



# Consumer Experience On Online Grocery Shopping

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## ARTICLE INFO

## ABSTRACT

Grocery shopping is considered as one of the most vital and regular task of every household. People purchase groceries irrespective of the country's economic condition. People may stop going to vacations, restaurants, movies, etc but they cannot stop buying the basic necessity goods such as fruits and vegetables, oils, breads, etc. however, in the hustle and bustle of modern lifestyle, people are unwilling to spend their time and energy on purchasing groceries. People associate shopping at grocery stores as tiresome and stressful. In addition to heavy traffic and long working hours, many people avoid buying groceries.

## Introduction

Online grocery shopping is dramatically changing the consumer's relationship with the food market and making a service that may have once felt luxurious into an everyday convenience. An online grocery store is a website that allows users to purchase food over the internet to be delivered to the person at a later time. Ordering food on the internet is similar to ordering any other product-the desired food items can be searched for specifically, or one can browse through listings of products or sections, similar to sections one might walk through at an actual grocery store. The products offered by an online grocery store are identical to a normal grocery store. When one has finished shopping, checkout is made with a credit card, and the buyer must specify certain hours that he will be available to receive the food for delivery. Since internet groceries must deliver the food to the customers, they typically pay a fee for delivery based on the amount of food they buy.

## Objectives of the Study

The following are the objectives were formulated to accomplish the purpose of the study

- To study the consumer perception towards online grocery shopping in Coimbatore.
- To find out the factors influences the attitude of consumers towards online grocery shopping.
- To find out the preferences of the consumer regarding the attributes of online grocery shopping websites.
- To identify the issues faced by the user while online grocery shopping

## Scope of the Study

At the present digital environment, online services are becoming vital in all fields of business. The various accessories of day-to-day requirements are being marketed through e-business features. Out of these legends, online grocery system is one of the most important emerging trends in business stream. This study tends to analyse the scope of online grocery system, its features and issues in handling grocery system among the respondents of Coimbatore.

## Need for the Study

- The major need for this study is to examine the scope of online grocery services among the people of Coimbatore.
- This study aims to examine the various problems associated with online grocery services.
- It examines the various online grocery websites that the respondents are aware.

## Literature Review

**Ibukun Titiloye a, Md Al Adib Sarker a, Xia Jin a, Brian Watts (2024)**, in their study explores that the increasing penetration rate of e-grocery in the wake of the pandemic, alongside experts' projections of its continuous growth, even after the pandemic becomes history, indicates a need to understand the travel effects of e-grocery. For this reason, this study conducted an online survey of 2,257 respondents in Florida and employed bi-directional SEMs to simultaneously estimate the interaction effects between online and in-store grocery purchase frequencies, and the impacts of socioeconomic and demographic attributes and latent attitudes. The results show that online grocery shopping had no significant effect on in-store grocery shopping (i.e., neutrality), but those who shopped frequently in-store tended to shop less frequently online (i.e., substitution). Among the seven attitudes tested in our model, five of them were statistically significant. Individuals who were tech-savvy, preferred alternative travel modes, and had a positive attitude toward some aspects of online shopping (i.e., shopping 24/7, having a great variety of choices, and finding items in high demand) tended to shop more frequently online, while those who were cost-conscious and enjoyed shopping tended to make more frequent in-store grocery purchases. This study also noted the direct effects of various exogenous variables, and the indirect effects mediated through latent attitudes.

**Prakash Jalamdas Vaishnav (2023)**, in his study reveals that consumer buys goods from the online shopping website on the basis of factors like offers and discounts, variety of product available, free home delivery, website user friendliness and cash of delivery payment option. It can be determined that most of the respondent would agree to buy grocery online rather than shopping of grocery with the traditional method. Out of the agreed respondent to buy online grocery, most of the respondent would think that it would be beneficial to shop grocery online on the basis of factors like easy to order, variety, discounts/ offers, saves time and avoid long queues. The consumer buying behaviour can be referred as the differences in buying preferences of the consumers, purchasing power, varieties of products available reflect their values and overall, the external factors like social, culture, family and economics influence their buying behaviour with internal factors like motives, attitudes, needs, perceptions and personality etc.

