

**A STUDY ON CONSUMER ATTITUDE TOWARDS ONLINE GROCERY SHOPPING  
WITH REFERENCE TO ERNAKULAM CITY**

**RESEARCH FOCUS:** The study is regarding the consumer perception towards online grocery shopping where it helps us to know the awareness level and also about the convenience and time saving.

**ASHITHA ANN KOSHY**  
**Student level:** Master of Commerce  
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**ABSTRACT**

*The paper is based on consumer perception and their awareness level towards online grocery purchases. The trend of the retailing store is changing as a growing number of retailers are shifting their focus from general brick and mortar retailing to new formats such as electronic retailing or e-tailing. The study is conceptual in nature. The data were collected using structure questionnaire and tool used to analyze the data is chi-square test and percentage analysis. The study depicts the expectation of a customer while buying groceries online and in physical market is totally different. The study reveals that the major reason for purchasing groceries online is saving time and effort and there are no time restrictions on shopping. The study was mainly focused on customers in Ernakulam city. This research shows their opinion and reasons based on which one go for online grocery shopping.*

**INTRODUCTION**

Grocery products are the eatable and drinkable commodities that are bought from grocery shops on a regular basis. Grocery shopping is considered to be a necessary, repetitive and routine task, not only because decisions are frequently made at regular intervals, but also the attitude of a consumer towards grocery shopping is largely habitual, automatic and unthinking whereby the 'pleasure' dimension is limited (Lebensmittelzeitung, 2008). (Raijas and Tuunainen, 2001) have stated that groceries are low involvement, low information and low risk products, thus

,consumers tend to spend as little time and effort as possible buying these low cost but necessary products. In addition, groceries are a replacement product, i.e., the same basket of products is more-or-less purchased on a regular basis. Finally, groceries are hightouch items, meaning that consumers like to inspect the quality of items they are purchasing. Since grocery shopping is highly routine task so consumers tend to allocate few cognitive resources to the buying process. They rather follow their previous shopping experiences, which require minimum effort (Picot-Coupey, et al., 2009). On the other hand consumers also perceived and experience grocery shopping as a physically and psychologically stressful effort and time-intensive chore compared to other tasks that consumer enjoy (Aylott and Mitchell, 1998; Geuens et al., 2003). A survey conducted by the online grocer, Peapod.com, also found that grocery shopping was the chore that consumers dislike most next to going to the dentist (Corral, 1999).

## **REVIEW OF LITERATURE**

**Amol Ranadive (2015)** has made a study which looks into the levels of acceptance among consumers in Vadodara city. It focuses the factors that affect the consumers buying intentions and shopping preferences. The results of the study conducted have reaffirmed that the framework of Theory of Planned Behaviour (TPB) is applicable to the measurement of consumer's behavioral intentions while shopping for groceries online. This study presents substantial empirical support for the sufficiency of Ajzen's TPB model in online shopping behavior. Thus with all the other three variables of the TPB, the study demonstrates the predictive utility of the TPB to determine online shopping behavior, specifically for grocery shopping in the city of Vadodara.

**Vijayasarathy** in his research used a sample of 281 consumers to test a model of consumer intention to use online shopping. The study found compatibility, usefulness, ease of use, and security to be significant predictors of attitude towards online shopping, but privacy was not. Another finding showed that intention to use online shopping was strongly influenced by attitude toward online shopping, normative beliefs, and self-efficacy.

**Gulten Bozkurt** study was based on the comparison of the consumer environmental characteristics of regular grocery shoppers who buy online from those who buy in the store. It

also aimed at the food shopping habits between consumers who buy online against those who buy in the store. The results obtained in this study showed that there was no variation between the online and the physical store participants in relation to environmental characteristics when shopping for food or groceries.

## **RESEARCH GAP**

E-grocery is happening in India in 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. Many studies have being conducted regarding customer perception towards online shopping but till now no study has being undertaken regarding online grocery shopping in Ernakulam district.

## **OBJECTIVE OF THE STUDY**

- To study the perception of customers towards online shopping.
- To analyze whether there is any association with time saving and age of the respondents

## **RESEARCH METHODOLOGY**

The research methodology of the study is as follows:

### **1. Research Design**

The study is based on primary data.

### **2. Primary Data**

The study mainly used primary data for drawing inferences. The population of the study is the customers doing online grocery shopping in Ernakulam City. Primary data was collected from 90 sample entrepreneurs from Ernakulam city. Structured questionnaire were used to collect data.

