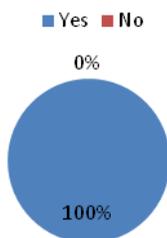


Chart No 1:-Daily Internet Usage



Data Interpretation:- 100% respondents said that they access internet daily.

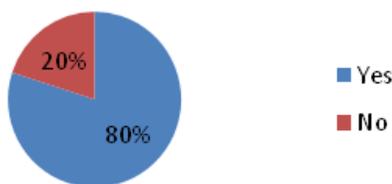
Q.2) Do you shop online?

- a) Yes
- b. No

Table No 2: Online Shopping Preference

Responses	Online Shopping Preference
Yes	40
No	10

Chart No 2 :-Online Shopping



Data Interpretation:- 80% respondents said that they shop online.

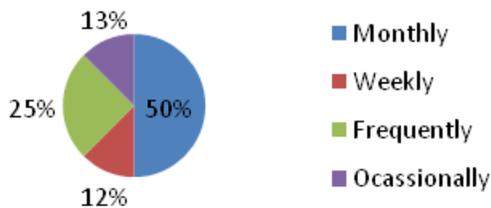
Q.3)If Yes, how often you do online shopping?

- a) Monthly
- b) Weekly
- c) Frequently
- d) Occasionally

Table No 3:-Frequency of Online Shopping

Response	Frequency of Online Shopping
Monthly	20
Weekly	5
Frequently	10
Occasionally	5

Chart No 3:- Frequency of Online Shopping



Data Interpretation:- 50% of respondents shop at least once a month

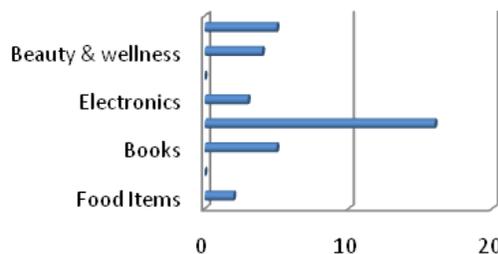
Q.4) What are the items you purchase online?

- a) Food Items
- b) Grocery
- c) Books
- d) Clothing and Fashion
- e) Electronics
- f) Furniture & furnishing
- g) Beauty and Wellness
- h) Footwear

Table No 4:- Details of Online Purchase

Products	Purchase
Food Items	2
Grocery	0
Books	12
Cloths & Fashion	10
Electronics	3
Furniture & furnishing	0
Beauty & wellness	4
Footwear	5

Chart No4:- Details of Online Purchase



Purchase	Food Items	Grocery	Books	Cloths & Fashion	Electronics	Furniture & furnishing	Beauty & wellness	Footwear
	2	0	5	16	3	0	4	5

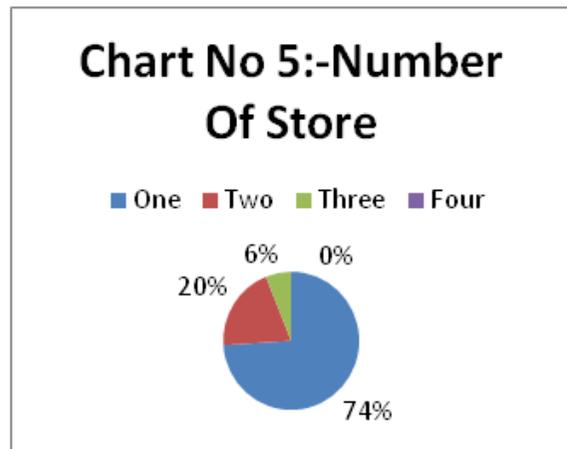
Data Interpretation:- Maximum households do online shopping of clothing and fashion related items.

Q.5) From how many stores do you shop for grocery?

- a)One b) Two c) Three d) Four e) Five

Table No5:- No. of Store

Numbers	Number Of Store
One	37
Two	10
Three	3
Four	0



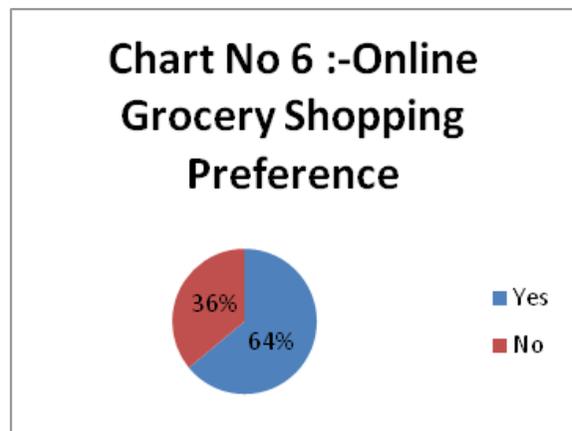
Data Interpretation:- 74% of households prefer to do grocery shopping from one store.

