

CUSTOMERS OPINION ON E-GROCERY STORES

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Abstract : The advent of the Internet era has created incredible new opportunities, and e-commerce has emerged as the ideal fusion of technology and marketing know-how.

E-grocers have mechanisms in place to take orders over the phone, which may be a stand-alone business model. We offer the most inexpensive pricing for Indian grocery products that one may purchase online. You can get significant discounts on each purchase you make from us and save a lot of money.

This study investigates how consumers see online grocery retailers.

The emphasis of this study is exclusively on big basket's online food buying.

Technology is utilised to promote marketing campaigns and sell goods through internet marketing and shopping. We provide internet shoppers with the most affordable prices for Indian grocery items. Online merchants' bargains and discounts, large product selection, free home delivery, website usability, and the cash on delivery payment option are all factors that influence customer product purchases. Several factors influence how consumers see grocery shopping online. It is advised to research consumer perception, which will be altered by shifting economies and other variables since groceries are necessary for all homes.

1. Introduction

Customer perception is the method through which a customer chooses, arranges, and interprets information or stimuli to develop an accurate impression of a company or a product.

Three steps are taken to transform raw inputs into relevant information.. Every person interprets stimuli in a way that is compatible with his or her own particular base, wants, and expectations. Exposure, attention, and interpretation are the three stages of perception.

In a similar vein, it refers to the image of a specific brand that a customer has in mind based on what they have been able to gather from seeing the product, its advertising, customer reviews, etc.

People in India's smallest towns are now able to access high-quality goods and services on par with those found in the country's larger cities thanks to e-commerce.

It is now predicted that by the end of this year, close to 60% of online consumers would originate from locations outside than the top eight major cities. As internet usage increases, the pool of potential clients has expanded.

Only 10% of Americans (or 121 million people) are online, compared to 81% in the US and 36% in China.

Yet, due to declining costs for broadband connections, this number keeps increasing steadily.

Indians are increasingly using their mobile devices for both purchasing and searching.

Over 900 million people are mobile customers right now, and by 2015, that figure is anticipated to reach 1.2 billion.

One estimate places the number of frequent mobile internet users at around 27 million.

More significantly, compared to the present 4%, 20% of users indicated they intended to make purchases using their mobile phones, and in the next two to three years, this figure is only anticipated to rise. By providing advantages to customers that aren't typically available in a physical store, innovation is assisting e-commerce enterprises in breaking the inertia for online shopping.

IndustryIntroduction

Internet use is transforming how people shop and purchase goods and services, and it has quickly become a global phenomenon. Numerous businesses are now utilizing the Internet with the intention of reducing marketing

expenses and, as a result, product and service prices, in order to compete successfully in fiercely competitive marketplaces. Also, businesses utilize the Internet to market their products, get customer feedback, communicate with customers, and spread information. Consumers utilize the Internet to evaluate costs, product characteristics, and the availability of after-sale services from various retailers in addition to making online purchases.

Benefits of Online Grocery Shopping

- By ordering online, one can quickly search for the products one needs and order them without having to physically walk through expansive aisles
- It also saves travel expense and time going to the grocery store. With the Internet's widespread accessibility, food shopping can easily be done from a distance or while completing other duties.
- It is also very useful for those without a car or who may be physically unable to move around easily, since the food is delivered right to their doors. As more and more individuals grow accustomed to making purchases online, the use of online grocery stores is growing in popularity.

Disadvantages of Online Grocery Shopping

- The need for food delivery, which adds to the expense, and the delay in receiving the requested food are possibly the biggest drawbacks of online purchasing.
- It's unlikely that someone could order an additional ingredient online and receive it in time to complete their dish if they were cooking a specific recipe and realized they were missing an essential element.

2. Literature Review

To comprehend the effect of demographic parameters on how consumers perceive doing their food shopping online.

A research methodology is a body of techniques used to do research. To determine and analyze the response % to the survey's factors, a straightforward percentage analysis has been utilized.

The researchers came to the conclusion that a select few significant elements influence the decision to shop online.

The author claims that younger Indians are using the internet more frequently, opening up new opportunities for online shops.

They conducted this study with the primary goal of determining consumer preferences with regard to internet buying.

The original data was gathered by the author from 120 respondents using a standardized questionnaire and survey methodology.

3. Research Methodology

1. **Primary data:** Original information acquired from a sample size of 120 respondents makes up primary data.
2. **Secondary data:** Information that already exists and was gathered in the past for other purposes is referred to as secondary data.

Scope of the Research

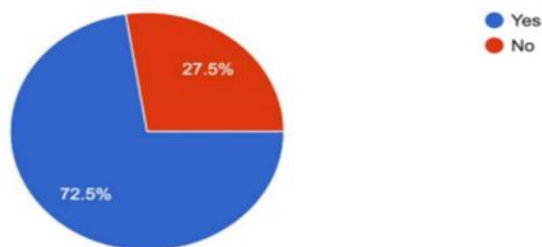
- To determine which factor influences the consumer to go online shopping.
- To ascertain which aspect of the website prompts users to make a purchase from an online retailer.
- To analyze which factors influence the user to buy online groceries.

Limitations:

- Finding respondents who shop online and are web knowledgeable was the first limitation brought about by the market study.
- The second limitation caused during the research was searching the women respondents who shop groceries products along with the experience of online shopping.