## **TOOLS**

The following tools are used in this study for the analysis

- Percentage analysis
- Chi-square test

## **HYPOTHESIS**

H0: Online grocery shopping saves time is not associated with the age of the respondents

H1: Online grocery shopping saves time is associated with the age of the respondents

## **LIMITATIONS OF THE STUDY**

- The survey is conducted limiting to Ernakulam City
- The research will only study the consumer perception towards online grocery shopping
- Time

## **COMPANY PROFILE**

Bigbasket Bigbasket.com (Innovative Retail Concepts Private Limited) is India's largest online food and grocery store. With over 18,000 products and over 1000 brands in their catalog, we can find everything we are looking for. Right from fresh Fruits and Vegetables, Rice and Dals, Spices and Seasonings to Packaged products, Beverages, Personal care products, Meats everything is available at ease. We can choose from a wide range of options in every category, exclusively handpicked to find the best quality available at the lowest prices. A time slot for delivery is provided on a day and our order will be delivered right to our doorstep.

Godrej Nature's Basket Godrej Nature's Basket is the retail venture of Godrej Group and is today India's foremost retail destination for fine foods from across the world. Started in 2005 as a single fresh food store, we have today morphed into a 36-store chain of premium gourmet stores strategically located at high street locations in Mumbai, Delhi/NCR, Pune, Hyderabad, and Bangalore. With the growing palate preference of the Indian consumers, they are ready to embrace sophisticated and exotic tastes from around the world. They are traveling more than ever before, and as they take a bigger place on the world stage, they want to explore everything it has to offer.

AaramShop AaramShop is a hybrid retail platform that enables sales and marketing of FMCG / CPG brands to "short on time – high on stress" consumers. It enables grocery shopping by leveraging the strengths of the neighborhood retailers and integrates them with opportunities

provided by the internet. Only branded products are listed in AaramShop; commodities and private labels are excluded from their platform

Grofers Grofers India Private Limited is a Private incorporated on 26 May 2015. It is classified as Subsidiary of Foreign Company and is registered at Registrar of Companies, Delhi. Grofers is an e-commerce marketplace for your daily shopping. It allows shopping from our favorite store in our neighborhood and getting delivery within 90 minutes. We can shop for Grocery, Fruits & Vegetables, Bakery items, Flowers, Meats, Pet Care, Baby Care and Cosmetics products with just a few taps.

**DATA ANALYSIS**

Analysis and interpretation are central steps in the research process. The first step in the process of analyzing the data would normally be to recode all variables measured, however, due to the compatibility of SPSS programs the values were already coded accordingly when importing the raw data.

**PERCENTAGE ANALYSIS**

Percentage methods refer to the specific kind which is used in making a comparison between two or more series of data collected. The percentage is based on descriptive relationship. It compares the relative items. Through the use of percentage, the data are reduced in the form with base equal to 100% which facilitate relative comparison.

**Percentage = No of respondents \*100/ Total no of respondents**

**TABLE 4.1.1**

**TABLE SHOWING THE AGE OF THE RESPONDENTS**

<b>AGE</b>	<b>RESPONDENTS</b>	<b>PERCENTAGE</b>
<b>Below 20</b>	<b>12</b>	<b>13.3</b>
<b>20-30</b>	<b>39</b>	<b>43.3</b>
<b>30-40</b>	<b>32</b>	<b>35.5</b>
<b>Above 40</b>	<b>7</b>	<b>7.8</b>
<b>Total</b>	<b>90</b>	<b>100</b>

**INTERPRETATION:**

Out of the total number of respondents 13.3 % are below 20 years, 43.3% of respondents are 20-30 years of age, 35.5% of people are from 30-40 of years of age and nearly 7.8% of respondents are above 40.

Majority of the respondents (43.3%) are of the age of 20-30

**TABLE 4.1.2**

**TABLE SHOWING GENDER OF THE RESPONDENTS**

<b>GENDER</b>	<b>RESPONDENTS</b>	<b>PERCENTAGE</b>
<b>Male</b>	<b>34</b>	<b>37.7</b>
<b>Female</b>	<b>56</b>	<b>62.3</b>
<b>Total</b>	<b>90</b>	<b>100</b>

**INTERPRETATION:**

The numbers of respondents who are male are 37.7% and the percentage of the female is 62.3%.

Majority of the respondents are female.