**Sunder Srinivasan, Prachi S. Wani, Chinmayee Deshpande (2021)**, Online grocery shopping is a newly established e-commerce business. The report talks about the concept in general and how do you go about shopping groceries on the internet. It also explains the general preference, that is, amongst people who all prefer to shop groceries online. In addition, it also states the benefits and limitations of the said concept and how has it influenced so far. For this research, a questionnaire was drafted and passed around. The responses were then summarized and analyzed. The report also asserts that there are a few impacts of this e-commerce business. It has been observed that monetary saving, customer loyalty and cash free transactions are some of the major factors that are prominent amongst customers for online grocery shopping. In conclusion, online grocery services meet a number of consumer needs including providing products for niche markets or helping the time starved consumer shop for the mundane weekly groceries. With the advent of online grocery shopping services. There has been a big advantage for space people who are home-bound, handicap, sick or unwell or unable to move, who are able to utilize this service to the best. It is realized that the online shopping vendors are able to reach a vast area of customers where in the local supermarkets or markets have to be visited by people and people would not like to travel long distances for such kind of physical shopping.

**Chandini, and Nagendra (2016)**, in their research used a sample of 209 samples to test a model of the factors that influence consumers to go for online grocery shopping and their attitude towards it. The survey revealed that it is the females, undergraduates and employed people who are shopping for groceries online. The survey also revealed that nearly 87% of the respondents are open to online grocery shopping, positive attitude towards the information is in detail with respect to groceries online and almost all the respondents prefer to shop from a trustworthy website. The findings of the research also show that there is no significant impact of return policy on shopping consumer attitude towards online grocery. Further, the result shows that there is no positive influence of website design on the consumers who shop for groceries online.

**Chitra sharma (2015)**, states that the dawn of the internet era opened up new possibilities and e-commerce has emerged as a perfect amalgamation of technology and marketing acumen. E-grocers have set up systems to accept orders over phone, which in itself can be an independent business model.

**George Adamides et al (2006)**, in their paper, discussed about specific aspect of shopping; grocery shopping. The aim of the paper was to investigate and explain Cypriot consumer's perceptions and responses towards online grocery shopping. A survey that utilized a self-administered questionnaire for collecting data from respondents, was conducted at the capital of Cyprus; Nicosia. Cypriot consumers were not ready yet to accept e-grocery shopping as an alternative to traditional grocery shopping. Based on the findings of this survey, "the good quality of the products offered" and "a money back guarantee" can be decided upon by the e-grocers as it seems to be the better risk relievers. In addition, "the competitive prices of the products", "safe

dealings through the Internet” and “loyalty to well-known products” may consist highly effective incentives to increase the number of online shoppers.

**Joana Penim (2013)**, proves that online shopping has been rapidly growing business, and although online grocery shopping has not followed these same growth patterns in the past, it is now being recognized for its potential. As such, the focus of previous online shopping research has seldom encompassed this specific retail market, with the existing studies focusing essentially on consumers’ motivations and attitudes, rather than how consumers actually shop for groceries online.

### Sampling Techniques

The sampling techniques used for the study is convenience sampling. Convenience sampling is a type of non-probability which involves the sample being drawn from the part of population which is close to hand.

### Anova Analysis

**TABLE – 1**

TABLE SHOWING SIGNIFICANT DIFFERENCE BETWEEN AGE OF THE RESPONDENT AND REASONS TO SHOP GROCERIES ONLINE

		Sum of Squares	Df	Mean Square	F	Sig.
When I need home delivery	Between Groups	9.983	2	4.992	4.078	.019
	Within Groups	179.910	147	1.224		
	Total	189.893	149			
Because of better prices	Between Groups	16.630	2	8.315	8.148	.000
	Within Groups	150.010	147	1.020		
	Total	166.640	149			
When there are larger selections	Between Groups	11.460	2	5.730	3.498	.033
	Within Groups	240.780	147	1.638		
	Total	252.240	149			
When I need to compare prices	Between Groups	12.414	2	6.207	4.843	.009
	Within Groups	188.419	147	1.282		
	Total	200.833	149			
When I want to buy something unique and special	Between Groups	7.590	2	3.795	2.440	.091
	Within Groups	228.683	147	1.556		
	Total	236.273	149			
When I don't have time to find things by different markets	Between Groups	.629	2	.315	.236	.790
	Within Groups	195.964	147	1.333		
	Total	196.593	149			
Travelling convenience	Between Groups	25.393	2	12.697	7.236	.001
	Within Groups	257.940	147	1.755		
	Total	283.333	149			
Time saving	Between Groups	8.374	2	4.187	2.345	.099
	Within Groups	262.459	147	1.785		
	Total	270.833	149			

