A STUDY ON CUSTOMER SATISFACTION ABOUT BIG BASKET WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT

In this growing world, Internet plays a major role. With the rising trend of this internet services, many new online businesses has been launched and are growing vastly. When it comes to online grocery shopping, earlier, people preferred buying at stores, however internet development has changed that and now-a-days people tend to purchase grocery online. Here we speak about India's largest online grocery shopping platform Big Basket and its customer satisfaction. This study reveals expectations of customers while buying groceries online and how it helps them in their routine and its other few factors influencing them to purchase online. The study has been carried out with 150 respondents within Coimbatore city.

KEYWORDS: *Internet, Rising Trend, Big Basket, Online Grocery shop.*

INTRODUCTION

Over the past two decades, the Indian e-commerce sector has witnessed a rising trend. Major factors that have led to this rise are increasing net convenience and internet penetration. Also, growing acceptableness of on-line payments and favourable demographics has modified the approach corporations communicate, act and do business with customers. It has altered the approach of how the Indian e-commerce sector works. The buying behavior of people has changed significantly from brick and mortar to click and mortar or what we call as etailing. In the early years e-commerce was considered to be an aid to the business. In the meantime it has become more or less business enabler. The emergence of e-commerce also significantly lowered barriers to entry in selling many types of goods; many small home-based proprietors are able to use the internet to sell the goods. Established suppliers had to close their shops and had to change their business model to an E-commerce model to stay profitable and in the business.

STATEMENT OF THE PROBLEM

Indian organized retailing is under transition today, bringing a lot of changes in format of retailing. In this regard measuring customer satisfaction in organized „Big basket online store study taken in Coimbatore, preferences and experiences will be of use to shape the online store and their offerings. The changing attitude of consumers led them to step forward from unorganized retail stores to the organized online grocery shopping formats.

OBJECTIVES OF THE STUDY

- ➢ To study the socio-economic characteristics of the respondents.
- ➢ To study attitude of customers towards online grocery shopping.
- ➢ To find out the preferences of the consumer regarding the attributes of online shopping in big basket.
- ➢ To identify the issues faced by the user while online grocery shopping in big basket.

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➢ To determine the parameters for choosing the particular shopping Centre for purchase of grocery items.

➢ To determine whether online grocery shopping will be beneficial and on what factors.

RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It specifies the approach, the researcher intends to use with respects to proposes steady scientifically. The scope of research methodology is wider than that of research methods, thus we talk of the research methodology, we use the context of our research study and explain why we are using a particular methods or technique any why we are not using others so that research results are capable of being evaluated either by the researcher himself or by others.

TOOLS USED IN THE STUDY

The following tools were used in this study,

➢ Percentage Analysis
➢ Chi square analysis
➢ Weighted average method
➢ Ranking Analysis

LIMITATIONS OF THE STUDY

➢ The research does not cover the whole market of Coimbatore.
➢ The bias of the respondents may pose as a limitation of the study.
➢ The sample size was confined to hundred respondents keeping in view time and cost constraints.
➢ The survey was conducted only in urban sectors respondents. Thus it cannot be generalized.
➢ Due to constraints in depth research work could not be carried out.n

REVIEW OF LITERATURE

Vellido et al. (2019), pointed out in his research, that there are nine factors associated with user's perception of online shopping. Among those factors the risk perception of users was demonstrated to be the main discriminator between people buying online and people not buying online. Other discriminating factors were control over, and convenience of, the shopping process, affordability of merchandise, customer service and ease of use of the shopping site.

Bhatnagar, Misra, and Rao (2019), in their recent study made an attempt to study the risk, convenience and Internet shopping behaviour. They found that marital status has no effect on purchase behavior and found mixed results based upon gender (except for specific gender-related products), years on the Internet, and age.

ADVANTAGES OF ONLINE GROCERY SHOPPING

• There are many advantages of purchasing grocery online shopping as opposed to shopping from a traditional grocery store:

• The primary benefit of online grocery shopping is convenience. By ordering online, one can quickly search for the products the customer needs and order them without having to physically walk through expansive aisles.

• It also saves travel expenses and time going to the grocery store. Considering the wide availability of the Internet.

• It also means grocery shopping can be done from remote locations or in the middle of doing other tasks. For instance, using an online grocery store can allow a person to do all grocery shopping during the lunch break at work.

• It is also very useful for those without a car or who may be physically unable to move around easily, since the food is delivered right to their doors.

