



ATTRIBUTES OF ONLINE GROCERY SHOPPING IN INDIA

KEYWORDS

online grocery shopping, personal administered questionnaire, inferential statistics

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ABSTRACT

Online grocery shopping is the process of buying groceries on website portals by using internet. A structured questionnaire is industrialized to collect the data from IT employees in Bangalore city. Inferential statistics like is applied to determine the factors which influence the consumer to buy groceries on online. The findings are demographic factors like age, gender, family members, internet usage has played a significant role and factors like marital status, educational qualification and income levels are not playing a significant role in influencing the consumers to buy groceries in on online.

INTRODUCTION

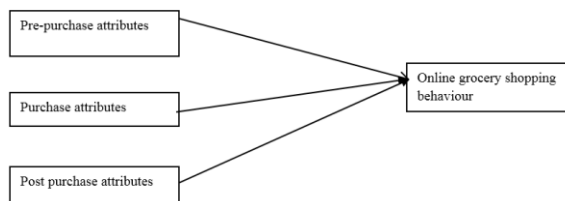
The process of online grocery shopping starts with prospect identifying the need for goods and visit different websites for search for information which follows in identifying alternatives and choosing the best product by comparing with different companies product, placing the order and making the payment in different modes and complete the transaction with post sales services. Online retailers facing problems like Customer's unwillingness to pay delivery charges, difficulty to penetrate in small towns, thin gross margins focusing on horizontal expansion instead of vertical, homemakers are not tech savvy, discounts are being availed by retailers and not by customers-not mastering the art of inventory management, Infrastructure, Freshness of fruits and vegetables, customer Loyalty, challenges in Operations and Training, matching the buying behaviour of the customers. The problems faced by the customer during online grocery shopping are difficulty in finding the products, prices are higher than the conventional stores, quality of the product cannot be verified, very little availability of information about the product, lower assortment of products than conventional stores, delivery time, trust and security problems.

REVIEW OF LITERATURE

Prasad (2009) highlighted the importance of consumerism in modern India. Belkud,ravikiran (2013) Internet grocery stores business model has low operational cost compared with traditional grocery stores. Kristina,Amanda Larson (2014) positive relation between perceived value and loyalty and loyalty and actual purchase. Mira,tariq (2014) Virtual shopping has positive effect on young generation, QR code has positive effect on middle age. Gurpit (2014) Service oriented features were found to be more valued than low prices and discounts. nandin (2014) utilitarian attitude is the best determinant of consumer intention to purchase groceries via internet. Amol and ranadive (2015) Behaviour attitude, subjective norms, perceived behavioural control the Study reaffirmed that the framework of the theory of planned behaviour is applicable to the measurement of consumer behaviour intentions while shopping for groceries on line. s.sathiya raj (2015) Consumers buy goods from the online shopping website on the basis of factors like offers and discounts, variety of products available, home delivery has positive impact. Arika Riaz & Saravanan Raman (2015) Previous research conducted specifies that convenience and time are the major factors affecting the decision to shop online. Wolfgang Kersten, Thorsten Blecker and Christian M. Ri (2015) Innovation can be profitable in terms of costs but it cannot be resolved how much it has an effect on customer service level. Norsara (2016) Convenience, sociality, technicality& cost Putting more effort on promoting online groceries business showed positive influence on consumer behaviour. Arindam, tanusri (2016) common keywords appearing across all the websites are online grocery shopping, home delivery and super

market.Jagruti,arji (2016) Home delivery, accessibility, new products& latest fashions positive influence on working women to buy online grocery stores.masood (2016) purchase Value for money, ambient factors, variety. Value for money, convenience, variety and ambient factors are the deciding factors for rejection /acceptance of online format of grocery retailing. Snehal (2016) Mode of payment, after sales service, return policies. As consumer are accepting this new method of online grocery retailing still traditional channels are more preferred. Slowly it may gain popularity among the young and working professionals

CONCEPTUAL MODEL FRAMEWORK MODEL



Source- Compiled By The Researcher Based On Literature Review

PRE PURCHASE ATTRIBUTES- Price of the product, Quality of the product, Availability of sufficient product information, Easy understanding of terms and conditions, Different choices of payment methods, Wide range of options, User-friendly websites, Time saving to search product information, Attractive discounts, User rating and Testimonials, Availability of latest Items

PURCHASE ATTRIBUTES- Convenience, 24*7 accessibility, Product range, No time limitation, Delivery period, Security of payment, Easy customer service, Home delivery charges, Low transactions cost

POST PURCHASE ATTRIBUTES- Website quality, Trust of the store, information about new product, easy to return products,

PURPOSE OF THE STUDY

The purpose of the study is to study the factors influencing the consumer to take decision to buy groceries on online and to know the positive influencing and negative influencing factors which motivates or hindrance the buying

OBJECTIVES OF THE STUDY

- To study the demographic profiles of the respondent
- To examine the factors influencing the consumer to purchase

groceries on online

RESEARCH HYPOTHESIS

Hypothesis- The personal factors of the respondents have no significant relationship on the frequency of purchase of the products through online mode.