Q.6) If such stores provide you facility of online grocery shopping, would you prefer it?

- a) Yes b. No

Table No 6:- Online Grocery Shopping Preference

Response	Online Grocery Shopping Preference
Yes	32
No	18



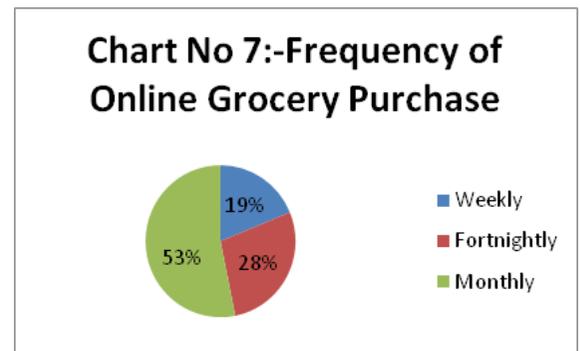
Data Interpretation:- 64% of households agreed to adopt online grocery shopping

Q.7) If yes, at what frequency you would like go for online grocery shopping?

- a)Weekly b) Fortnightly c) Monthly

Table No7:- Frequency of Online Grocery Shopping

Frequency of Online Grocery Purchase	Responses
Weekly	6
Fortnightly	9
Monthly	17



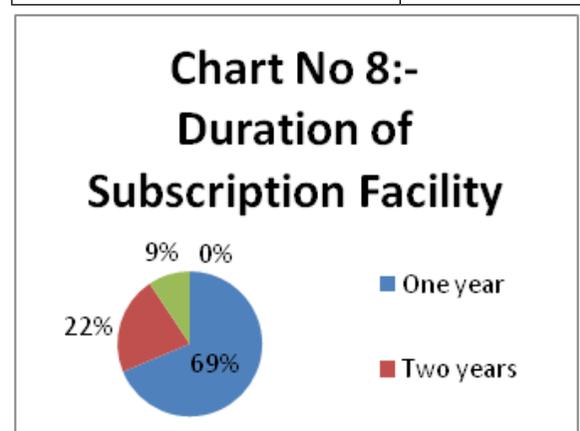
Data Interpretation:- Households who agreed to adopt online grocery shopping, in that 53% said that they would purchase at monthly frequency.

Q.8) If a subscription facility is available how long would you like to avail this facility?

- a) One Year b) Two years c)Three years d) More than 3 years

Table No 8:- Duration of Subscription Facility

Duration of Subscription Facility	Responses
One year	22
Two years	7
Three Years	3
More Than 3 years	0



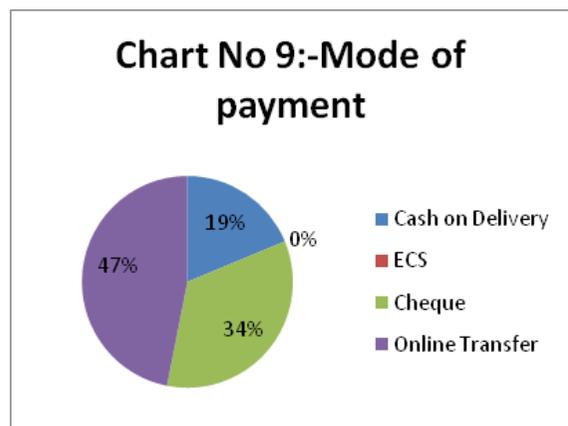
Data Interpretation:- 69% households said that they would go for one year subscription.

Q.9) What mode of payment you would prefer?

a) Cash on Delivery b) ECS c) Cheque d) Online Transfer

Table No9:-Mode of payment

Mode of payment	Responses
Cash on Delivery	6
ECS	0
Cheque	11
Online Transfer	15



Data Interpretation: - Maximum households would prefer payment through online transfer and cheque.

Major Findings: -

- 1) All households selected use internet daily, however only 80% shop online and 74% shop grocery from one store.
- 2) Online shopping is done mostly of clothing and fashion items in these households.
- 3) 64% of households agreed to go for online shopping, 53% at the frequency of a month.
- 4) 69% would prefer yearly subscription. 47% would prefer online transfer mode of payment. 37% would prefer payment by cheque.

Conclusion:-

The number of transactions made online has been growing. In the past year, the value of online business in India was estimated to be worth about \$10bn. The opportunities in food and grocery retail are immense, given that it constitutes about 69 per cent of the country’s total retail market, according to panel members at the seventh Food and Grocery Forum India. This study shows that there exists potential for online grocery shopping and its subscription. Large retail formats should grab the potential of online grocery sales or risk being left behind.

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