

Consumer Preference Toward Buying Groceries from the Online E-Retail

Varun Saini, Raj Kumar, Himanshu Kumar

ABSTRACT

Shopping on the internet has been rising quickly, covering most of the significant area of marketing. Online grocery shopping has been famous of being a reasonably young but promising area of electronic commerce. Therefore, focus on the factors persuades e-consumer's decision-making is an important key to modify optimal marketing strategy. OGS is particular due to the food aspects (quality, freshness and durability) as well as to the existing services and delivery situation of the online purchase process. . E-grocers have set up their personal systems to accept orders via the phone, which in can be self-determining business model. One can buy Indian grocery stuff online from people at the most reasonable prices. One can also avail intense discounts on your each buy from people thereby saving big sum. These studies discover consumer opinion towards online grocery stores.

INTRODUCTION

In nowadays's era customers should purchase almost any product the use of the Internet. Online grocery buying is becoming an increasing number of famous now days. The purpose of this paper is to present the situations of on-line grocery buying and customers' mind-set in the direction of shopping for food through the online mode. With on-line grocery supermarkets there are not any limitations connected with localization and starting hours, and customers have access to a large range of stores and merchandise on line across the world. The maximum vital blessings of on-line shopping are comfort and time saving, even as the most massive dangers for customers involve the chance of incorrectly buying a few merchandise and coping with of perishables such as greens, eggs, and meat products and so forth. Consumers in some developed nations have use internet because the mode of every day on-line grocery buying. In nowadays's scenario extra Indians are preferring to buy groceries online in preference to journeying to any retail grocery store nearby. Online surroundings offers precise attributes that have an impact on customer's decision making procedure. The most frequent attributes of on line grocery purchasing are time saving and saving of attempt during the acquisition procedure. In addition to the wonderful capacity of the E-commerce markets, the internet presents a unique possibility for corporations to extra effectively reach the present and ability clients .Although maximum of the sales of on line transactions comes from enterprise-to-business transaction.

REVIEW OF LITERATURE

(S.SATHIYARAJ, A. SANTHOSH KUMAR AND A.K.SUBRAMANI JUNE 2006) The authors has mentioned approximately the client perception toward on-line grocery buying inChennai. In their studies they have the pattern of two hundred respondents of Chennai, to accumulate the records about their choice of on-line shopping of grocery. They have also cited approximately the troubles faced via users while shopping online. Their studies suggests that forty two. Five% of respondents do on line shopping once a month, 15% every day. They also speak about the better degree of pleasure with appreciate to wide variety of seek choice, fee alternative, and coins on shipping and numerous offers and discounts they get

(BAUEROVÁ RADKA 2018) According to him, online grocery shopping (OGS) is the current most evolving e-commerce category. He has cited the factors that influence the customer's decision in regards to online shopping and in addition to this he also mentionedhow offered services and delivery conditions helps to take decision of customers in online grocery shopping. The research was conducted on a sample of Czech online grocery buyersinvolving 536 respondents interviewed online. The result of the study suggested that customers were highly sensitive in terms of delivery times and charges.

(Chitra Sharma 2014) The studies helped to determine parameters for deciding on the specific buying centre for purchase of grocery objects. She also counseled that whether thenet grocery purchasing is beneficial or now not and on what factors they're offering blessings. The locating of the take a look at suggests that there are an growth quantity of respondents in on-line shopping as there may be attention about this concept in the marketplace. It also factor out that unfastened shipping is the essential aspect which stimulates the person to buy on line.

According to (Harjinder Kaur and Rakesh K. Shukla 2017) According to them, they briefly discussed the attitude of consumer towards online grocery shopping and to categorize a few factors and practical difficulty that may encourage or hamper the acceptance of OGS inIndia. The study is conducted in Delhi, and the outcome of the research shows that among

demographic variables family income and age is one of the important factors for buying grocery online.

(Muriel Wilson-Jeanselme 1, July, 2006) According to him the conducted research is on online preference studies of consumers towards grocery purchase. In this research they have examined a group of high net worth online grocery shoppers. Here they used both qualitative and quantitative procedures to derive the most frequent driven factors resulting the online purchase of grocery. The finding was retailers can't develop a competitive edge by considering only one factor and they have to consider whole four factor (Top in class).