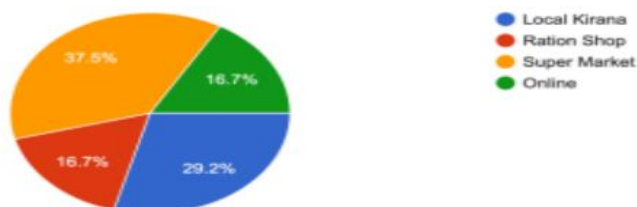
4. Analysis and Interpretation

Are online grocery services available in your area?
120 responses



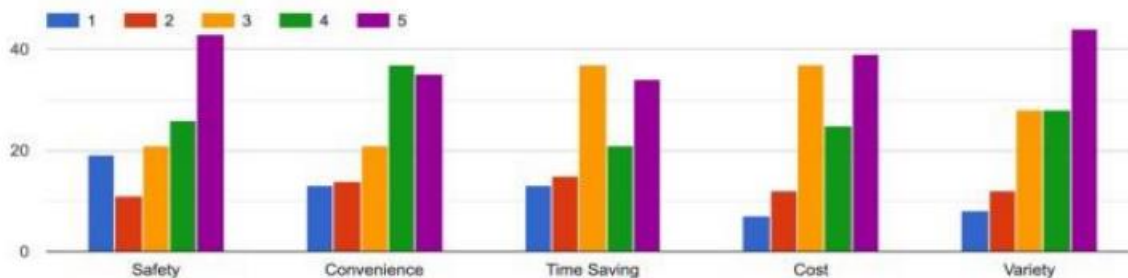
(Fig 1)

Where do you shop for grocery items?
120 responses

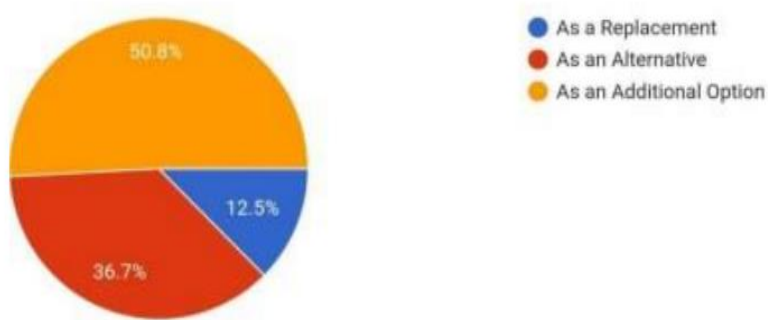


(Fig 2)

How much do the following factors influence your decision of online grocery shopping?



(Fig. 3)



(Fig. 4)

The pandemic has been one of the biggest drivers in the industry's growth and expansion since it forced a big chunk of consumers to do their grocery shopping online.

Consumers must select from the choices offered:

1. Organised online grocery services
2. Unorganised Local Kirana delivery

- a) The number of customers who only use internet service providers has increased by 500%. Although not sustainable, the hike resulted in a conversion of 20%; resulting in a total of approx. increase of 100%.
- b) Out of the sample population, only 12.5% see online grocery shopping as a replacement for traditional stores. A considerably larger portion, meanwhile, views it as an additional or alternative choice. A surge in

these customers is excellent for the industry's short-term success and will provide improved survival and growth chances.

- c) Discounts and offers are among the factors that have a significant influence on a consumer's choice.
- d) The graph demonstrates that 20% of people do not really mind purchasing from an app even at a greater price, while nearly 60% of people evaluate discounts before making a purchase decision on an app.
- e) A solid customer service system has a significant impact on the customers as well.
- f) 60% of those who depend on customer service for assistance and who might switch if the system isn't adequate
- g) People remain devoted to the business when their groceries are delivered on time.
- h) Almost 65% of clients check that the app they are using to order groceries delivers their items on time.

According to the poll, 65.8% of customers had trouble physically seeing the product before completing an online purchase. They are hesitant to pay for and purchase the groceries because they cannot inspect them before doing so. As there is no assurance that they will receive a high-quality product, 41.7% of respondents were hesitant.

5. Findings and Suggestions

1. From the data collected above we can observe that there is an increase in the number of the respondent in online shopping as there is awareness about this concept in the market.
2. User friendliness of the website.
3. Discounts and offers, offered by the website.
4. Cash on the delivery form an important gateway in an online transaction.

MAJOR FINDINGS

- Online grocery services are available in most cities, it lacks an approach in rural areas. This indicates that the sector is still missing out on a sizable portion of the market. Customers have started to adjust to the new method of grocery shopping. A bigger portion, meanwhile, continues to choose conventional grocery shopping techniques.
- The proportion of persons who ordered groceries online was extremely low before to the pandemic. The pandemic helped the internet grocery delivery services. According to the study, individuals appear to be content with the services and would like to keep shopping for groceries online even when the pandemic is over.
- Among many other factors, the ones that attract the customers the most to do the shopping online are the availability of a large variety of products, time-saving ,and discounts offered.

6. Conclusion

- Any sector must take consumer behaviour into consideration.

With each passing year, we are witnessing that new business models based on changing consumer preferences are coming up with online business models being on the rise. Our daily altering lifestyle patterns are to blame for this.

- Given the challenges that existing participants are constantly overcoming, the future of India's online grocery market appears to be bright and offers a chance to generate large profits.

The current F&G internet sector is still in its infancy and is expanding with an increasing number of options.

Indians are ordering online more frequently than ever as a result of the lockdown, which has had some impact on the entire nation.

With the above analysis, we can thus prove the hypothesis to be positive. The suggested business strategy will be advantageous for both the firm and the customer because it enables the company to keep its low operating costs.

- On the basis of variables including deals and discounts, the range of products available, free home delivery, website usability, and the cash-on-delivery payment option, consumers purchase goods from online shopping websites.

Several factors influence how consumers see grocery shopping online.

- All homes need groceries, and it is advised that people perform a study on how consumers perceive products, which will be altered by shifting economic conditions and other variables.

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