



ORIGINAL RESEARCH PAPER

Commerce

“LITERATURE STUDY ON CONSUMER PERCEPTION TOWARDS ONLINE GROCERY STORES IN NORTH GUJARAT REGION”

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ABSTRACT

The purpose of the study is to understand the various literature published and study by authors at National and International level towards online Grocery stores and consumer perception towards it. This research paper works on fulfilling the need of this study and various scope and future study for consumer, Retailer, manufacturer and government perspectives. The study has been conducted in North Gujarat. Descriptive research method is used. The secondary data collected from Published articles National and International level, books, Newspaper, Magazines, Retailer Report and website links used to study different literature.

1. INTRODUCTION

A Literature review is an investigation – or all the more precisely, a study – including academic material, with the mean to examine distributed data about a particular subject or examination question. Accordingly, to compose a writing survey, it is mandatory that you are a genuine master in the object of study. The outcomes and discoveries will be distributed and disclosed accessible to the, specifically researchers working in a similar territory of examination.

2. REVIEW OF LITERATURE

Electronic commerce (e-commerce) is one of the major business operations advancements developed computer technologies and utilizing information (Kurnia, 2007). (Chaffey and Smith, 2008) have viewed e-commerce as an operation primarily selling online or enabling to transact online. This includes e-tailing, online banking and shopping which involve transactions where buyers actually buy and shoppers actually shop. However, some suggest that e-commerce includes all online transactions such as a responding to an enquiry or an online catalogue search (Kurnia 2007). In brief, e-commerce is about conducting business transaction electronically which can range from servicing customers online, collaborating with business partners to exchange business information and transaction execution over an electronic network (Kraemer 2005).

Consumers' Perception And Attitude Towards Online Grocery Shopping

Numerous studies have attempted to explain consumers' perceptions and the acceptance of online grocery shopping (Eastlick and Lotz 1999; Christensen and Tedlow 2000; Morganosky and Cude, 2000). The attitudes of existing online grocery shoppers (Morganosky and Cude, 2000; Rajjas, 2002) and consumers' behavioural intentions to perform an online grocery purchase on the basis of their adoption have also been considered by (Verhoef and Langerak, 2001). Research in social psychology has shown that behaviour can be predicted by an individual's attitude and perception (Hui and Wan, 2009). In other words, a consumers' perception of online grocery shopping needs to be understood to encourage a consumers' actual usage of online grocery shopping. Consumers' attitude towards online grocery shopping also needs to be explored to identify the behavioural intention. Furthermore, more recent studies have begun to employ several models and theories as one underlying framework for understanding behaviours of online grocery shoppers, such as the technology acceptance model (TAM) and the theory of planned behaviour (TPB). TAM serves as a valuable framework to the core psychological aspects associated with

technology use, so this model is widely employed to predict an individual's intention when using a particular information system (IS) in technology adoption studies (Hui and Wan, 2009). For example, (Kurnia and Chien, 2003) explored consumer perception of online grocery shopping in order to identify various factors affecting the acceptance using TAM. The research revealed that perceived usefulness and perceived ease of use of online grocery shopping have positive impacts on the attitude towards using online grocery shopping. Likewise, this attitude, in turn, influences behavioural intentions and actual usage. (Ramus and Nielsen, 2005) tested TPB (Ajzen, 1985), which is one of the most widely used social psychology theories in analysing the relationships between attitude and behaviour, to investigate consumers' perceptions about internet grocery shopping: why people use or abstain from using the internet for shopping groceries. (Hansen, 2005) has also mentioned that TPB is a well-suited theory to investigate and predict consumer online grocery purchase intentions. Some of the exiting studies concerned with consumers' perceptions and attitudes towards online shopping is further discussed.