(Torben Hanse 17 Feb, 2007) He has done a survey on determinants of consumer repeat online buying of grocery. The data for the research was collected from 198 customers who normally buy groceries through online. The finding shows that the positive driven factor for buying grocery online is physical effort bin offline shopping and the negative factor

is the offline shopping enjoyment. And also the study shows that complexity in the purchase of grocery can avoid repeat purchases.

(Harmen oppewal 1 April, 2006) He has done a survey on why consumers hesitate to shop online groceries. He has conducted his survey by taking 152 supermarket shoppers in South England and he has given 2 hypothetical and 4 situational factors to them. The finding shows that all 4 situational factors affect consumers shopping channel preference. And also the study shows that the delivery charges and thought of influence are not important factors influence the customers online grocery shopping.

(Haslinder sujuk 16 Apr, 2016) He has conducted a study on the influence of electronic service quality and the situational factors of consumers who buy groceries online. The study was done by sending questionnaire to the potential customers through email and personal messages. The study shows that the Malaysian customers still do not have the affinity to buy groceries in online so the business is not catching up and also the study shows that outsourcing certain work would enhance the competency.

(Ring, L. J. and Tigert, D. J. 2001) Based on the research studies within the supermarket enterprise conducted through them the Consumers normally evaluate the price of groceries

offered with the aid of on line stores and conventional outlets. Groceries from the digital keep have the possibility of having decrease rate than the conventional retail save due to the operation sports (Anckar, B., Walden, P. And Jelassi, T., 2002; Kaufman-Scarborough)

Online groceries basically provide the ease to clients where the shopping for method of grocery products can be accomplished from home and they handiest need to log in to a particular webpage and click on on it to make order, choice, transportation and packaging on grocery merchandise, when the ordering method is finished, the net groceries may be introduced on the consumers doorstep and purchaser will decide the satisfactory of the products and determine whether or not to accept or go back the added items. Obviously, the whole method provides the gain of convenience and time saving whilst consumers procure via on-line groceries whilst compared with the bodily retail store (Ramus, K. And Nielsen, N.A., 2005)

There are many elements related to the users notion of on line purchasing. Among the ones factors the risk notion of users is verified to be the main discriminator between human beings shopping for on line and those now not shopping for online. Other discriminating elements were convenience of, the buying manner, affordability of merchandise, customer support and ease of use of the shopping website. Vellido (2000).

Customer loyalty on the Internet is a key driver of long term profitability. Loyal online customers, just like offline ones, spend more time and refer more peoples, and are more willing to expand their purchasing power into the new categories. As a result, they are more profitable than one-time shoppers. Online retailers who succeed in building the customer loyalty will ultimately be more profitable than online competitors who focus only on number of visitors,

number of shoppers, eyeballs, and so on. Baveja, S. and S. Rastogi (2000).

OBJECTIVE OF STUDY:

- To study the consumer preference towards online groceries shopping in Jalandhar.
- To find out the factors which influence the attitude of consumers towards online grocery shopping.
- To find the issues faced by the consumers while online shopping
- To determine whether online grocery shopping is beneficial,

RESEARCH METHODOLOGY

The word methodology is the mixture of phrase “approach” which implies a specific way of doing something plus “logos” the Latin word which implies “examine”. Thus method implies, a systematic way of reading some thing.(Sarangi Prasad 2010) The research technique consist of all those techniques and strategies which can be used for accomplishing studies

RESEARCH DESIGN

This phase goes to cope with design of the study, studies objectives, sample design, records series and statistics evaluation which are going to use inside the take a look at. The methodology we adopted to achieve the undertaking purpose entails descriptive studies approach. Primary facts used to meet the goal of the study.

SOURCES OF DATA

PRIMARY DATA

Primary Data includes original facts amassed from a sample of respondents living in Jalandhar, India. Primary Data for this research work has been accrued via Structured, Multiple-preference Questionnaire containing in most cases Closed-ended Questions.

