



# **A STUDY ON CONSUMER'S PERCEPTION TOWARDS ONLINE GROCERY SHOPPING IN COIMBATORE CITY (WITH SPECIAL REFERENCE TO BIGBASKET)**

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## **ABSTRACT**

*This study is fully focused on online grocery shopping through big basket. Online shopping or marketing is the utilization of technology for promoting marketing activities and selling products. One can buy Indian grocery items online from us at the most affordable prices. Consumers buy goods from the online shopping website on the basis of factors like offer and discounts, variety of product available, free home delivery, website user friendliness and cash on delivery payment option. The consumers are getting attracted with the discount offer of the online grocery store (big basket). Consumer's perception towards online grocery shopping is affected by various factors. Since, grocery is required for all households and individuals are recommended to conduct the research on consumer's perception which would be influenced by changing economies and other factors.*

**KEYWORDS:** *Grocery shopping, consumer perception, internet, e-commerce*

## **INTRODUCTION**

Consumer perception refers to the process by which a customer selects, organizes, and interprets information/stimuli inputs to create a meaningful picture of the brand or the product. It is a three stage process that translates raw stimuli into meaningful information. Each individual interprets the meaning of stimulus in a manner consistent with his/her own unique basis, needs and expectations. Three stages of perception are exposure attention and interpretation. In similar terms, it is how a customer sees a particular brand with whatever he/she has been able to understand by watching the product, its promotions, feedback etc., it is the image that of particular brand in the mind of the customer.

## **STATEMENT OF THE PROBLEM**

Online groceries are confronted with numerous challenges. The general lack of practical experience in consumer's needs and demands renders the development of a profitable e-grocery strategy even more difficult. The problem area of this survey is consumer's perception towards online shopping will determine the factors that influence consumers to shop online and those factors will help the companies to formulate their strategies towards online marketing.

## **SCOPE OF THE STUDY**

E-grocery is happening in India to a big way. The E-shopping will replace traditional in-store shopping in the near future. Though the traditional shopping is still



to stay but the online buying could change the way people experience shopping grocery. The study is to identify whether people are changing the way they shop their food and grocery from the next door to online web stores. The study is conducted to reveal the consumer's attitude on e-grocery and their preference towards the same. This study will help to find out whether e-grocery will exceed the preference of using the traditional way of shopping and increase the response of online grocery in future. There are numerous opportunities for innovative new services.

### OBJECTIVES OF THE STUDY

- To understand the consumer perception towards online grocery shopping.
- To determine the factors influencing consumer to purchase in online grocery shop.
- To identify the problems faced by the consumer while online shopping.
- To find out the preferences of the consumer regarding the attributes of online shopping website.

### RESEARCH METHODOLOGY

The descriptive research design was adopted in the study. The data was collected from primary and secondary sources. The data was collected from 120 respondents from Coimbatore city through questionnaire by adopting convenience Sampling Technique. Percentage analysis, Ranking analysis, Likert scale analysis were used to analyses the data.

### LIMITATIONS OF THE STUDY:

- Due to limitation of time only few people were selected for the study. So the sample of consumers was not enough to generalize the findings of the study.
- The main source of data for the study was primary data with the help of self-administered questionnaires. Hence, the chances of unbiased information are less.
- People were hesitant to disclose the true facts.
- The chance of biased response can't be eliminated though all necessary steps were taken to avoid the same.

### REVIEW OF LITERATURE

**Sabari Shankar R and Nareshkumar S (2018)**, in their study, they said that the online shopping has become an integral part of consumer. To understand the impact of demographic factors on consumer perception of online grocery shopping. Research methodology is the collection of methods which are used to perform research. Simple percentage analysis has been used to find and analyse the response percentage to the factors of the survey. The concluded that there are the major few factors are influencing the factors of purchasing through online.

**S.Sathiyaraj, et.al (2015)**, in their study, the author's introduce that, the increasing use of internet by the younger generation in India provides an emerging prospects for online retailers. The main objective of their study is to find out the preference of the consumers regarding by the consumer while online shopping. The author collected the primary data using structured questionnaire by survey method from 200 respondents.

