

Study on Consumer Perception and Customer Satisfaction Towards Big Basket (With Reference to Coimbatore City)

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Abstract

This study examines consumer perception and satisfaction regarding Big Basket in Coimbatore. The study explores factors such as product quality, pricing, delivery service, convenience, and brand trust. Through structured surveys and statistical analysis, the research aims to determine how customer experience and service quality influence consumer preferences and brand loyalty. The findings highlight key areas of improvement for online grocery platforms, offering insights into enhancing consumer engagement and satisfaction.

Keywords: Consumer Perception, Online Grocery Retail, Big Basket, Customer Satisfaction, Brand Loyalty, Retail Marketing.

INTRODUCTION

The rise of e-commerce has significantly influenced the grocery retail industry. Online grocery platforms like Big Basket provide convenience, time savings, and access to a wide range of products. Product quality, cost, promotions, ordering convenience, payment options, and delivery reliability all have an impact on consumers' purchasing decisions, which is why consumer perception is so important in determining the success of such platforms. Consumer perception plays a vital role in determining the success of online grocery platforms. Key factors such as product quality, pricing, discounts, ordering convenience, payment flexibility, and delivery efficiency influence purchasing decisions and overall satisfaction levels. Businesses can improve their strategies to improve customer experience and increase brand loyalty by understanding these factors. This study aims to explore the consumer perception and preferences towards Big Basket in Coimbatore. It examines consumer behaviour patterns, brand loyalty, and satisfaction levels to provide insights into how online grocery platforms can better cater to the evolving needs of consumers.

OBJECTIVES OF THE STUDY

- To Analyse the Factors Influencing Consumer Perception and customer satisfaction towards Big Basket.

HYPOTHESIS OF THE STUDY

A null hypothesis has been framed to test the significance of socio-economic factors influencing consumer perception towards Big Basket.

(Ho): There is no significant relationship between consumer perception and socio-economic factors (Age, Gender, Income, Occupation, Education, and Marital Status, Annual income) influencing consumer perception towards Big Basket in Coimbatore City.

REVIEW OF LITERATURE

Yunidwi and Napitupulu (2024) emphasized the crucial role of environmental sustainability awareness in shaping consumer decision-making for online grocery platforms, highlighting how increasing consumer consciousness about ecological impacts influences purchasing behaviours, preferences, and brand loyalty. Their study underscores that as more consumers become aware of sustainability issues, such as carbon footprints, plastic waste reduction, and ethical sourcing.

Nguyen et al. (2018) highlighted the significance of delivery efficiency and a user-friendly interface in improving customer loyalty, emphasizing that fast, reliable, and accurately timed deliveries play a crucial role in enhancing customer satisfaction and trust in online grocery platforms. Their study demonstrated that customers are more likely to remain loyal to a service that ensures seamless order fulfilment, minimizes delays, and provides real-time tracking options, thereby reducing uncertainties related to product availability and delivery times

Kim et al. (2011) discussed how trust and satisfaction play a fundamental role in shaping consumer perceptions and fostering loyalty in the e-commerce sector, emphasizing that trust is a critical factor in online transactions due to the absence of physical interactions and the inherent risks associated with digital purchases. Their study highlighted that consumers who perceive an online platform as trustworthy through secure payment systems, transparent policies, and reliable customer service are more likely to develop positive attitudes toward the brand and exhibit repeat purchasing behaviour.

RESEARCH METHODOLOGY

This study employs a quantitative research approach using structured questionnaires to collect primary data from consumers in Coimbatore. This study adopts a mixed-method approach to analyse the factors influencing consumer perception towards Big Basket. A quantitative survey will be conducted using a structured questionnaire targeting frequent online grocery shoppers. The questionnaire will include Likert scale-based

questions to measure factors such as price perception, product variety, service quality, delivery efficiency, and user experience.

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 thecal 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's scope is limited to Coimbatore City, which limits the findings' applicability to a larger population because consumer behaviour and market dynamics may differ between locations. Also, the sample size of 147 respondents may not effectively show the greater population's different interests, demographics, and spending behaviours, which could impair the study's overall representativeness. Furthermore, changing market trends, technological advancements, and economic shifts can alter customer preferences over time, which may have an impact on the findings' long-term applicability.