TOOLS USED FOR DATA ANALYSIS

Tools and techniques we will be using of in the research are the statistical techniques for collection, analysis,

interpretation, presentation and agency of facts. Statistics gives various equipment and strategies for the evaluation and interpretation of the facts. The various Research Methodology tools which will be the use of are

1. Questionnaire

SAMPLE DESIGN

A sample design is a definite plan for obtaining a sample from a given population. Sample design consists of some of items consisting of, Sampling approach, Size of the sample, Sampling

Sample size of 117 has been undertaken in this research.

SAMPLING AREA

Phagwara

SAMPLING UNIT

Individuals indulge t in buying groceries online through E-Retail with different backgroundshave been selected.

DATA PRESENTAION AND INTERPRETAION

This segment of the report is utmost essential, as it helps to represent conclusions and justify the research targets. This phase intends to offer the facts and examine the same to be able to have thepreferred end result for the complete studies undertaken. The questionnaire section provides a concise evaluation of the findings collected by way of way of survey questionnaires. It tries to scrutinize the general customer desire towards buying the groceries at online structures. At the quit, there may be a short analysis of the complete data of the segments taken collectively to provide consequences out of the studies executed.

PRESENTATION AND ANALYSIS OF DATA COLLECTED THROUGHQUESTIONNAIRE

The researcher collected the data with the help of questionnaire survey. The URL of the onlinequestionnaire was sent through e-mail to 200 people. However, the researcher managed to get 180 responses.

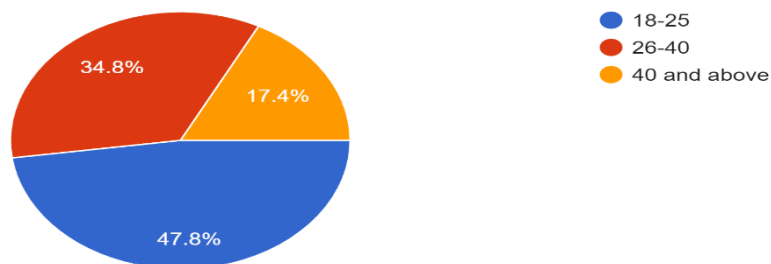
Unit, Sampling location

SAMPLE SIZE

1. Age groups of the respondents.

Age group	Count of age
18-25	56
26-40	41
41 and above	20
Grand total	117

Age
115 responses



From the above data it is observed that age group of 18years to 25 years are more interested in buying groceries at online platform than other age groups. It also shows that the age group of 41 and above do not have that much interest in buying groceries online.

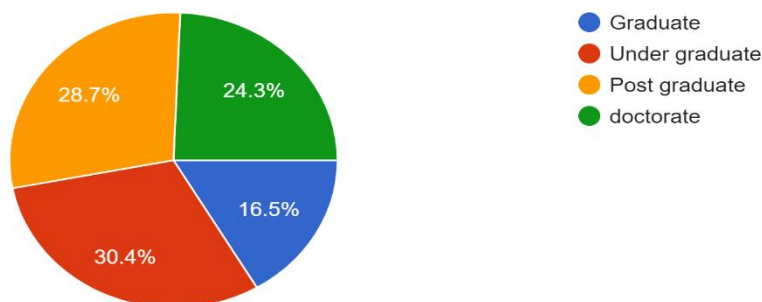
2. Educational qualification of the respondents.

Qualification	Count of qualification
Doctorate	28
Graduate	19
Post-Graduate	33
Undergraduate	35
Grand total	115

FIG 1.1

Qualification

115 responses



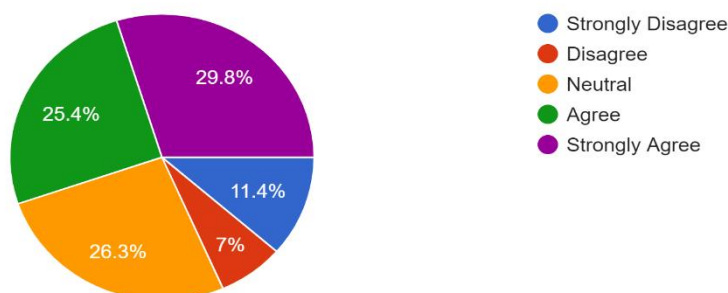
Most of the respondents who buys groceries were graduates and it is observed that people who are post graduates are also buying groceries and on the other hand if we talk about undergraduates their no. good. However, the doctorates are less in number as compare with the others.

