisticians. Chi-square, symbolically written as χ^2 , is a statistical measure used in the context of sampling analysis for comparing a variance to a theoretical variance.

$$\chi^2 = \sum \frac{(O - E)^2}{E}$$

χ^2 = the test statistic \sum = the sum of

O = Observed frequencies E = Expected frequencies

LIMITATIONS OF THE STUDY

The study is geographically limited, restricting the generalizability of the findings to a broader population, as consumer purchasing behavior and service expectations may vary across different regions. Additionally, the sample size of 130 respondents may not fully represent the diverse demographics, preferences, and spending

behaviors of the larger population, potentially affecting the overall applicability of the results. Moreover, customer expectations and usage patterns of e-grocery stores are constantly evolving due to technological advancements, competitive market trends, and economic shifts, which may impact the long-term relevance of the findings..

ANALYSIS AND INTERPRETATION

Factors	LEVEL OF PREFERENCE		Total
	High level of preference	Low level of preference	
Age			
Below 20	6	4	10
20 - 25	25	15	40
26 - 35	40	9	49
36 - 45	18	10	28
Total	91	39	130
Gender			
Male	65	14	79
Female	13	34	47
Total	91	39	130
Type of products purchase			
Fresh Produce	11	8	19

Dairy & Beverages	22	10	32
Packaged Food	29	11	40
Household Essentials	24	5	29
Frozen Food	5	5	10
Total	91	39	130
Occupation			
unemployed	18	14	32
Salaried	48	22	70
Self-employed	25	3	28
Total	91	39	130
Income			
Below ₹20000	16	10	26
₹20000 - ₹40000	31	16	47
₹40000 - ₹60000	33	10	43
Above ₹60000	11	3	14
Total	91	39	130

The analysis of consumer preference for Big Basket reveals that young adults (20–35 years) form the most engaged user group, with 89 respondents, of whom 65 show a high level of preference, indicating their strong reliance on online grocery shopping. The below 20 age group contributes less (10 respondents, 6 with high preference), and older age groups (36 and above) show relatively lower engagement (28 respondents, 18 with high preference), suggesting that online grocery shopping is preferred more by younger consumers.

Males (79 respondents, 65 with high preference) dominate the user base, indicating a greater inclination towards Big Basket, possibly due to convenience and time constraints, whereas females (47 respondents, 13 with high preference) also actively use the platform, though at a lower rate.

In terms of product preferences, Packaged Food (40 respondents, 29 with high preference) and Household Essentials (29 respondents, 24 with high preference) are the most preferred categories, indicating that consumers rely on Big Basket for non-perishable grocery items. Fresh produce (19 respondents, 11 with high preference) and dairy & beverages (32 respondents, 22 with high preference) also show considerable demand, while frozen food (10 respondents, 5 with high preference) is the least preferred category.

Occupation-wise, salaried employees (70 respondents, 48 with high preference) and self-employed individuals (28 respondents, 25 with high preference) show strong engagement, highlighting working professionals as key users. Unemployed individuals (32 respondents, 18 with high preference) also show moderate usage.

Income levels play a significant role, with middle-income groups (₹20,000–₹60,000) forming the largest segment (90 respondents, 64 with high preference), whereas higher-income individuals (above ₹60,000) show lower preference levels (14 respondents, 11 with high preference), possibly opting for alternative shopping methods.

The findings suggest that Big Basket should focus on convenience-driven promotions, discounts, and reliable service quality to cater to working professionals, middle-income consumers, and younger demographics, who are the primary users of the platform.

SUGGESTIONS

- **Enhanced Delivery Efficiency:** E-grocery stores should focus on improving delivery speed and reliability by optimizing supply chain logistics, minimizing delays, and ensuring accurate real-time tracking to enhance customer satisfaction.
- **Personalized Shopping Experience:** Implementing AI-driven recommendations, customized discounts, and loyalty programs based on shopping patterns and preferences can increase customer engagement and retention.
- **Product Quality Assurance:** Ensuring strict quality control measures, proper storage conditions, and hygienic packaging can build consumer trust and improve the overall shopping experience.

CONCLUSION

The study reveals that convenience, affordability, and service quality are the key factors influencing consumer purchasing behavior towards e-grocery stores. Young adults, particularly those aged 20–35, emerge as the most active users, reflecting the increasing preference for digital grocery shopping among tech-savvy consumers. Customer satisfaction is largely driven by delivery efficiency, product quality, competitive pricing, and a user-friendly shopping experience, making seamless navigation, real-time inventory updates, and order accuracy crucial for consumer engagement.

While the overall response to e-grocery stores is positive, addressing challenges such as delivery delays, stock unavailability, and customer support inefficiencies can further enhance user satisfaction. By focusing on personalized shopping recommendations, faster and more flexible delivery options, and improved customer service, e-grocery platforms can strengthen customer loyalty and remain competitive in the evolving online

grocery market. Strengthening these aspects will not only boost brand trust but also ensure long-term growth by adapting to shifting consumer expectations and industry trends.

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