### DATA ANALYSIS AND INTERPRETATION

The collected data were grouped, edited, tabulated in a mater table and analysed using the following statistical tools

1. Percentage Analysis
2. Rank Analysis
3. likert scale Analysis

### PERCENTAGE ANALYSIS

Percentage analysis is method of raw data as a percentage i.e as a part in 100 percentage, for better understanding of the collected data. This analysis describes the classification of respondents falling in each category.

The percentage analysis is mainly used for standardization and comparisons are in support with the analysis.



## FORMULA

$$\text{Percentage Analysis} = \frac{\text{No. of respondents}}{\text{Total no. of respondents}} * 100$$

**TABLE NO .1**  
**TABLE SHOWING GENDER OF THE RESPONDENTS**

S.No	Categories	No. of Respondents	Percentage (%)
1	Female	68	57
2	Male	52	43
		<b>120</b>	<b>100</b>

Source: Primary data

## INTERPRETATION

The table shows that 57% of respondents are female and 43% of respondents are male.

## INFERENCE

**Majority 57% of the respondents are female.**

## 4.2 RANK ANALYSIS

A ranking is a relationship between a set of items such that, for any two items, the first is either 'ranked higher than', 'ranked lower than' or ranked equal to the second. Analysis of data obtained by ranking commonly requires non-parametric statistics. In this study, ranking analysis applied for response collected which are ranked from (10 to 1) towards various source of information by the respondents and given various factors which are in online grocery shopping.



**TABLE 4.2.1**  
**TABLE SHOWING RANKING FACTORS OF ONLINE GROCERY SHOPPING**

S.No	Particulars	1	2	3	4	5	6	7	8	9	10	Total	Rank
1	Quality of product	28(10)	10(9)	8(8)	18(7)	18(6)	4(5)	12(4)	8(3)	4(2)	10(1)	778	2
2	Number of variety	4(10)	6(9)	8(8)	8(7)	20(6)	20(5)	22(4)	6(3)	14(2)	12(1)	580	10
3	Price	12(10)	4(9)	6(8)	6(7)	20(6)	22(5)	12(4)	16(3)	10(2)	12(1)	604	8
4	Delivery time	12(10)	6(9)	8(8)	16(7)	8(6)	14(5)	12(4)	8(3)	18(2)	18(1)	588	9
5	Customer service	6(10)	16(9)	18(8)	16(7)	4(6)	12(5)	10(4)	12(3)	4(2)	22(1)	650	4
6	Offers	12(10)	16(9)	6(8)	12(7)	20(6)	8(5)	10(4)	4(3)	16(2)	16(1)	656	3
7	Fresh fruit&vegetable	6(10)	6(9)	22(8)	18(7)	6(6)	6(5)	16(4)	14(3)	14(2)	12(1)	628	7
8	Credit/debit payment	10(10)	10(9)	14(8)	10(7)	10(6)	14(5)	8(4)	18(3)	18(2)	8(1)	632	6
9	Problems	8(10)	20(9)	10(8)	8(7)	6(6)	14(5)	10(4)	18(3)	18(2)	8(1)	640	5
10	Time savings	20(10)	24(9)	20(8)	8(7)	8(6)	6(5)	8(4)	16(3)	4(2)	6(1)	804	1

Source: Primary data



### INTERPRETATION

From the table, it is understood that time savings is ranked 1, quality of product is ranked 2, offers is ranked 3, customer service is ranked 4, problems is ranked 5, credit/debit payment is ranked 6, fresh fruits & vegetable is ranked 7, price is ranked 8, delivery time is ranked 9 and is number of variety ranked 10.

### INFERENCE

The quality of product have been ranked 1<sup>st</sup> by the customers in online grocery shopping.

### 3. LIKERT SCALE ANALYSES

A likert scale is a type of rating scale used to measure attitude or opinions. With this respondents are asked to rate items on a level of agreement. Likert scale is the common ratings format for surveys. Five to seven items are usually used in the scale. To analyse the data it is usually coded as follows:

- 5 = Highly satisfied
- 4 = Satisfied
- 3 = Neutral
- 2 = Dissatisfied
- 1 = highly Dissatisfied

### FORMULA

$$\text{Likert scale} = \frac{\sum fx}{\text{Total number of respondents}}$$

While,

f = Number of respondents

x = Likert scale value       $\sum fx$  = Total score

### Mid value

Mid value indicates the middle most value of likert scale.

