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IMPACT OF CONSUMER BUYING BEHAVIOUR ON GROCERY PRODUCTS WITH RESPECT TO OFFLINE (Physical) MARKET

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ABSTRACT

In present scenario the customer behavior will be changing day by day. The customer behavior will change in the period on regular customer buying behavior. The associated changes need to bring in our seller's partners serving the marketplaces online. Will the changing customer habits will have an impact on the way online and offline business? The study covers the impact of customer behavior on fast moving consumer goods in Hyderabad in Telangana State. The study reveals the impact of customer behavior of grocery on online and offline market.

KEYWORDS: ***Technology, Costumer Behavior, Offline Market.***

1. INTRODUCTION

Customer behavior: there is a lean ship in the customer demand and not only limited to grocery but also is lifestyle products we need to be sharp enough to pick the products. The new trends in Grocery are vegetables, Sanitizers, body sanitizers and surface sanitizers etc. The customer changes the shopping habits in the pandemic situation due to the mandatory mask products have gone to down and other maintenance products sales have risen. The customers looking to invest more in products and services that provide comfort at home and thus leading to enhance the luxury products.

Technology: The travel will be restricted thus routine sales and account management meets and face to face (F2F) interaction will be a outmoded. We have to prepare the ecosystem for an on-call support. We also need to think laterally and educate our seller partners on the benefits of online. This is the time to learn technology for our own survival.

Customer ordering pattern: over the years ordering of products the customers have shifted to online, but covid-19 period we expect a further spike an in this transition. Many people returned from metro to their home places in India and ordering the products their family on the convenience of online shipping. in this trouble time online marketing will help leading online companies differentiate themselves form their competitors based on the experience that they deliver to their customers to serve better. The study was covered the buying decision factors effecting on customer form online and offline.

2. LITERATURE REVIEW

Badorf & Hoberg, (2020). The weather is another crucial factor affecting consumers' choice of choosing brickand-mortar retail over online shopping, Sales can significantly increase or decrease, depending on the forecast. In their report, stressed that the turnover could fluctuate up to 25.9 percent based on the weather. Online shops, on the other hand, are not dependent on the weather.

Sarkas & Das, (2017). Since brick-and-mortar stores underlay ongoing running costs such as water and electricity, the overall operating costs are significantly higher than online stores and make it more challenging to compete with online retailers' extreme sales actions.

Ahmed et al. (2017) suggest that high service quality increases the consumers' purchase intention to buy on the desired website. Moreover, the study highlights that high service quality can directly affect the consumer's choice of revisiting the online shop

(Jiang, Yang and Jun, 2013) Online stores have implemented several new features to improve the shopping experience. New presentation features such as easy product description or customer review systems help consumers easily find their best personal fit. Short product descriptions and a review section can help fasten the information search and achieve a higher shopping convenience. Additionally, online shops maximize

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their customers' convenience by implementing easy and known payment methods. If the provided payment methods are too complicated, the online store reduces consumers' shopping convenience and risks a shopping cart abandonment.

3. OBJECTIVES OF THE STUDY

1. To study the variance between the demographic profile buying behavior of customers towards grocery products.
2. To study the impact of demographic profile buying behavior of customers on grocery products.
3. To study the factors influencing buying behavior of the customers on grocery products.
4. To study the satisfaction level of buying behavior of the customers on grocery products

4. RESEARCH METHODOLOGY

4.1Methods of data Collection:

Descriptive Research design was selected for the research work. The research design with studies and describes the characteristics of the population. The descriptive design was used in this research to the factors influencing consumer buying behavior. For the study of survey method was adopted and gathered through the structured questionnaire.

4.2 Primary data:

The data was collected through the questionnaire form different consumers in Hyderabad city.

4.3 Secondary data:

The secondary data was collected already published and analyzed by different publishers in different research papers, journals, articles and websites.

