

Consumer Perception towards Online Grocery Shopping in Chennai

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Article Info

Volume 82

Page Number: 14451 – 14454

Publication Issue:

January-February 2020

Abstract:

Online grocery shopping is increasing as new players have entered the market. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine that displays the product's availability and pricing at different e-retailers. It is also known by different names such as E-shopping, e-web-store, e-store, online store, or virtual store. Most of the people like to choose an e-shopping website based on their home country as it ensures product safety and takes little time to deliver the product. This article explains that the organizations are carried out their sales campaign program by using networking sites. The scope of study was limited to Chennai. The sample study was confined to 100. Statistical tools such as Percentage Analysis to scrutinize the demographic profile of the respondents and Multi-variate analysis (Factor Analysis) to reduce the number of variables into few factors.

Keywords: E-Commerce - Online groceryshops – Transparency - Offers - User friendly.

Article History

Article Received: 18 May 2019

Revised: 14 July 2019

Accepted: 22 December 2019

Publication: 28 February 2020

I. INTRODUCTION

Online shopping has crossed the nascent stage and reached a level mellowness. It is now an essential part of every Indian house hold. The online grocery shopping is a part of electronic commerce which sells groceries through E platform. Young adults are the primary targets of online grocery shopping. Urban Indians are amongst the top ten regular consumers of online grocery shopping across the bubble. Selling perishable goods online is far more difficult than selling non-perishables. This study focuses on the psyche behind consumers and the factors influencing in online grocery shopping.

II. OBJECTIVES OF THE STUDY

To study about the socio-economic profile of the consumers buying grocery online.

To examine the factors that influences the consumers towards online grocery shopping.

To provide suggestions based on the findings of the study.

III. RESEARCH METHODOLOGY

Research is an academic activity and as such the terms should be used in technical sense.

3.1 Research Design

‘Empirical Research Design’.

3.2 Sample Design

The respondents have been selected on the basis of convenient sampling.

3.3 Data Collection

Both Primary & Secondary Data were Used

In this research 100 questionnaires are distributed among Consumers and all are responded. These participants vary on the basis of their family

occupation, educational background, experience & etc.

3.4 Statistical Tools

- Percentage Analysis
- Factor Analysis

3.5 Questionnaire Structure and Design

The Questionnaire is divided into two parts. Part I deals with the general information about the respondents. Part II reflects consumers' perception towards online grocery shopping.

3.6 Reliability Test

The reliability of the scale measuring consumers' perceptions as regards online grocery shopping, estimated by Cronbach's Alpha is 0.644, which may be considered as adequate reliability

3.7 Limitations of The Study

This study is not free from limitations. The study pertains to Chennai city only. Only limited respondents were studied

IV. REVIEW OF LITERATURE

Rainu Tanveer (2012) conducted a study on consumer perception as regards online grocery stores among 200 respondents. The study found that people have awareness and attracted factors such as user friendly website, motivation, price off, tracking of goods and cash on delivery. some were felt that "intangibility" was the de -motivating factor in online shopping.

Padmanaban. B, Jeevananda. S and Jose. K. G (2016) conducted their study on factors looming the buying behavior of household items in Bangalore

city among 500 respondents and found that majority of respondents did not involve in online buying due to risk factor, lack of security and privacy, lack of physical touch, feel and trial, and difficulty in returning the product..

V. RESULTS :GENERAL FINDINGS

5.1 Percentage Analysis

- 60% of the respondents belonged to the female category.
- 39% were in between the age group of 20-30 years.
- 50% were graduates.
- 43% were salaried employees.
- 33% had their family monthly income of Rs 40000-60000.
- 81% married respondents do online grocery shopping.
- 35% got information from Television.
- 35% chose online grocery shopping for its quality.
- 51% chose big basket.
- 35% of the respondents were attracted by discount offered.

5.2 Factor Analysis

There has been a significant change in the life style and buying behavior of people of all age group due to rise in disposable income and an increase in consumer awareness. These changes have affected their buying behavior and their decision making process. In this section an attempt is made to originate the major magnitude of the perceptions of consumers on online grocery purchase.

Table 4. Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.508	17.539	17.539	3.508	17.539	17.539	2.933	14.665	14.665
2	3.205	16.027	33.566	3.205	16.027	33.566	2.921	14.603	29.268
3	1.901	9.503	43.069	1.901	9.503	43.069	2.091	10.455	39.723
4	1.721	8.606	51.675	1.721	8.606	51.675	2.060	10.301	50.024
5	1.666	8.328	60.003	1.666	8.328	60.003	1.996	9.979	60.003
6	1.203	6.017	66.020						
7	.983	4.917	70.937						
8	.943	4.717	75.654						
9	.904	4.521	80.175						
10	.814	4.071	84.246						
11	.613	3.067	87.312						
12	.583	2.915	90.227						
13	.460	2.301	92.528						
14	.397	1.983	94.512						
15	.341	1.706	96.218						
16	.234	1.172	97.389						
17	.178	.888	98.278						
18	.129	.647	98.925						
19	.112	.559	99.483						
20	.103	.517	100.000						

Table 2. Consumer Perception in online grocery shopping on the basis of factors

Factors	Variables	Factor loading
Factor-1 (Worth)	Reasonable price	0.869
	Quality products	0.846
	Product assortments	0.768
	packed properly	0.660
	I buy for its brand name.	0.372
	Online grocery products are hygenic	0.864
	Variety attracts to have online grocery shopping.	0.859
Factor-2 (Placate)	Products are meant for all classes of people.	0.822
	convenience	0.568
	24/7 shopping facility attracts online grocery	0.332
	Saves a lot of time and effort	0.774
Factor-3 (Thump)	User friendly feature	0.758
	Adequate search option	0.659
	Easy Refunds	0.147
Factor-4 (Cognizant)	Cash on delivery	0.126
	Customer care / after sale services	0.743
Factor-5	It is offered with discounts & offers	0.704
	prefers free shipment	0.717

(Enticement) Tracking of item attracts online grocery shopping	0.623
Home delivery is on time	0.596

5.3 Interpretation

The total variance of the 20 variable factors exhibits 60.003% with 5 Eigen values. The factors from 1 to 5 are accounts for 17.539, 16.027, 9.503, 8.06, and 8.328 of the variance. All the remaining factors are not significant.

The details of the factor loading have been explained with the proper naming of factors. The first factor is named as worth factor consists of five variables namely price, quality, assortment, packing and brand. The second factor is named as placate factor consists of five variable namely hygienic, variety, status, convenience and availability. The third factor is named as Thump factor consists of five variables namely time saving, user friendly, search option, easy refund and COD. The fourth factor is named as Cognizant factor consists of two variables namely Customer care and offers. The Fifth factor is named as Enticement factor with three variables namely free shipment, tracking and timely delivery

VI. SUGGESTIONS

- Online grocery websites has to be a "user friendly" to new users
 - Procedure for purchasing online grocery has to be simplified.
 - Attractive Advertisements in Television induces the consumer to purchase online groceries.
 - More discounts can be offered.
 - There can be transparency in policies (returns, privacy, shipping, etc)
- Improved customer service has to be highlighted

VII. CONCLUSION

By using social media as a key part of its marketing campaigns, the Advertisers can reach their target audience easily and convey the messages in a format that suits the audience. The thespian changes within the economy have resulted in many new

opportunities. Indians are attracted to a large number of online grocery websites. To be successful, marketers have to choose target segments cautiously and keep their position stalwartly. In the long run, product quality and services offered may stand ahead of the selling power for the company

Conflicts of Interest: The authors declare no conflict of interest.

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