**Source:** Primary data

The significant level is assumed at 5% level ( $p$  value  $\leq 0.05$ ) and the not significant level is kept at 5% level. ( $p$  value  $> 0.05$ )

**Null Hypothesis (Ho):** There is no significant difference between age of the respondent and reasons to shop online.

**Alternative hypothesis (Ha):** There is a significant difference between age of the respondent and reasons to shop online.

**Interpretation:**

- The f value is 4.078 and the significance value is 0.019. The significance value is more than the acceptable value of 0.05. Thus the null hypothesis is accepted and the alternative hypothesis is rejected. Thus it can be concluded that there is no significant difference between age of the respondent and home delivery.
- The f value is 8.148 and the significance value is 0.000. The significance value is less than the acceptable value of 0.05. Thus the alternative hypothesis is accepted and the null hypothesis is rejected. Thus it can be concluded that there is a significant difference between age of the respondent and better prices.
- The f value is 3.498 and the significance value is 0.033. The significance value is more than the acceptable value of 0.05. Thus the null hypothesis is accepted and the alternative hypothesis is rejected. Thus it can be concluded that there no is a significant difference between age of the respondent and larger selections.
- The f value is 4.843 and the significance level is 0.009. The significance value is more than the acceptable value of 0.05. Thus the null hypothesis is accepted and the alternative hypothesis is rejected. Thus it can be concluded that there is a moderate significant difference between age of the respondent and comparing prices.
- The f value is 2.440 and the significance level is 0.091. The significance value is more than the acceptable value of 0.05. Thus the null hypothesis is accepted and the alternative hypothesis is rejected. Thus it can be concluded that there is no significant difference between age of the respondent and buying something unique and special.
- The f value is 0.236 and the significance level is 0.790. The significant value is more than the acceptable value of 0.05. Thus the null hypothesis is accepted and the alternative hypothesis is rejected. Thus it can be concluded that there is no significant difference between age of the respondent and not having time to find things by different markets.
- The f value is 7.236 and the significance level is 0.001. The significance value is less than the acceptable value of 0.05. Thus the alternative hypothesis is accepted and the null hypothesis is rejected. Thus it can be concluded that there is a significant difference between age of the respondent and travelling convenience.
- The f value is 2.345 and the significance level is 0.099. The significant value is more than the acceptable value of 0.05. Thus the null hypothesis is accepted and the alternative hypothesis is rejected. Thus it can be concluded that there is no significant difference between age of the respondent and time saving.

**Table – 2** Table Showing Significant Difference Between Gender Of The Respondent And Reasons For Lack Of Awareness Towards Online Grocery Shopping

		Sum of Squares	Df	Mean Square	F	Sig.
Not enough exposure	Between Groups	.022	1	.022	.019	.891
	Within Groups	169.018	148	1.142		
	Total	169.040	149			
Internet illiteracy	Between Groups	8.160	1	8.160	5.839	.017
	Within Groups	206.833	148	1.398		
	Total	214.993	149			
Risk of credit card transactions	Between Groups	.082	1	.082	.076	.783
	Within Groups	159.891	148	1.080		
	Total	159.973	149			
Risk of identity theft	Between Groups	.067	1	.067	.043	.835
	Within Groups	228.793	148	1.546		
	Total	228.860	149			
Lack of trust	Between Groups	.854	1	.854	.633	.428
	Within Groups	199.706	148	1.349		
	Total	200.560	149			
No need for shopping online	Between Groups	19.210	1	19.210	11.392	.001
	Within Groups	249.564	148	1.686		
	Total	268.773	149			

**Source:** Primary data

The significant level is assumed at 5% level ( $p$  value  $\leq 0.05$ ) and the not significant level is kept at 5% level. ( $p$

value  $>0.05$  )

**Null Hypothesis (Ho): There is no significant difference between age of the respondent and things to look for in online grocery websites.**

**Alternative hypothesis (Ha): There is a significant difference between age of the respondent and things to look for in online shopping websites.**

