

A STUDY ON SOCIAL MEDIA STRATEGIES FOR ONLINE GROCERY SHOPPING CART AT BIG BASKET BANGALORE

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ABSTRACT

Online grocery spending has been increasingly popular in current years as a outcome of the expansion of e-commerce, which has completely changed how customers interact with retail platforms. Businesses are looking for imaginative ways to improve their social media occurrence and interconnect with customers as the online grocery industry gets more competitive. This research explores the world of social media strategies designed especially for Big Basket's online grocery store, a significant player in the online grocery market.

INTRODUCTION

MEANING OF CONNECTED GROCERY SHOPPING

Operational grocery shopping is the practice of making purchases from a supermarket or grocery store on the internet for food and other home goods.

Factors influencing working grocery shopping

1. Product selection
2. Time effectiveness
3. Prices are compared

IMPORTANCE OF THE ONLINE GROCERY SUPERMARKET RUN STRATEGIES

- Better User Interface, Navigation, and Overall Shopping Experience: Well-defined methods enhance the user interface, navigation, and overall shopping experience.
- Increased exposure: By strategically utilizing social media, search locomotive optimization (SEO), and digital marketing, the platform's exposure may be increased.
- Competitive Edge: By using cutting-edge and customer-focused techniques, an online grocery shop may stand out from rivals.
- Personalized suggestions, interactive content, and loyalty programs are all effective ways to engage customers and strengthen their bond with the business.

LITERATURE REVIEW

- The 2014 publication "Global Content Marketing" by Pam Didner. If you want to efficiently and broadly advertise pharmaceuticals over the world, you must read this book. It enables you to grasp the precise procedures needed to progress fresh, practical ideas that might be embraced by the complete society. It serves as an example of cross-regional content marketing tactics, and in the coming years, global content development will be a particularly popular viewpoint for those looking to persuade others outside of their own borders.
- Seth Godin is an American author, entrepreneur, public speaker, and marketer. The author of the article's 2009 book "All Recruiters Are Liars" makes this claim. The book's title has the latent to pique readers' curiosity, and understanding what it implies has a similar effect. Godin emphasizes the need of developing a compelling story that on the surface seems to be real. It's pretty intelligent to tell tales about your products and the businesses that help you secure transactions, but it's also crucial to give credibility to those verification efforts. Because development halts and businesses may suffer significant loss when news turns out to be untrue, Godin emphasizes the need of merging reputation and truth into advertising.
- The increase Hacker Advertising: An Overview on the Next Point of PR, Sales, and Advertising, written by Ryan Holiday in 2013. Megabrands from a bygone era, like Airbnb, didn't focus on conventional methods; instead, they used a unique methodology known as development hacking to get to more people despite minimal advertising costs. As a consequence, consumers are able to contact with more individuals, which increases user assignation and acquisition.
- Russell Glass, LinkedIn Marketing Solutions's CEO, is number six. Big figures will be the most crucial source of information about your prospective clients for well-propelled inspections, and this 2014 book "The

Information Led Business" will be helpful in understanding big data. The book compiles expert guidance and tested examples that serve as a practical tool for fending off rivals and boosting client capacity. Your plans and how you expect to use the data most effectively. Data-driven advertising will stand out when associated to other real-world instances from this year.

➤ In his 2013 book "Jab, Jab, Jab, Correct Hook: How to Express Your Tale in a Noisy World," Gary Vaynerchuk gives advise. How to understand web-based administrative developments and win over clients is sheltered in the book. It provides the perfect ratio of powerful strokes and fasteners to elicit an ardent reaction.

RESEARCH GAP

Even still nearby is a growing body of research on social media and e-commerce, there still seems to be a significant knowledge gap concerning how social broadcasting strategies can be specifically applied to improve the effectiveness and efficiency of online grocery shopping carts, particularly in the context of a well-known platform like Big Basket. Understandings into how social media techniques might be customized to handle the particular difficulties and possibilities connected with the online grocery shopping involvement are scarce in the available research. By examining and recommending efficient social media methods that can enhance user engagement, conversion rates, and customer happiness within the ecosystem of online grocery shopping carts, this research seeks to close this gap.

RESEARCH DESIGN

Data sources and types

Two different categories of research sources collected for this investigation., and they are as follows:

Primary Information

Secondary Information

These are the established resources that the expert has directly obtained; no scientist has any kind of access to this information. The structural poll is employed in this test to get the data.

1. Primary information:

Primary data are from local sources that were individually gathered by the researcher and excluded from any prior research. This study uses a structured questionnaire to gather data.

2. Secondary information:

Information that is freely accessible via publications, studies, websites, business magazines, and other kinds of public sources is definite to as secondary data. Websites for businesses, reports, and newspapers are used in this learning as secondary sources.

TOOLS FOR ANALYSIS

The data collected is analysed with the following tools

- A. Simple random technique
- B. Charts
- C. Tables

SAMPLING

In the simple random technique customers are choose as sample units from a total of 113 samples

RESEARCH OBJECTIVES

- To analyze satisfaction level of existing customers
- To identify issue faced by user by online
- To ascertain the reasons of dissatisfaction of customer
- To determine the expectations of customers from a retailer and strategies to attract customers.

DATA ANALYSIS

RELIABILITY ANALYSIS

Summary of Case Processing			
		N	%
Cases	Valid	111	98.2
	Excluded ^a	2	1.8
	Total	113	100.0

Statistics of Reliability	
Cronbach's Alpha	N of Items
.923	40

DATA INTERPRETATION

The alpha value .923 , data are interpreted to show that scale or test excellent the internal logic, which indicates that the test's items are very accurate at measuring the desired construct. The outcomes of this measurement or test can be trusted by researchers and practitioners.