4.4 Sample size: The questionnaire was sent to the 100 respondents the data will collected and analyzed.

4.5 Sampling method:

Convenience sampling: convenience sampling is a form of non-probability sampling involving the sample taken form that part of the population. Testing of the hypothesis is carried out through percentage and chi square test. The approach to the respondents were through personal contact and family contact distributed the questionnaire.

5. RELIABILITY

Cronbach's alpha is a measure of constancy and it is closely related a set of items are as a group. it measures the scale of reliability. The items are cheeked whether they are interring related or not by applying Cronbach's alpha. The questionnaire was employed to measure different underlying constructs. The scale has a high level of constancy between the variables online and offline determined by Cronbach's alpha of 0.888. The table-1 shows the reliability of online and offline questionnaire.

Reliability Test

Table: -1

Reliability Statistics		
Statements	Cronbach's Alpha	N of Items
Online/ Offline (Physical)	.888	15

6. DATA ANALYSIS AND INTERPRETATION

Table: -2

Frequency Table					
Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	68	68.0	68.0	68.0
	Female	32	32.0	32.0	100.0
	Total	100	100.0	100.0	
Age		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-30 Years	48	48.0	48.0	48.0
	31-49 Years	49	49.0	49.0	97.0
	50-65Years	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

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Education Qualification		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SSC	6	6.0	6.0	6.0
	Intermediate	70	70.0	70.0	76.0
	Degree	18	18.0	18.0	94.0
	Post Graduate	6	6.0	6.0	100.0
	Total	100	100.0	100.0	
Occupation		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	11	11.0	11.0	11.0
	Intermediate	8	8.0	8.0	19.0
	Private Employee	9	9.0	9.0	28.0
	Self employed	37	37.0	37.0	65.0
	Business	35	35.0	35.0	100.0
	Total	100	100.0	100.0	
Income Level		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10,000-20,000	9	9.0	9.0	9.0
	20,000-30,000	6	6.0	6.0	15.0
	30,000-40,000	6	6.0	6.0	21.0
	40,000-50,000	38	38.0	38.0	59.0
	Above 50,000	41	41.0	41.0	100.0
	Total	100	100.0	100.0	

Form the above table -2 it is observed that the no of respondents of gender out of 100 male respondents are 60%, and female respondents are 32%. The respondents age group 18-30 Years are 48%, age group 31-49 Years are 49%, 50-66Yrs are 3%. the respondent's educational qualification SSC are 6%, intermediate respondents are 70%, Degree respondents are 18%, and postgraduate respondents are 6%. income level of respondents 10,000-20,000 are 9%, 20,000-30,000 respondents are 6%, 30,000-40,000 respondents are 6%, 40,000-50,000 respondents are 38% and Above 50,000 respondents are 41%.

Table: -3

Frequency of offline (Physical) shopping		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sometimes	4	4.0	4.0	4.0
	Daily	8	8.0	8.0	12.0
	Weekly	3	3.0	3.0	15.0
	Monthly	36	36.0	36.0	51.0
	Whenever needs	49	49.0	49.0	100.0
	Total	100	100.0	100.0	
Purchasing the products off line shopping		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Groceries	9	9.0	9.0	9.0
	Gifts/Fashion	6	6.0	6.0	15.0
	Health care products	34	34.0	34.0	49.0
	Electronics/ Electrical goods	25	25.0	25.0	74.0
	Accessories/Fitness	26	26.0	26.0	100.0
	Total	100	100.0	100.0	
The factors influencing to purchase the products off line		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Time to acquire the product	8	8.0	8.0	8.0
	Product price	12	12.0	12.0	20.0
	Trust in the seller	39	39.0	39.0	59.0
	Product Quality	41	41.0	41.0	100.0
	Total	100	100.0	100.0	

Form the above tale -3 it is observed that the respondents out of 100 offline shopping sometimes respondents are 4%, the responders daily are 8%, the respondents weekly are 3%, the respondents monthly are 36% and the respondents whenever needs are 49%. Purchasing the products form offline respondents are 9% Groceries, the respondents are 6% are gifts/fashion, the respondents are 34% Health care products, the respondents are 25%

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electronics/electrical goods and the respondent's accessories/fitness products are 26%. The factors influencing to purchase the products respondents are time to acquire the product 8%, respondents are product price 12%, respondents Trust in the seller are 39%, respondents are Product qualify 41%.