INTERPRETATION OF DATA AND CHARTS

FIG. 1.2

I prefer shipping charges on online groceries should be affordable.

114 responses

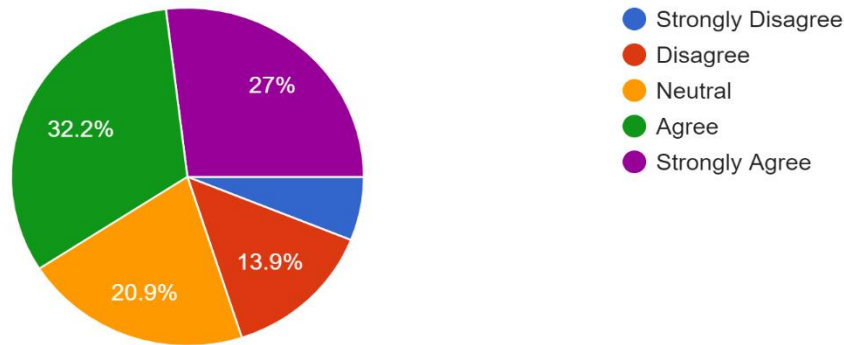


INTERPRETATION: This pie chart dives into customer preferences regarding online grocery shipping costs. Interestingly, affordability isn't the top priority for everyone. While a combined 27.7% of respondents strongly agree (7%) or agree (20.3%) that shipping costs should be affordable, a larger portion (57.1%) either disagree (29.3%) or are neutral (25.4%) on the matter. This suggests other factors, like speed of delivery or minimum order requirements, might influence customer preference when it comes to online grocery shopping.

FIG 1.3

I feel online shopping delivery are convenient than offline shopping.

115 responses

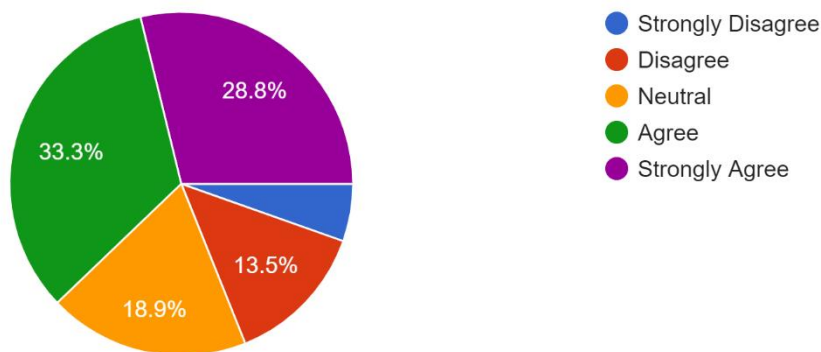


INTERPRETATION: This pie chart exposes a preference for in-store shopping (59.1%) over online grocery delivery. While some (19.5%) favor delivery's convenience, a larger group disagrees. This might be due to a desire to see products before buying (unlike online) or a dislike of waiting for deliveries. The neutral segment (20.9%) could hold varied preferences.

FIG 1.4

I feel buying products online saves more money than buying the same from a supermarket.