CORRELATIONS

		Q1	Q3	Q14	Q15	Q25	Q26	Q35	Q36
Q1	Pearson Correlation	1	.395**	.126	.376**	.346**	.289**	.103	.217*
	Sig. (2-tailed)		<.001	.183	<.001	<.001	.002	.279	.021
	N	113	113	113	113	113	113	113	113
Q3	Pearson Correlation	.395**	1	.045	.199*	.387**	.214*	.159	.245**
	Sig. (2-tailed)	<.001		.632	.035		.023	.092	.009
	N	113	113	113	113	113	113	113	113
Q14	Pearson Correlation	.126	.045	1	.332**	.282**	.239*	.161	.248**
	Sig. (2-tailed)	.183	.632		<.001	.003	.011	.088	.008
	N	113	113	113	113	113	113	113	113
Q15	Pearson Correlation	.376**	.199*	.332**	1	.449**	.307**	.223*	.317**
	Sig. (2-tailed)	<.001	.035	<.001		<.001	<.001	.018	<.001
	N	113	113	113	113	113	113	113	113
Q25	Pearson Correlation	.346**	.387**	.282**	.449**	1	.390**	.223*	.305**
	Sig. (2-tailed)	<.001	<.001	.003	<.001		<.001	.017	.001
	N	113	113	113	113	113	113	113	113
Q26	Pearson Correlation	.289**	.214*	.239*	.307**	.390**	1	.193*	.155
	Sig. (2-tailed)	.002	.023	.011	<.001	<.001		.040	.100
	N	113	113	113	113	113	113	113	113
Q35	Pearson Correlation	.103	.159	.161	.223*	.223*	.193*	1	.192*
	Sig. (2-tailed)	.279	.092	.088	.018	.017	.040		.042
	N	113	113	113	113	113	113	113	113
Q36	Pearson Correlation	.217*	.245**	.248**	.317**	.305**	.155	.192*	1
	Sig. (2-tailed)	.021	.009	.008	<.001	.001	.100	.042	
	N	113	113	113	113	113	113	113	113

DATA INTERPRETATION

These correlations show that certain elements or variables in your data are connected and have a tendency to move in a similar fashion. However, it is hard to offer a more thorough explanation without knowing the precise context or nature of the variable star (as they are called Q1, Q3, etc.). Please provide more details if you have a particular research question or context in mind so that I can help you interpret these findings.

CHI-SQUARE ANALYSIS

	Value	df	Asymptotic (2-Significance sided)
Pearson Chi-Square	16.899 ^a	8	.031
Likelihood Ratio	11.713	8	.164
Linear-by-Linear Association	5.000	1	.025
N of Valid Cases	113		

DATA INTERPRETATION

Overall, the likelihood ratio chi-square test does not find a relationship between the categorical variables that is significant at the standard level of significance, while the Pearson chi-square test does. The chi-square test for linear-by-linear association reveals a substantial linear connection between the two ordinal variables. The sample size, N of Valid Cases, is 113.

FINDINGS

- The popular of respondents are between the ages of 21 and 30; Consequently, they necessity use social media more normally than persons of other ages, according to this.
- The majority of people use or prefer Facebook over some other online networking platforms.
- The majority of individuals use social media or spend an hour actively using it.
- The common of people have 500 to 1000 buddies or associates.
- 79 percent of people claimed to have seen an offer or advertising on societal media.
- A share of individuals concur that they will reply differently to messages spread through internet networking than through more traditional channels like TV and radio.
- 73% of respondents claimed to have bought something after seeing it on public media.

- The vast common of community have itemized that they stay left from social media competitions.
- 60% of people claimed to read blogs or articles on social media.
- The middle-of-the-road of people firmly agree that they habitually use social media.
- The mainstream of people concur ad campaigns on social mass media are more appealing to them than those on radio or television.
- The vast majority of people claimed to follow sports and adventurous sports pages through social media.
- 67% of respondents said they would acclaim a company to their networks and friends.
- Approximately 40% of people claimed communal media is used by corporations to raise brand recognition.

SUGGESTIONS:

- ✓ The firm needs to target customers between the ages of 21 and 30 who are open to trying new things and who interested in reading the company's blogs or tales.
- ✓ The business should even think about enlisting fresh participants from extra social networking sites like Reddit, Tumblr, and Pinterest.
- ✓ To increase their user base, they should conduct more research and concentrate more on affiliate marketing and email marketing.
- ✓ To keep the users they have attracted, they ought to engage customers more.
- ✓ They ought to focus more on influencer marketing before doing analytics on the data to determine the best course of action.

- ✓ The business has should contact every company that checks off the adventurous bucket list as soon as feasible. By doing this, it may quickly increase brand consciousness and connect with all of India's suppliers.
- ✓ They should begin using Google Analytics to analyse the website on a even basis so they canister create an effective plan and focus on the appropriate channels.

CONCLUSIONS:

Conferring to this report, it is simpler to find new customers at a reasonable price because social media contains billions of people. Facebook is the best medium for gaining new users, therefore all BigBasket needs to do is focus on someone who has more connections through blogs or adverts, is more active and engaged has more connections overall and across all social media platforms. The theory states that our partiality for social media stages is influenced by our age. As a result, BigBasket must target the appropriate age group on the appropriate platform at the appropriate moment in directive to increase its user base.

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WEB LINKS

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<https://hootsuite.com/> <https://www.researchgate.net/>