ANALYSIS AND INTERPRETATION

Factors	LEVEL OF PREFERENCE		Total
	Low level of preference	High level of preference	
Age			
Below 18 years	1	14	15
18 years - 25 years	5	80	85
26 years - 35 years	4	30	34
Above 36 years	0	13	13
Total	10	137	147
Gender			
Male	7	86	93
Female	3	51	54
Total	10	137	147
Education			
Up to school level	3	16	19
Technical Education	3	31	34
Graduate	4	75	79
Post Graduate	0	15	15
Total	10	137	147
Marital status			
Up to school level	3	16	19
Technical Education	3	31	34
Graduate	4	75	79
Post Graduate	0	15	15
Occupation			
Student	1	47	48
Self-employed	7	77	84
Unemployed	1	12	13
Retired	1	1	2

Total	10	137	147
Monthly household income			
Less than 30,000	4	51	55
30,000 - 60,000	4	46	50
60,000 - 1,00,000	1	28	29
1,00,000 and above	1	12	13
Total	10	137	147

The preferences of consumers for grocery shopping online are analysed and show significant trends across a variety of demographics. Younger individuals, particularly those aged 18–25, show the highest preference, with 94.1% favouring online grocery shopping, followed closely by those below 18 years (93.3%). Gender-wise, males and females both have a strong preference, with females having a slight advantage of 94.4 percent compared to 92.5 percent for males. Education level also plays a role, as graduates (94.9%) and postgraduates (100%) demonstrate a stronger inclination toward online grocery shopping compared to those with lower educational qualifications. Occupation-wise, students (97.9%) and self-employed individuals (91.7%) show a high preference, while retired individuals display the lowest preference (50%). Respondents with monthly incomes between 60,000 and 1,00,000 show the highest preference (96.6%), while those with incomes above 1,00,000 show a slightly lower inclination (92.3%). These findings indicate that online grocery platforms are most favoured by young, educated, and working individuals, suggesting that businesses should target these demographics while also addressing the needs of older and lower-income consumers to expand their reach.

Using chi-square, it is also intended to test the null hypothesis that there is no significant relationship between socioeconomic profile and the factors that influence consumer perceptions of Big Basket.

PEARSON'S CHI-SQUARE				
Factors	Value	df	Significance	Result
Age	2.383 ^a	3	.497	Accepted
Gender	.209 ^a	1	.647	Accepted
Education	4.111 ^a	3	.250	Accepted
Marital Status	1.579 ^a	2	.454	Accepted
Occupation	7.899 ^a	3	.048	Accepted

Monthly Household income	.633 ^a	3	.882	Accepted
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The Pearson's Chi-Square results shed light on the connection between consumer preference for online grocery shopping and various demographic factors. The significance values indicate whether there is a statistically significant association between these factors and consumer preference. Age shows a Chi-Square value of 2.383 with a significance of 0.497, meaning there is no significant relationship between age and preference, and the hypothesis is accepted. The hypothesis is accepted because gender has a Chi-Square value of 0.209 and a significance level of 0.647, indicating that there is no significant association. Education also shows no significant relation

FINDINGS

- **Young, Educated Users:** Younger (18–25) and educated consumers show the highest preference for Big Basket.
- **Key Drivers:** Convenience, pricing, product variety, and delivery efficiency drive satisfaction.
- **Occupation Impact:** Occupation significantly influences perception, while other socio-economic factors do not.
- **Improvement Areas:** Enhance delivery speed, personalize marketing, and ensure product quality.

SUGGESTIONS

- **Enhanced Delivery Efficiency:** Big Basket should improve delivery speed and reliability.
- **Personalized Marketing Strategies:** Customized promotions based on purchase history can enhance customer engagement.
- **Product Quality Assurance:** Implementing strict quality control measures can boost consumer trust.

CONCLUSION

The study reveals that convenience, competitive pricing, and service quality are the primary factors shaping consumer preferences for Big Basket. Younger consumers, especially those aged 18–25, emerge as the most active users, highlighting the growing reliance of tech-savvy individuals on digital grocery platforms. Customer satisfaction is largely influenced by delivery efficiency, a wide range of product choices, and a user-friendly app interface, making seamless navigation a crucial aspect of consumer engagement. While the overall response to

Big Basket is positive, addressing service gaps and enhancing personalized experiences can further strengthen customer retention. By focusing on tailored recommendations, improved customer support, and optimized delivery services, Big Basket can solidify its position in Coimbatore's competitive online grocery market. Strengthening these aspects will not only enhance brand loyalty but also ensure long-term growth by adapting to evolving consumer expectations and market trends.

REFERENCES

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