**TABLE 4.1.3**

**TABLE SHOWING THE EDUCATIONAL QUALIFICATION OF THE RESPONDENTS**

<b>EDUCATIONAL QUALIFICATION</b>	<b>RESPONDENTS</b>	<b>PERCENTAGE</b>
<b>Up to school level</b>	<b>8</b>	<b>8.9</b>
<b>Under graduation</b>	<b>22</b>	<b>24.44</b>
<b>Post-graduation</b>	<b>40</b>	<b>44.44</b>
<b>Professional</b>	<b>20</b>	<b>22.22</b>
<b>Total</b>	<b>90</b>	<b>100</b>

**INTERPRETATION:**

From the above table, it is seen that 8.9% of people are up to school level, 24.44% of

respondents are under graduation, 44.4% of respondents are post-graduation and 22.22% of respondents are professional. Majority of the respondents are post graduates.

**TABLE 4.1.4**

**TABLE SHOWING THE FAMILY MONTHLY INCOME OF THE RESPONDENTS**

<b>FAMILY MONTHLY INCOME</b>	<b>RESPONDENTS</b>	<b>PERCENTAGE</b>
<b>Below 10000</b>	<b>8</b>	<b>8.9</b>
<b>10000-20000</b>	<b>23</b>	<b>25.6</b>
<b>20000-30000</b>	<b>26</b>	<b>28.9</b>
<b>Above 30000</b>	<b>33</b>	<b>36.6</b>
<b>Total</b>	<b>90</b>	<b>100</b>

**INTERPRETATION:**

From the above table, 8.3% of respondents earn below 10000, 25% of respondents earn from 10000-20000, 26.4% respondents earn a monthly income of 20000-30000 and 40.3% of respondents earn above 30000. Majority of the respondents (36.7%) have a monthly income of above 30000.

**TABLE 4.1.5**

**TABLE SHOWING THE FAMILY MONTHLY INCOME OF THE RESPONDENTS**

<b>FREQUENCY</b>	<b>RESPONDENTS</b>	<b>PERCENTAGE</b>
<b>Daily</b>	<b>10</b>	<b>11.1</b>
<b>Weekly</b>	<b>38</b>	<b>42.2</b>
<b>Monthly</b>	<b>29</b>	<b>32.2</b>
<b>Only when required</b>	<b>13</b>	<b>14.5</b>
<b>Total</b>	<b>90</b>	<b>100</b>

**INTERPRETATION:**

From the table, the frequency of purchase of groceries are 11.1% who purchase daily, 42.2% purchase weekly, 32.2% respondents purchase monthly, 14.4% purchase only when required. The majority (42.2%) shows that people purchase groceries weekly.

**TABLE 4.1.6**

**TABLE SHOWING REASONS FOR ONLINE GROCERY SHOPPING**

<b>REASONS</b>	<b>RESPONDENTS</b>	<b>PERCENTAGE</b>
<b>Mobility problems</b>	<b>17</b>	<b>18.9</b>
<b>Shopping too tiring</b>	<b>20</b>	<b>22.2</b>
<b>Recommendation</b>	<b>18</b>	<b>20</b>
<b>Any time shopping</b>	<b>24</b>	<b>26.7</b>
<b>No time to go to store</b>	<b>11</b>	<b>12.2</b>
<b>Total</b>	<b>90</b>	<b>100</b>

**INTERPRETATION:**

From the above table, 18.9% of people face mobility problems, 22.2% of respondents feel instore shopping is tiring, 20% of people initiate e-grocery shopping due to the recommendation, 26.7% of people need any time shopping, and 12.2% of respondents have no time to go to the store. Majority of the respondents (26.7%) choose online grocery shopping because they can shop anytime.

**TABLE 4.1.7**

**TABLE SHOWING RESPONDENTS PREFERRED GROCERY SHOPPING SITES**

<b>SHOPPING SITES</b>	<b>RESPONDENT S</b>	<b>PERCENTAG E</b>
<b>BigBasket</b>	<b>35</b>	<b>39</b>
<b>Amazon</b>	<b>24</b>	<b>27</b>
<b>Godrej Nature's basket</b>	<b>14</b>	<b>16</b>



<b>Grofers</b>	<b>17</b>	<b>18</b>
<b>Total</b>	<b>90</b>	

**INTERPRETATION:**

From the above table, it is clear that 39% of respondents buy their products from the big basket, 27% from Amazon, 16% from Godrej Nature’s basket and 18% from Grofers.

Majority of the respondents (39%) have preferred big basket.