**Interpretation:**

- The f value is 0.019 and the significance value is 0.891. The significance value is more than the acceptable value of 0.05. Thus the null hypothesis is accepted and the alternative hypothesis is rejected. Thus it can be concluded that there is no significant difference between gender of the respondent and not enough exposure.
- The f value is 5.839 and the significance value is 0.017. The significance value is more than the acceptable value of 0.05. Thus the null hypothesis is accepted and the alternative hypothesis is rejected. Thus it can be concluded that there is no significant difference between gender of the respondent and internet illiteracy.
- The f value is 0.076 and the significance value is 0.783. The significance value is more than the acceptable value of 0.05. Thus the null hypothesis is accepted and the alternative hypothesis is rejected. Thus it can be concluded that there is no significant difference between gender of the respondent and risk of credit card transactions.
- The f value is 0.043 and the significance level is 0.835. The significance value is more than the acceptable value of 0.05. Thus the null hypothesis is accepted and the alternative hypothesis is rejected. Thus it can be concluded that there is no significant difference between gender of the respondent and risk of identity theft.
- The f value is 0.633 and the significance level is 0.428. The significance value is more than the acceptable value of 0.05. Thus the null hypothesis is accepted and the alternative hypothesis is rejected. Thus it can be concluded that there is no significant difference between gender of the respondent and lack of trust.
- The f value is 11.392 and the significance level is 0.001. The significance value is less than the acceptable value of 0.05. Thus the alternative hypothesis is accepted and the null hypothesis is rejected. Thus it can be concluded that there is a significant difference between gender of the respondent and no need for online shopping.

### Garrett Ranking Analysis

**Table – 3** Table Showing Ranking Of Online Grocery Websites that the Respondents Are Aware

Particulars	Mean Rank	Rank
Big basket	7.09	1
Nature's basket	6.08	3
Grofers	3.18	8
Grocermax	5.61	4
Zopnow	3.90	7
Aaramshop	5.43	6
Reliance fresh	6.22	2
Green cart	2.05	9
Naturally yours	5.45	5

**Source:** Primary data

### Interpretation:

The above table shows the rankings obtained for online grocery websites that majority of the respondents are aware of. It has been found that Big basket (7.09) is ranked first, Reliance fresh (6.22) is ranked second, Nature's basket (6.08) is ranked third, Grocermax (5.61) is ranked fourth, Naturally yours (5.45) is ranked fifth, Aaramshop (5.43) is ranked sixth, Zopnow (3.90) is ranked seventh, Grofers (3.18) is ranked eighth and Green cart (2.05) is ranked ninth.

### Inference:

It has been inferred that majority of the respondents have ranked Big basket first as the most known website.

### Suggestions

- People should be given more orientation about the existence and features of online grocery services through effective medium of advertisement.
- Assurance about quality of the products should be improved to support the adoption of online grocery shopping.

- The online grocery system should take initiatives to provide maximum security to the personal information that are remitted by the customers.
- Initiatives should be taken to eradicate the internet illiteracy of the people by educating them about the basic functioning of the features.
- The customers should be ensured about the reasonable pricing of the product to increase the level of purchase.
- The online grocery selling can be improved by having attractive websites and shopping blocks.
- Online grocery websites should be capable of being accessed from any device at required time.
- The effectiveness of online grocery service can be improved by making prompt delivery of the products to customers at reasonable price.
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### **Conclusion**

In today's era, online grocery is gaining its special attention among the people of Coimbatore city. The customers mainly prefer this type of system as they are easy to access and involves less effort. Further, the customers may get an opportunity to find the introduction of new product through online grocery system with less effort. They further get the maximum assurance of being delivered by the appropriate goods in rapid period of time. This system enables the customers to get access to the product from their home place without any effort. The chance of returning the inappropriate goods shall further increase the scope of online grocery service. From the study, it can be concluded that consumers buy goods from the online shopping website on the basis of factors like offers and discounts, variety of product available, free home delivery, website user friendliness and cash of delivery payment option. The customers expect improvement of security in payment methods, in order to choose online as a medium to buy grocery items rather than shopping of grocery with the traditional method. Out of the agreed respondent to buy online grocery, most of the respondent would think that it would be beneficial to shop grocery online on the basis of factors like easy to order, variety, discounts/offers, saves time and avoid long queues.

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