**TABLE NO.3**  
**TABLE SHOWING SATISFACTION LEVEL OF ONLINE GROCERY SHOPPING**

S.No	Factors		5	4	3	2	1	TOTAL	Likert Scale
	Likert Scale value (x)								
1	Home delivery	F	26	74	20	0	0	120	4.05
		Fx	130	296	60	0	0	486	
2	Save time	F	40	68	12	0	0	120	4.23
		Fx	200	272	36	0	0	508	
3	Discount & offers	F	34	64	22	0	0	120	4.1
		Fx	170	256	66	0	0	492	
4	Price comparison	F	24	66	26	2	2	120	3.9
		Fx	120	264	78	4	2	468	
5	Non availability of product offline	F	16	56	46	2	0	120	3.71
		Fx	80	224	138	4	0	446	

Source: Primary data

### INTERPRETATION

Likert scale value is 4.23 is greater than the mid value (3), thus the respondents think that online shopping will be satisfied as it save their time to shop for grocery items in online. They are satisfied with home delivery of foods & vegetables and they satisfaction level is high in time saving by purchasing grocery at online (big basket), they satisfied with discounts and offers which are provided by online grocery shopping, they compare the price of grocery

with offline and online and they satisfied with online price comparison of grocery, they also satisfied with non availability of product offline.

### INFERENCE

The respondents think that online shopping will be satisfied as it save their time to shop for grocery items in online.



## **FINDINGS, SUGGESTIONS AND CONCLUSION**

### **FINDINGS FROM PERCENTAGE ANALYSIS**

- 50% of the respondents are in the group of above 30 years.
- 57% of the respondents are female.
- 70% respondents are married.
- 58% of the respondents are nuclear family.
- 43% of respondents are between 3-5 members in family.
- 52% of the respondents are UG level.
- 42% of the respondents are having income of 20001 to 30000.
- 35% of the respondents are going for online grocery shopping occasionally.
- 48% of the respondents are said that they purchasing grocery at super market other than online.
- 45% of the respondents are known about big basket through relatives.
- 43% of the respondents are attracted by the discount offered.
- 54% of the respondents are paid maximum delivery fee of between 50-100 rupees.
- 36% of the respondents pay their payment by debit/credit card during online grocery shopping.
- 47% of the respondents are facing issue of find/search for product in online grocery shopping.
- 88% of the respondents are beneficial through buying online grocery shopping.
- 40% of the respondents are beneficial through variety at one shop in online grocery shopping.
- 40% of the respondents are unsatisfied by purchasing non food items at online grocery shopping.

### **FINDINGS FROM RANK ANALYSIS**

- The quality of product have been ranked 1<sup>st</sup> by the customers in online grocery shopping.

### **FINDINGS FROM LIKERT SCALE ANALYSIS**

- The respondents think that online shopping will be satisfied as it save their time to shop for grocery items in online.

- The respondents are satisfied with access of online shopping of grocery and it is user friendly to purchase the grocery items.
- The respondents highly satisfied with the fruits which are delivery by the online grocery shopping.
- The respondents are not agreeing with the issues regarding online grocery shopping.

### **SUGGESTION**

- Create awareness & manage home delivery services properly.
- Advertise the product to reach mostly female customers age above 30
- People are finding difficult to search/order their product which are needed. So it is suggested that, the website should provide some more facilities to get their products.
- The main barrier in the process of online shopping is the safety issue
- 24/7 shopping facility can be given more priority by the companies for a sophisticated purchase by the customers.
- It is suggested to the online grocery store (big basket) that the consumers should be allowed to place their orders through telephone.
- The online grocery store should develop the quality of packed juice and beverages.
- People are suggesting that the variety of products should be increased.

### **CONCLUSION**

Consumers buys goods from the online shopping website on the basis of factors like offer and discounts, variety of product available, free home delivery, website user friendliness and cash on delivery payment option. The consumers are getting attracted with the discount offer of the online grocery store (big basket). Consumer's perception towards online grocery shopping is affected by various factors. Since, grocery is required for all households and individuals are recommended to conduct the research on consumer's perception which would be influenced by changing economies and other factors.

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