• Customers can shop anytime they want, at their own convenience, 24 hours a day, 7 days a week.

DISADVANTAGES OF ONLINE GROCERY SHOPPING

• Perhaps the largest disadvantages of shopping online are that it costs extra money, since food must be delivered, and that the food ordered is not obtained immediately.

• If someone were making a certain recipe and discovered he needed an additional ingredient, he would probably not be able to order it online and get it quickly enough to finish his dish. In the same way, it forces a person to plan his food buying in advance of when he will need it-if delivery will take a day or two, a person needs to plan to have an extra day or two of essential foods available before he runs out.

• Another disadvantage is that online shopping forces the customer to be home during a certain period to collect the food when it is delivered.

• Also, online grocery stores will often only cover specific delivery areas.

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DATA ANALYSIS AND INTERPRETATION

The analysis and interpretation of the study is based on the response fetched from a sample of 150 respondents.

1. SIMPLE PERCENTAGE ANALYSIS

1. Simple percentage analysis
2. Chi-square Analysis

TABLE NO: 1
SHOPPING ITEMS

S.No	Shopping items	Number of Respondents	Percentage (%)
1	Fruits	12	8
2	Vegetables	33	22
3	Grocery items	66	44
4	All of the above	39	26
	Total	**150**	**100**

INTERPRETATION

The above table shows that 8% of the respondents say their shopping item is Fruits ,22% of the respondents say Vegetables,44% of the respondents say Grocery items and 26% of the respondents say All the above.

INFERENCE

Here mostly 44% of the respondents say their shopping item is Grocery items.

TABLE NO: 2
PAYMENT MODE

S.No	Payment mode	Number of Respondents	Percentage (%)
1	UPI	78	52
2	Debit card	34	23
3	Credit card	22	15
4	Cash	16	10
	Total	**150**	**100**

INTERPRETATION

The above table shows that 52% of the respondent's payment mode is UPI, 23% of the respondent's payment mode is Debit card, 15% of the respondent's payment mode is credit card and 10% of the respondent's payment mode is cash.

INFERENCE

Here majority 52% of the respondent's payment mode is UPI.

CHI-SQUARE ANALYSIS

TABLE NO: 3
ANALYSIS BETWEEN SHOPPING ITEM AND OPINION ON PACKAGE

NULL HYPOTHESIS (H0):
There is no significant relationship between shopping item and opinion on package.

ALTERNATIVE HYPOTHESIS (H1):
There is a significant relationship between shopping item and opinion on package.

Package / Item	Highly satisfied	satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total
Fruits	4	26	11	2	1	44
Vegetables	1	2	3	3	4	13
Grocery items	23	22	9	4	3	57
All of the above	17	6	2	2	5	32
Total	45	56	25	11	13	150

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	25.211[a]	8	.006
Likelihood Ratio	27.320	8	.005
Linear-by-Linear Association	4.325	1	.034
N of Valid Cases	150		

7 cells (46.7%) have expected count less than 5. The minimum expected count is 14

INTERPRETATION
Hence the p value is grater then 0.05, so, null hypothesis is accepted which states that there is no significant difference between shopping item and opinion on package.

SUGGESTIONS
- Customer like best quality product on any price, so company should add latest technology to their products.
- After sales services is the area where online grocery shopping Company can highly satisfy the existing customer, because they can make more customer through their word of mouth. So online shopping should provide latest and reliable service to their customers.
- Customer's behavior always looks for some extra benefit with purchasing. They demand for affordable price for product and gifts with purchasing.
- They should keep a close eye on competitor strategy.

CONCLUSION
The analysis can be concluded by saying that all the independent factors that have been identified and studied have significant influence on the overall perception of the consumers which in turn influences their buying behavior. As quality is a major influencing factor, Big Basket should ensure that all the quality parameters like expiry date products, packaging and damaged goods should be controlled to develop the trust of consumers. Also to take advantage of second most influencing factor price, Big Basket should collaborate with maximum payment vendors to offer best price and discounts to its members. Also the benefits provided to the members should be distinct on the volume of purchase to provide varied benefits and privileges. Big Basket is already providing free delivery services and that too at varied time slots but in order to make

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the delivery process more efficient it should ensure shorter waiting time and training delivery personnel. In order to break the conventional buying behavior of buying groceries monthly, Big Basket should launch lucrative weekly deals which would prompt the buyers to improve the frequency of purchase.