111 responses

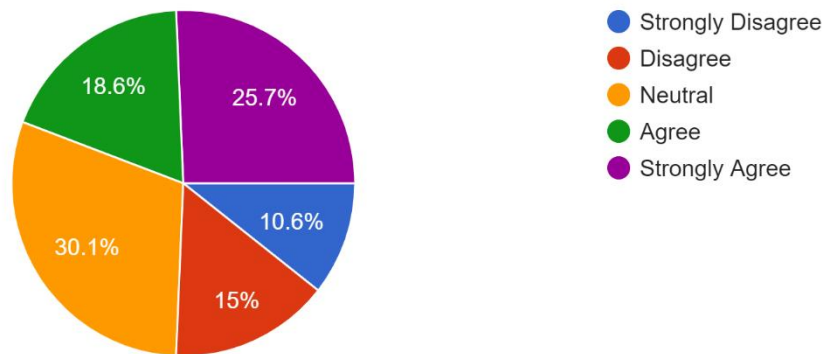


INTERPRETATION: This pie chart reveals that most users (57.1%) prefer offline supermarkets to online grocery shopping. While some (27.7%) find online grocery shopping more convenient, a larger portion disagrees (29.3%) or is neutral (25.4%). This suggests factors beyond convenience, like product selection or in-store experience, influence user preference.

FIG 1.5

I consider buying frozen foods a better option than buying staple and farm fresh products online.

113 responses



INTERPRETATION: This pie chart dives into customer preferences regarding online grocery delivery versus offline shopping. Interestingly, affordability isn't the top priority for everyone. While some find affordability important (27.7%), a larger group (57.1%) disagrees (29.3%) or is neutral (25.4%) on the issue. This suggests other factors, like speed of delivery or minimum order requirements, might influence customer preference when it comes to online grocery shopping.

Following table gives the 6 factors that explain 53.634 percent of total variation

FACTOR DESCRIPTION	VARIABLES INCLUDED
Convenience and security	Discounts, secure payments, return policy and behavior of delivery boy
Variety and affordability	Variety of products and affordability of the same
Private label and information available	Private labels and information provided by the platform about the products
Affordability and payment solution	cash on delivery , e- payments and offers
Membership	membership and loyalty programs

Results and Discussions:

This study looked into Jalandhar, India's consumer preferences for online grocery shopping. To get information on what influences people's habits when they buy for groceries online, a survey questionnaire was sent out.

KEY FINDING :

Age: The 18–25 age group was most interested in grocery shopping online, while the 26–40 age group was next. The age group with the least interest was 41 and up.

Education: Undergraduates and PhD holders were the next most common users of online food shopping, after graduates and post-graduates.

Factors Affecting Grocery Shopping Online:

Convenience: I found that online grocery purchases were delivery staff behavior, return policies, secure payment methods, and discounts.

Variety and Affordability: A large selection of reasonably priced goods was highly regarded by customers.

Information Accuracy: A sizable percentage of participants (59.7% disagreed/neutral and 32.5% strongly disagreed) expressed doubts about the veracity of the product information offered on internet platforms. It is essential to increase data accuracy in order to foster trust.

User Trust: Just 20.2% of those surveyed strongly concurred.

DISCUSSION:

According to the report, younger demographics in particular appear to be becoming more interested in online grocery shopping. Affordability, variety, convenience, and correct product information are all significant determinants of consumer choice. However, doubts about the veracity of information and confidence in internet platforms persist.

CONCLUSION

From the above information collection it could be concluded that customer buys groceries through online platform on the premise of factors like offer, discounts, saves times and convenient. Also a ramification of products are to be had at on line web sites. From the above statistics it could additionally be analyzed that most of the respondent would agree that they purchase groceries on line as opposed to shopping for groceries in a grocery store i.E. In a conventional manner. It also can be determined that the vicinity of purchasing groceries the traditional manner is being replaced through online internet site like Groffer.Com, Amazon Pantry and Big Basket. It also can be felt that very less quantity of purchasers believes that sorts of merchandise are provided at online website. The have a look at provides that the fundamental cause for getting groceries online with the aid of purchasers additionally concerned about privatelabel as their percent is 30.2%.

Limitations:

Limited scope: The study's scope is cantered on consumer preferences. It skips over the logistics and operational details of grocery buying online in Phagwara, as well as the viewpoints of online grocery businesses.

Time Restrictions: It's possible that the study missed developing trends. Consumer behaviour when it comes to online grocery shopping is dynamic, thus findings from a single study may not accurately represent long-term changes in preferences.

External Factors: The study might not have taken into consideration outside variables that affect food purchasing online, like the availability of internet connectivity, infrastructure constraints, or rivalry in the online grocery industry.

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