

A STUDY OF CONSUMER PERCEPTION AND SATISFACTION TOWARDS ONLINE GROCERY STORES

Sneha.S¹, Dr V.Anitha²

PG Student1, Department of Commerce and Research, VLB Janakiammal College of Arts and Science,
Coimbatore, Tamil Nadu, India
snehashanmugan@gmail.com

Assistant Professor2, Department of Commerce and Research, VLB Janakiammal College of Arts and Science,
Coimbatore, Tamil Nadu, India

ABSTRACT

This study examines consumer perception and satisfaction with online grocery shopping platforms. Key factors such as convenience, product quality, pricing, and delivery services are analyzed through a survey-based approach. Results indicate that while consumers value the time-saving nature of online shopping, concerns regarding product freshness and delivery reliability impact satisfaction. The findings offer valuable insights for online grocery retailers to enhance service quality and customer retention.

Keywords: Online Grocery Shopping, Consumer perception and satisfaction, Online Retail Stores, Shopping Convenience.

INTRODUCTION OF THE STUDY

Introduction for study of consumer perception and satisfaction towards online grocery stores Welcome to the world of consumer perception and satisfaction towards online grocery stores. As the world moves towards a more digital and tech-savvy era, online shopping has become an integral part of our daily lives. The trend of online grocery shopping has gained immense popularity in recent times, especially during the COVID-19 pandemic. The purpose of this study is to examine the consumer perception and satisfaction towards online grocery stores. The study will explore various factors that influence consumers' decision-making process while purchasing groceries online, including the ease of use of the website or app, the quality of products and services, the reliability of delivery, and the overall shopping experience.

OBJECTIVES OF THE STUDY

- To find out the factors which influences the attitude of consumers towards online grocery stores
- To find out the satisfaction of consumers while purchasing through online grocery stores
- To offer suggestions based on the study

SCOPE OF THE STUDY

The e-shopping will replace traditional in store shopping in the near future. The tiring 12 hours shifts in office and transportation, consumers feel so drained that prospect of purchasing groceries seems like a burden. As an alternative, to make the shopping at ease in the doorsteps, online grocery shopping has evolved. This kind of online grocery shopping

Business has been gateways for all the budding entrepreneurs to start their business.

LIMITATIONS OF THE STUDY

- Sample was geographically limited as the data was collected from Coimbatore only.
- Due to time constraints, the data have been collected only from 100 respondents.

STATEMENT OF THE PROBLEM

Online grocery shopping is a next step of shopping mode which has made this pandemic era even more- easier. In the modern 21st century, people have become a bit lazier - be it, going to shops, waiting on a long queue, etc., Moreover, government also advises the citizens to move towards the digital currency payment mode. So, the chance of paying on time paper currencies is reduced to a far extent. People are indirectly forced to use online grocery shopping during the pandemic that is occurring in the entirety of 2020. This research will bring an outline of the preferences of the customers relating to the

products, payment mode, etc...It also describes the issues faced by the consumers to a great extent.

- Simple Percentage Analysis
- Chi square

REVIEW OF LITERATURE

- **Jamie Geluk (2018)**, “Online Grocery Shopping - which products do consumer segments prefer to buy in an Online Supermarket”, B.Sc. Management and Consumer Study, Specialization Management Studies.
- **Marian Saleem (2018)**, “Online Grocery Shopping and Consumer Perception: A case of Karachi marketing in Pakistan”, Journal of Interest and E-Business Study, Vol 2018 (2018), article ID 931-248.

RESEARCH METHODOLOGY

Research methodology is the specific procedure or technique used to identify, select, process, and analyse information about a topic. In order to achieve the objectives of the study and to analyse the data collected, an appropriate methodology has been developed. A research methodology is a master plan for the conduct of formal investigation.

METHOD OF DATA COLLECTION

PRIMARY DATA

Primary data has been collected through the Google forms which have been collected from 100 respondents through Google forms.

SECONDARY DATA

The theoretical background of the present study has been gathered from various sources which include books, magazines, journals, websites and other related research work.

SAMPLE SIZE

The data have been obtained using questionnaires from 100 respondents who purchase grocery through online in Coimbatore city. The sample size has been decided on the basis of convenience and people belonging to all age group have been selected.