**TABLE 4.1.8**  
**TABLE SHOWING THE PRODUCTS PREFERRED IN ONLINE SHOPPING**

<b>PRODUCTS</b>	<b>RESPONDENTS</b>	<b>PERCENTAGE</b>
<b>Groceries</b>	<b>4</b>	<b>4.44</b>
<b>Edible Oils</b>	<b>11</b>	<b>12.22</b>
<b>Beverages</b>	<b>4</b>	<b>4.44</b>
<b>Milk and dairy</b>	<b>10</b>	<b>11.11</b>
<b>Baby and childcare</b>	<b>5</b>	<b>6</b>
<b>Laundry supplies</b>	<b>12</b>	<b>13.33</b>
<b>Household and cleaning</b>	<b>2</b>	<b>2.22</b>
<b>Snacks</b>	<b>10</b>	<b>11.11</b>
<b>Imported and gourmet</b>	<b>6</b>	<b>6</b>
<b>Fruits and vegetables</b>	<b>11</b>	<b>12.22</b>
<b>Personal care</b>	<b>15</b>	<b>17</b>

**INTERPRETATION:**

The table shows the products that people prefer to buy online. The above are the products that are commonly available to the consumers which include the perishables such as fruits and vegetables and milk and dairy products. The table shows that 16.66% of respondents prefer personal care products, fruits, and vegetables 12.22 %, 6.66% imported and gourmet, 11.11% prefer snacks, 2.22% prefer household and cleaning, 13.33% laundry supplies, 5.55% baby and child care, 11.11% prefer milk and dairy products, 4.44% prefer beverages, 12.22% buy edible oils and 4.44% prefer buying groceries.

**TABLE 4.1.9**

**TABLE SHOWING THE ATTRIBUTES OF E-GROCERY**

<b>ATTRIBUTES</b>	<b>RESPONDENTS</b>	<b>PERCENTAGE</b>
<b>Convenient delivery slots</b>	<b>10</b>	<b>11.11</b>
<b>Cash free transactions</b>	<b>39</b>	<b>43.33</b>
<b>Better deals/discounts</b>	<b>12</b>	<b>13.33</b>
<b>Return policy</b>	<b>14</b>	<b>15.55</b>
<b>Website design</b>	<b>10</b>	<b>11.11</b>
<b>None</b>	<b>5</b>	<b>5.55</b>
<b>Total</b>	<b>90</b>	<b>100</b>

**INTERPRETATION:**

The above table shows the attributes that people prefer while using e-grocery sites. It clearly shows that 11.11% of the respondents choose convenient delivery slots, 43.33% of the respondents prefer cash-free transactions, 13.33% with better deals or discounts, 15.55% with the return policy, 11.11% choose website design and 5.55% say none of the attributes are remarkable.

Majority of the respondents (43.33%) favor cash-free transactions

**Chi-Square Test**

The Chi-Square Test of Independence determines whether there is an association between categorical variables i.e., whether the variables are independent or related.

**TABLE 4.2.1**

**TABLE SHOWING THE AGE FACTOR RELATIVE TO SAVING OF TIME THROUGH SHOPPING ONLINE**

	Value	Df	Asymp. Sig.
			2 sided
(2-sided) Pearson Chi-Square	31.180a	16	.013
Likelihood Ratio N of Valid Cases	23.348	16 86	.105

**H0:** Online grocery shopping saves time is not associated with the age of the respondents

**H1:** Online grocery shopping saves time is associated with the age of the respondents

The above table has a significance level  $0.013 < 0.05$  which shows that online grocery shopping saves time is not associated with the age of the respondents. Thus, the null hypothesis is accepted.

**FINDINGS**

- Majority of the consumers belongs to the age of 20-30 and then 30-40
- Majority of the consumers are female
- Majority of the customers holds post graduation degree
- The main reason for the people to choose online grocery shopping is any time shopping
- No tension about travelling
- Majority of the customers prefer bigbasket
- As per the chi square test there is no association between age of the customer and time saving through online grocery shopping

### **SUGGESTIONS**

- Live chat
- Surprise offer rewards
- For the purchase of the grocery item user can choose their nearby store from the listed stores along with a convenient time of the delivery.
- The local store would be informed about the order and it would be delivered to the address at the time mentioned with the payment of cash on delivery.

### **CONCLUSION**

The online grocery industry is one of the growing industries in India. Customers because they get access to the internet more often and tend to buy things online always prefer to shop from the brands in the online that give them the best customer service and satisfaction among other brands that the major reason for purchasing groceries online is saving of time and effort and there are no time restrictions in shopping. The expectation of a customer while buying groceries online and in physical market is totally different. most of the respondents get to know about the brand from the internet

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