Table: -4

		Overall satisfaction of offline shopping				Total
		Highly Dissatisfied	Dissatisfied	Satisfied	Highly Satisfied	
Gender	Male	2	2	13	51	68
	Female	2	0	3	27	32
Total		4	2	16	78	100

		Overall satisfaction of offline shopping				Total
		Highly Dissatisfied	Satisfied	Satisfied	Highly Satisfied	
Age	18-30 Years	2	0	9	37	48
	31-49 Years	2	2	6	39	49
	50-65Years	0	0	1	2	3
Total		4	2	16	78	100

		Overall satisfaction of offline shopping				Total
		Highly Dissatisfied	Satisfied	Satisfied	Highly Satisfied	
Income Level	10,000-20,000	0	0	2	7	9
	20,000-30,000	1	0	2	3	6
	30,000-40,000	0	0	1	5	6
	40,000-50,000	1	1	8	28	38
	Above 50,000	2	1	3	35	41
Total		4	2	16	78	100

The above table –4 reviews that gender overall satisfaction of online and offline (Physical) shopping male respondents highly satisfied 51%, 13% are satisfied and female respondents 27% are highly satisfied and 16% are satisfied. The age group 18-30Yrs respondents 37% are highly satisfied, and 9 respondents are satisfied. Income levels Above 50,000 respondents 35% are highly satisfied, 3% respondents are satisfied. Age group 40,000-50,000 respondents 28% are highly satisfied and 8% respondents are satisfied. It concludes male respondents, 31-19Yrs age group responds and Above 50,000 income level are satisfied with online /offline shopping.

7. TESTING OF HYPOTHESIS

H_{O1}: there is no impact of Gender, Age, and Income Levels on preferred shopping mode.

Table: -5

		Preferred shopping mode			Total	Pearson Chi-Square Value	df	Asymptotic Significance (2-sided)
		Both	Offline	Online				
Gender	Male	5	21	42	68	2.520[a]	2	.284
	Female	0	10	22	32			
Total		5	31	64	100			

		Preferred shopping mode			Total	Pearson Chi-Square Value	df	Asymptotic Significance (2-sided)
		Both	Offline	Online				
Age	18-30 Years	4	10	34	48	6.831[a]	4	.145
	31-49 Years	1	19	29	49			
	50-65Years	0	2	1	3			
Total		5	31	64	100			

		Preferred shopping mode			Total	Pearson Chi-Square Value	df	Asymptotic Significance (2-sided)
		Both	Offline	Online				
Income Level	10,000-20,000	0	1	8	9	7.897[a]	8	.444
	20,000-30,000	0	2	4	6			
	30,000-40,000	1	0	5	6			

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	40,000-50,000	2	12	24	38			
	Above 50,000	2	16	23	41			
Total		5	31	64	100			

The above table -5 revels that the impact of Gender on preferred shipping mode in pandemic the chi-square value 2.520, p value is 0.284 greater than the .05 significance level. Age on preferred shipping mode in pandemic the chi-square value 6.831, p value is 0.145 greater than the .05 significance level. Income level on preferred shipping mode in pandemic the chi-square value 7.897, p value is 0.444 greater than the .05 significance level. Hence it concludes that there is no impact of Gender, Age, and Income Levels on preferred shopping mode in pandemic covid-19.