Hypothesis - The pre-purchase attributes scores, on-purchase attributes scores, post purchase attributes scores do not vary significantly based on the groups of personal factors of the respondents.

METHODOLOGY

POPULATION FRAMEWORK- The population selected for the study mainly constitute the employees of software companies who visits the online grocery websites for purchase of groceries

SAMPLING FRAMEWORK -The sampling frame of the study is software employees of Bangalore city

SAMPLING SUBJECTS- The respondents who are regular software employees who are internet users or at least aware of online grocery shopping are the primary unit of analysis

SAMPLING TECHNIQUES- Non-probabilistic approach to sampling is used which include snowball sampling was thought to be useful for the study. A total of 215 responses were collected out of which were 32 respondents failed to complete the demographic factors which was rejected

SAMPLE SIZE - 183 respondents

DATA COLLECTION -The survey instrument used for the research is questionnaire .The total number of questions 36 questions speaks about personal information and attributes of online

Table-1. PRE PURCHASE ATTRIBUTES SCORES WITH PERSONAL FACTORS

S.No	Independent Variable	Dependent	Hypothesis	Calculated Value	Table Value	Significant Or Not
1	Age	Pre Purchase Attributes	H8o	1.019	2.60	No
2	Gender	Pre Purchase Attributes	H9o	0.680	3.39	No
3	Marital Status	Pre Purchase Attributes	H10o	1.541	2.99	No
4	Family Members	Pre Purchase Attributes	H11o	3.20	2.60	Yes
5	Educational Qualification	Pre Purchase Attributes	H12o	3.659	2.99	Yes
6	Income	Pre Purchase Attributes	H13o	1.221	2.60	No
7	Internet Usage	Pre Purchase Attributes	H14o	4.022	2.99	Yes

The findings from the pre purchase attributes in relation with personal factors of consumer specifies that family members, educational qualification and internet access has significant effect on consumer behaviour before purchasing the groceries on online whereas the attributes like age, gender, marital status has no significant effect on the consumer behaviour before purchasing the groceries on online

Table-2 PURCHASE ATTRIBUTES SCORES WITH PERSONAL FACTORS

S.No	Independent Variable	Dependent	Hypothesis	Calculated Value	Table Value	Significant Or Not
1	Age	Purchase Attributes	H15o	1.004	2.87	No

2	Gender	Purchase Attributes	H16o	4.651	3.49	Yes
3	Marital Status	Purchase Attributes	H17o	3.378	3.10	Yes
4	Family Members	Purchase Attributes	H18o	2.865	2.71	Yes
5	Educational Qualification	Purchase Attributes	H19o	1.292	3.10	No
6	Income	Purchase Attributes	H20o	3.987	2.71	Yes
7	Internet Usage	Purchase Attributes	H21o	3.643	3.10	Yes

The findings from the purchase attributes in relation with personal factors of consumer specifies that gender, marital status, family members, income and internet access has significant effect on consumer behaviour at the time of purchasing the groceries on online. Whereas age and educational qualification has no significant on the consumer behaviour at the time of purchasing the product

Table-3 POST PURCHASE ATTRIBUTES SCORES WITH PERSONAL FACTORS

S.No	Personal Factor	Dependent	Hypothesis	Calculated Value	Table Value	Significant Or Not
1	Age	Post Purchase Attributes	H22o	1.361	3.18	No
2	Gender	Post Purchase Attributes	H23o	4.563	3.81	Yes
3	Marital Status	Post Purchase Attributes	H24o	4.112	3.41	Yes
4	Family Members	Post Purchase Attributes	H25o	3.737	3.03	Yes
5	Educational Qualification	Post Purchase Attributes	H26o	0.927	3.41	No
6	Income	Post Purchase Attributes	H27o	1.116	3.02	Yes
7	Internet Usage	Post Purchase Attributes	H28o	3.652	3.41	No

The findings from the post purchase attributes with personal factors of consumer specifies that gender, marital status, family members and internet access has significant effect on consumer behaviour even after the purchase of groceries on online and plays a predominant role in motivating the consumers again to buy groceries on online. Whereas the attributes like age, educational qualification and internet access are not playing an major role in motivating the consumers to buy groceries on online at post purchase level

CONCLUSION

The major conclusions of the study outlined the demographic factors like age, gender, family members, internet access has played a significant role influencing the online groceries shopping in India . where the remaining factors like marital status, educational qualification and income levels are not playing a significant role in motivating the consumers to buy groceries in on online . on the agreement scale it is shown that most of the consumers prefer online shopping because of the following attributes like availability of sufficient product information, delivery period, quality of product and time saving and the attributes which stopping consumers not to prefer to purchase groceries on online are mode of payments other than cash on delivery, security, understanding of terms and conditions and product range

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