J. Lilly (2014), In her research paper found out that consumers of India are showing increasing interest in instant food products. These instant products should be of good quality and new taste. Due to this socio-cultural change many Indian Companies and MNCs have launched several brands in this category. Younger generation and influence of western culture style influences their purchase decisions. The research was conducted to study the purchase decision of the people towards instant food products. Sample Size was 250 respondents and sampling technique was convenient sampling technique. Area selected was Coimbatore District. The study indicated that majority of the respondents that consume have planned decision in purchasing instant food products. In cases where decision is influenced by spouse and self, the purchases take place mostly in departmental stores. Television using advertisement plays a major role in imparting knowledge about instant food. This further guide purchases decision.

Dr. Veena K.P and Dr. C. Mahadeva Murthy (2014), In their study on understanding behaviour of consumers with respect to Retail Marketing referring to city of Mysore indicated the following. It was observed that Retail sector in India is spreading quickly in last few decades. There has been high growth rate in this sector. This sector comprises of organized as well as unorganized retail markets. There has been move towards modern concept in retailing. The demand for modern retail formats has increased to greater extent. The factors such

as plastic money in form of debit and credit cards have also contributed to growth of retail culture in India. Increased consumerism, more knowledge and varied choices have made consumers more competitive. Several researches are conducted to understand consumer behaviour and attract them. It was found out that it is of utmost importance to attract new customers and retain the older ones. Consumer loyalty is of great significance in retail marketing. This study is of significance in my research work since the consumers are loyal to local stores and vendors to greater extent. The move towards online shopping is influenced by the loyalty status.

Sathiyaraj S, et al (2015) conducted a study “Consumer Perception towards online grocery stores, Chennai”. The researcher in this study emphasizes that if online retailers know the factors affecting Indian consumers' buying behaviour, and the associations between these factors and type of online buyers, then they can further develop their marketing strategies to convert potential customers into active ones. The main objective of the study is to determine the customer perception towards online grocery shopping in Chennai. The sources of data used in this project report are both primary and secondary data. Descriptive research type is used for this research. Primary data consists of original information gathered from sample size of 200 respondents residing in Chennai, Tamil Nadu through Google forms, which is posted in social networking sites. Survey Method is used to collect the primary data. The major findings of the study are 29% of respondents quoted the reason for choosing the School of Business Management & Liberal Arts 46online shopping is to purchase unique and special articles, and they want to find the best price of the product. The outcome of the research paper also revealed that the demographic variables, such as gender, age group don't have influence of the factors of customer satisfaction.

Baheti. V and L. Kaushal (2015) conducted a study on “The analysis of consumers' attitude towards online grocery shopping- A case study in Indian Context”. This study has been carried out to examine the impact of varied attributes on the consumers' attitude towards online grocery shopping. Perceived Cost, Convenience, Risk and Enjoyable are the four attributes examined in the study. Sample of 100 respondents was collected and the consumers were asked for their demographic traits, awareness of online grocery shopping and usage behaviour of online grocery shopping. The findings for perceived cost show that there was no significant difference among the various demographic traits of the consumers. However, significant difference was found in the customers who are aware and not aware of online grocery shopping.

Banerjee A. and T. Banerjee (2016) conducted a study on “Web Content Analysis of Online Grocery Shopping Web Sites in India” In this paper the authors evaluate online grocery shopping web sites catering to customers primarily in India. The process of evaluation has been carried out in 3 parts; by comparing the web content on their homepages, analyzing customer reviews, and analyzing their business performance as summarized on public web sites that use search optimization tools and analytical processes. This paper aims to study attributes from structured and unstructured data that lead to success of online grocery business in India. The results of this study indicate that Happiness with the experience of using the online grocery web site is positively correlated to delivery of groceries. The correlation is stronger when the delivery of the grocery is done timely. The income per day in dollars made by the e-tailers of grocery online is strongly correlated to number of visitors on the website, number of page views and web sites worth in dollars. It is not affected by Alexa ranking, images on the website, the time taken by the pages to load and the traffic source via organic search engines.

3.3 CONCLUSION

This chapter conclude that various researcher has already

published their work on consumer perception related with online groceries. The tools and techniques used by them into their research publication can be helping hand for enhancement for further this research study. The researcher has identified the different variables and the research gap from past research and current research.

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