H_{02}: The factors not influencing to purchase the products offline on Gender, Age, and Income Levels

Table-6

		The factors influencing to purchase the products off line				Total	Pearson Chi-Square Value	Df	Asymptotic Significance (2-sided)
		Time to acquire the product	Product price	Trust in the seller	Product Quality				
Gender	Male	4	5	27	32	68	6.945	3	.074
	Female	4	7	12	9	32			
Total		8	12	39	41	100			

		The factors influencing to purchase the products off line				Total	Pearson Chi-Square Value	Df	Asymptotic Significance (2-sided)
		Time to acquire the product	Product price	Trust in the seller	Product Quality				
Age	18-30 Yrs	3	6	17	22	48	2.904[a]	6	.821
	31-49 Yrs	5	5	21	18	49			
	50-65Yrs	0	1	1	1	3			
Total		8	12	39	41	100			

		The factors influencing to purchase the products off line				Total	Pearson Chi-Square Value	Df	Asymptotic Significance (2-sided)
		Time to acquire the product	Product price	Trust in the seller	Product Quality				
Income Level	10,000-20,000	0	0	6	3	9	15.271[a]	12	.227
	20,000-30,000	1	0	4	1	6			
	30,000-40,000	0	0	2	4	6			
	40,000-50,000	1	7	15	15	38			
	Above 50,000	6	5	12	18	41			
Total		8	12	39	41	100			

The above table -6 revels that the impact of Gender on the factors influencing to purchase the products off line in pandemic the chi-square value 6.945, p value is 0.074 greater than the .05 significance level. Age on preferred shipping mode in pandemic the chi-square value 2.904, p value is 0.821 greater than the .05 significance level. Income level on preferred shipping mode in pandemic the chi-square value 15.271, p value is 0.227 greater than the .05 significance level. Hence it concludes that there is no impact of Gender, Age, and Income Levels on the factors influencing to purchase the products off line mode.

8. ANALYSIS OF VARIANCE

H_{03}: There is no association between Gender and the factors influencing purchase behavior of grocery products association between Gender and the factors influencing purchase behavior of grocery products.

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Table: -7

ANOVA						
		Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
I shop in physical stores because I value the physical experience in the store	Between Groups	8.007	1	8.007	6.083	.015
	Within Groups	128.993	98	1.316		
	Total	137.000	99			
I shop in physical stores because I receive a huge amount of customer satisfaction	Between Groups	2.739	1	2.739	1.709	.194
	Within Groups	157.101	98	1.603		
	Total	159.840	99			
I shop in physical stores because I like the help and friendliness, I can get at local stores	Between Groups	.050	1	.050	.065	.800
	Within Groups	75.110	98	.766		
	Total	75.160	99			
I shop in physical stores because I like the energy and fun of shopping at local retail stores	Between Groups	2.912	1	2.912	2.413	.124
	Within Groups	118.248	98	1.207		
	Total	121.160	99			
I shop in physical stores because I can physically evaluate the products	Between Groups	.890	1	.890	.675	.413
	Within Groups	129.110	98	1.317		
	Total	130.000	99			
I shop in physical stores because I can directly compare products with each other	Between Groups	1.041	1	1.041	.527	.470
	Within Groups	193.719	98	1.977		
	Total	194.760	99			
The factors influencing to purchase the products online/off line	Between Groups	.311	1	.311	.196	.659
	Within Groups	155.689	98	1.589		
	Total	156.000	99			

The above table -7 revels that the association between Gender and the factors influencing purchase behavior of grocery products I shop in physical stores because I value the physical experience in the store F value is 6.083 and p value is 0.015 is less than the 0.05 significance level, I shop in physical stores because I receive a huge amount of customer satisfaction F value is 1.079 and p value is 0.194 is greater than the 0.05 significance level, I shop in physical stores because I like the help and friendliness, I can get at local stores F value is 0.065 and p value is 0.800 is greater than the 0.05 significance level, I shop in physical stores because I like the energy and fun of shopping at local retail stores F value is 2.413 and p value is 0.124 is greater than the 0.05 significance level, I shop in physical stores because I can physically evaluate the products F value is .675and p value is 0.413 is greater than the 0.05 significance level, I shop in physical stores because I can directly compare products with each other F value is .527 and p value is 0.470 is greater than the 0.05 significance level, The factors influencing to purchase the products online/off line F value is .196 and p value is 0.659 is greater than the 0.05 significance level.

