



"AN IN-DEPTH STUDY ON MEASURING THE IMPRESSION OF ONLINE GROCERY SHOPPING AT DEESA CITY"

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ABSTRACT

The purpose of the study is to understand the factors influencing for online Grocery Shopping and also understands the demographic factors which influence the consumer to buy grocery online. The study has been conducted in Deesa. Exploratory research method is used. Online Survey has been conducted for data collection. Structured questionnaire has been prepared for collection of data which include demographic profile of customers like gender, age, and monthly income, frequency of shopping and shopping sites used has studied. The sample consisted of total 103 respondents who does online grocery shopping in Deesa City. Convenience sampling method is used.

KEYWORDS : online grocery, online shopping, consumer behaviour

INTRODUCTION

online, which has not followed the same growth pattern as compared to other products selling online like apparels, consumer durables, gadgets, books etc. The rapid growth of e-commerce industry was due to mainly with consumer choice and convenience. Whereas the growth of online grocery was totally changing in food market because of customer relationship. It provides the products benefits and making a service more convenient to customers that felt luxurious every day. Apart from product choice, quality, availability of products, prices, payment security, replacements of products etc. there are many other factors which motivate customers to go for online grocery shopping like to avoid visiting crowded places, don't want to go market, Traffic and car parking problem, carrying of heavy bags till door steps, standing for longer waiting lines at cash counters etc.

REVIEW OF LITERATURE

Sharma (2015). Study explored the consumer perception towards online grocery stores. Factors like offers and discounts, availability of variety of products, free home delivery, user friendly websites and cash on delivery payment option etc. influences customers to buy from online shopping website. Easy to order, variety, discounts/ offers, saves time and avoid long queues would be beneficial to shop grocery online.

Choudhury (2017) studied the retail channels and online retail format. Focusing on current trends for online as well as offline grocery retailing which stayed with large format supermarkets to have online presence and optimized supply chain Management for to serve online grocery consumer.

Prasad and Raghu (2018) studied attributes of online grocery shopping which has been motivational factors for buying groceries online. Convenience, security, trust, service support, flexible transaction, personalized attention, price promotions etc. Were seven factors has been studied which are influencing for consumers online grocery buying behaviour. The result shown positive attitude toward grocery shopping also studied important predictors of online grocery like perceived trust, security and quality service support, personalised attention, and price-promotions.

N. Anitha (2017) examined the preference of women PG students towards online shopping Coimbatore city. Studied the shopping factors feel comfortable to buy 24*7, convenient and save time, price discount available, ease and fast, trusted shopping, mode of payment etc. will help to improve satisfaction level. Study identified the barriers the customer face during the online purchase. Reduce the problems and improve the level of satisfaction.

Pauzi et al (2017) Study explored online grocery purchase intention factors like social influencers, facilitating conditions, hedonic motivations, perceived risk and perceived trust etc. was important to online retailers to drive Malaysian consumers for purchasing grocery online.

Jisha & Karan (2017) studied the perception of consumers towards shopping of online grocery has been changed due to product choice, variety and availability, price, quality of products, availability of offers and discounts, delivery time scheduling option etc. these attributes of online shopping influence the purchase decisions. It was studied that understanding of consumer perception towards online grocery will provide wider scope for e-marketers to acquire more consumers in future.

RESEARCH METHODOLOGY

Research Objectives

1. To understand the demographics of people using online grocery sites in Deesa.
2. To study the factors responsible for online grocery shopping.

Research Hypothesis

H₀₁: There is no significant difference between the male and female in the factor influencing for online grocery shopping.

H₀₂: There is no significant difference between age group of people and factors influencing for online grocery shopping.

Research Design:-

Exploratory research method is used to describe the characteristics of population of study which is used in research through observations and survey methods.

Sample Design:

Convenience sampling technique is used to study from the large population of online grocery shoppers.

Primary Data:

Primary data is collected through questionnaire method. The structural questionnaire was prepared by using five scale Likert method based on the objectives. Ten major factors influencing for grocery shopping were measured ranging from Likert scale.

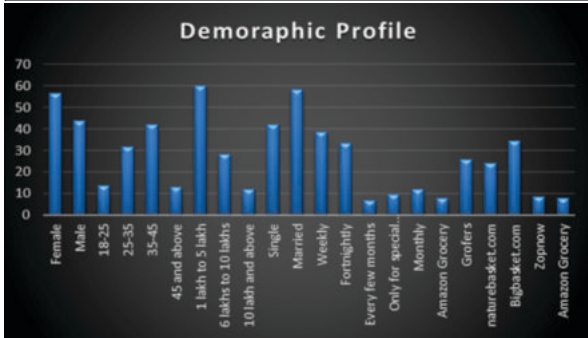
Secondary Data:

The secondary data of the study is collected through various journals, reports, books, articles, magazines, research papers, websites etc.

DISCUSSION OF RESULTS

Sr. No	Variables	Characteristics	Percentage %
1	Gender	Female	56.4
		Male	43.6
2	Age	18-25	13.7
		25-35	31.6
		35-45	41.9
		45 and above	12.8
3	Monthly Income of Family in Rs.	1 lakh to 5 lakh	59.8
		6 lakhs to 10 lakhs	28.2
		10 lakh and above	12.0
4	Marital Status	Single	41.9
		Married	58.1
5	How often do you order online grocery	Weekly	38.5
		Fortnightly	33.3
		Every few months	6.8
		Only for special occasion	9.4
6	Online Shopping Websites	Amazon Grocery	7.7
		Grofers	25.6
		naturebasket.com	23.9
		Bigbasket.com	34.2
		Zopnow	8.5
		Amazon Grocery	7.7

(Source: Primary Data)



CONCLUSION

Now a day online grocery is the fastest growing segment within e-commerce. It has been increasingly gaining consumers interest and acceptance because of good quality products, speedy delivery and convenience. The innovative and young group of internet user's practices from grocery shopping sites like Amazon grocery, big basket, D-Mart Online, Grofers, Nature basket, Zopnow.com etc. which provides various offers and discount coupons on daily bazaars shopping. Getting a loyal customer base online for grocery market is attractive due to high customer lifecycle. E-commerce companies were moving their existing customers online along with acquiring new one from market. The present study is done with the objectives of assessing the factors which are responsible for online grocery shopping. Study shows that product descriptions, delivery and replacement of products and product choice & availability online was the major factors for online shopping. E-markers can structure their marketing strategy based on these important parameters for crating unique and excellent shopping experience for their customers.

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