H_{04}: There is no association between Age and the factors influencing purchase behavior of grocery products

Table: -8

ANOVA						
		Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
I shop in physical stores because I value the physical experience in the store	Between Groups	6.389	2	3.195	2.373	.099
	Within Groups	130.611	97	1.347		
	Total	137.000	99			
I shop in physical stores because I receive a huge amount of customer satisfaction	Between Groups	1.667	2	.833	.511	.601
	Within Groups	158.173	97	1.631		
	Total	159.840	99			

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I shop in physical stores because I like the help and friendliness, I can get at local stores	Between Groups	1.419	2	.709	.933	.397
	Within Groups	73.741	97	.760		
	Total	75.160	99			
I shop in physical stores because I like the energy and fun of shopping at local retail stores	Between Groups	.334	2	.167	.134	.875
	Within Groups	120.826	97	1.246		
	Total	121.160	99			
I shop in physical stores because I can physically evaluate the products	Between Groups	1.850	2	.925	.700	.499
	Within Groups	128.150	97	1.321		
	Total	130.000	99			
I shop in physical stores because I can directly compare products with each other	Between Groups	1.292	2	.646	.324	.724
	Within Groups	193.468	97	1.995		
	Total	194.760	99			
The factors influencing to purchase the products off line	Between Groups	4.687	2	2.344	1.502	.228
	Within Groups	151.313	97	1.560		
	Total	156.000	99			

The above table -8 revels that the association between age and the factors influencing purchase behavior of grocery products I shop in physical stores because I value the physical experience in the store F value is 2.33 and p value is 0.099 is greater than the 0.05 significance level, I shop in physical stores because I receive a huge amount of customer satisfaction F value is 0.511 and p value is 0.601 is greater than the 0.05 significance level, I shop in physical stores because I like the help and friendliness, I can get at local stores F value is 0.933 and p value is 0.937 is greater then the 0.05 significance level, I shop in physical stores because I like the energy and fun of shopping at local retail stores F value is 0.134 and p value is 0.875 is greater than the 0.05 significance level, I shop in physical stores because I can physically evaluate the products F value is .700 and p value is 0.499 is greater than the 0.05 significance level, I shop in physical stores because I can directly compare products with each other F value is .3247 and p value is 0.724 is greater than the 0.05 significance level, The factors influencing to purchase the products online/off line F value is 1.502 and p value is 0.228 is greater than the 0.05 significance level.

Ho5: There is no association between Income and the factors influencing purchase behavior of grocery products

Table: -9

ANOVA						
		Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
I shop in physical stores because I value the physical experience in the store	Between Groups	5.589	4	1.397	1.010	.406
	Within Groups	131.411	95	1.383		
	Total	137.000	99			
I shop in physical stores because I receive a huge amount of customer satisfaction	Between Groups	9.645	4	2.411	1.525	.201
	Within Groups	150.195	95	1.581		
	Total	159.840	99			
I shop in physical stores because I like the help and friendliness, I can get at local stores	Between Groups	4.405	4	1.101	1.479	.215
	Within Groups	70.755	95	.745		
	Total	75.160	99			
I shop in physical stores because I like the energy and fun of shopping at local retail stores	Between Groups	12.425	4	3.106	2.714	.034
	Within Groups	108.735	95	1.145		
	Total	121.160	99			
I shop in physical stores because I can physically evaluate the products	Between Groups	10.864	4	2.716	2.166	.079
	Within Groups	119.136	95	1.254		
	Total	130.000	99			
I shop in physical stores because I can directly compare products with each other	Between Groups	21.946	4	5.487	3.016	.022
	Within Groups	172.814	95	1.819		
	Total	194.760	99			
The factors influencing to purchase the products online/off line	Between Groups	6.636	4	1.659	1.055	.383
	Within Groups	149.364	95	1.572		
	Total	156.000	99			

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The above table -9 revels that the association between age and the factors influencing purchase behavior of grocery products I shop in physical stores because I value the physical experience in the store F value is 1.010 and p value is 0.406 is greater than the 0.05 significance level, I shop in physical stores because I receive a huge amount of customer satisfaction F value is 1.525 and p value is 0.201 is greater than the 0.05 significance level, I shop in physical stores because I like the help and friendliness, I can get at local stores F value is 1.479 and p value is 0.215 is greater than the 0.05 significance level, I shop in physical stores because I like the energy and fun of shopping at local retail stores F value is 2.714 and p value is 0.034 is greater than the 0.05 significance level, I shop in physical stores because I can physically evaluate the products F value is 2.166 and p value is 0.079 is greater than the 0.05 significance level, I shop in physical stores because I can directly compare products with each other F value is 3.016 and p value is 0.022 is greater than the 0.05 significance level, The factors influencing to purchase the products online/off line F value is 1.055 and p value is 0.383 is greater than the 0.05 significance level.

9. FINDINGS

- Majority of the respondents of gender out of 100 male respondents are 60%, and female respondents are 32%. Maximum respondents were male
- Majority of the respondent's age group 18-30 Yrs. are 48%, age group 31-49 Yrs. are 49%, 50-66Yrs are 3%. Maximum respondents are group are 31-49 Yrs. are 49%.
- Majority of the respondent's educational qualification SSC are 6%, intermediate respondents are 70%, Degree respondents are 18%, and postgraduate respondents are 6%. Maximum respondents are intermediate 70%.
- Majority of the respondent's income level of respondents 10,000-20,000 are 9%, 20,000-30,000 respondents are 6%, 30,000-40,000 respondents are 6%, 40,000-50,000 respondents are 38% and Above 50,000 respondents are 41%. Maximum respondents are Above 50,000.
- Majority of the respondents of purchasing online shopping sometimes respondents are 4%, the responders daily are 8%, the respondents weekly are 3%, the respondents monthly are 36% and the respondents whenever needs are 49%.
- Majority of the respondent's purchasing the products form online are 9% Groceries, the respondents are 6% are gifts/fashion, the respondents are 34% Health care products, the respondents are 25% electronics/electrical goods and the respondent's accessories/fitness products are 26%.
- Majority of the respondent's Purchasing the products form offline are 34% Groceries, the respondents are 6% are gifts/fashion, the respondents are 9% Health care products, the respondents are 25% electronics/electrical goods and the respondent's accessories/fitness products are 26%.
- Majority of the respondent's the factors influencing to purchase the products respondents are time to acquire the product 8%, respondents are product price 12%, respondents Trust in the seller are 39%, respondents are Product qualify 41%.

The study reveals that there is no impact of Gender, Age, and Income Levels on preferred shopping mode.
The study reveals that there is no impact of Gender, Age, and Income Levels on the factors influencing to purchase the products off line.
The study reveals that there is no association between Gender, Age, and Income Levels on the factors influencing to purchase the products off line.

10. CONCLUSION

The observing the analysis it is clear that the most of the respondents purchasing products online and offline. Overall, the findings of the study suggest a strong and optimistic of its effects on the customer preferences offline grocery products and online health products. The measures of consumers preferences assume that customers recall of the brand automatically translation to buying of the products online in pandemic. The purchasing behavior of the respondents are observed that Trust in the seller and Product qualify. The research would like to suggest undertaking research on the impact of consumer behavior on the online stores in pandemic situations.

The rapid shift will be needed form offline activities. The study highlighted that consumer strongly value the high level of convenience of online and offline shipping. Such that the factors effecting easiness, see the discounts and prices and greater availability of products.

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