TOOLS USED FOR THE STUDY

The following Statistical tools have been used to analyse the data which has been collected from respondents:

SIMPLE PERCENTAGE ANALYSIS

Simple percentage analysis is carried out for all the questions given in the questionnaire. This analysis describes the classification of the respondents falling under each category. This percentage analysis is used mainly for standardization and comparison.

Place of Living

Place of Living	No. of Respondents	Percent
Urban	40	67
Sub-Urban	40	8
Rural	20	25
Total	100	100

The above table 4.9 shows that, 67 percent of the respondents are living in urban, 8 per cent of the respondents are living in sub-urban, 25 per cent of the respondents are living in rural. **67 percent of the respondents are living in urban areas as a majority.**

CHI-SQUARE ANALYSIS

The chi square test is an important test among the several tests of signification developed by satisfaction. Chi square symbolically written χ^2 is a statistical measure used in the contexts of sampling analysis for comparing a variance to a theoretical variance. It can also use to make comparison between theoretical population and actual data when categories as used.

$$\chi^2 = \frac{(O - E)^2}{E}$$

Where, **O = Observed Frequencies, E = Expected Frequencies**

SHOWING THE COMPARISON OF PERSONAL FACTORS AND SOURCE OF AWARENESS ABOUT THE PRODUCT

NULL HYPOTHESIS (H0): There is no significant relationship between personal factors and source of awareness about the product.

The table represents the results of chi-square analysis in terms of personal factors, chi-square value, p values and their significant on source on awareness about the product.

Personal factors	Chi square	Significant	S/SN
Gender	3.131	.792	NS
Age	7.062	.631	NS
Marital status	3.014	.389	NS
Educational qualification	14.573	.299	NS
Occupation	7.510	.584	NS
Number of members in family	3.873	.694	NS
Family monthly income	9.080	.430	NS
Place of living Note: S-Significant @5% level	8.028 (p-value <0.05),	.003	S

NS-No Significant @5% level (p-value >0.05)

INTERPRETATION

It is evidence from the above table that the hypothesis is rejected (significant) in 1 cases and accepted (not significant) in 7 cases. It is concluded that there is a significant relationship between personal factors like occupation with the source of awareness about the product.

FINDINGS OF THE STUDY

The findings of the study on Consumer perception and satisfaction towards online grocery shopping done through Percentage analysis, Chi-square are as follows:

PERCENTAGE ANALYSIS

- Majority 67 percentage of the respondents are female.
- Majority 50 percentage of the respondents fall under the age category of 20-25 years.

- Majority 75 percentage of the respondents are Unmarried.
- Majority 58 percentage of the respondents are Graduates.
- Majority 33 percentage of the respondents are doing other occupations.
- Majority 58 percentage of the respondents have 3-5 members in the family.
- Majority 67 percentage of the respondents have 2-3 earning members in the family.
- Majority 50 percentage of the respondents' monthly family income is less than Rs. 25,000.
- Majority 67 percentage of the respondents reside in urban areas.
- Majority 58 percentage of the respondents use smart phones to make grocery shopping via online.
- Majority 75 percentage of the respondents consider that online grocery shopping is beneficial.
- Majority 22 percentage of the respondents shop grocery products through online because it is easy to order and saves time.
- Majority Percentage of the respondents rarely buy grocery products through online.
- Majority 13 percentage of the respondents purchase rice through online.
- Majority 33 percentage of the respondents spend Rs.500 – Rs.1,000 on a monthly basis for shopping grocery products through online.
- Majority 83 percentage of the respondents feel secure while shopping grocery products via online.

SUGGESTIONS

- Online Vendors can assure their consumers' by offering personal information privacy protection policy and guarantee for transaction security by improving their technological systems.

- Retailers ought to be careful about the annoying factors of online shopping such as being unable to access the website, long delays in completing online orders, inconsistencies in the items available, mistakes in filling orders and the hassle of returning goods.
- Online sellers can be more concerned about the delivery times and delivery charge and product return policies. They can make it easier, quicker and reliable, so that consumers can enjoy the online shopping experience to the fullest.

CONCLUSION:

The endeavour of this study is to address the perception and level of satisfaction of the consumers towards online grocery shopping. From the findings, it is clear that consumers' purchasing decisions depend on many factors. Those factors motivate consumers to purchase products through online. 'Time saving' and 'Easy to Order' are the prime factors that drive the consumers from conventional form of shopping to Online Grocery Shopping.

Information availability, open 24/7, huge range of products/ brands, reasonable prices, various offer for online products, easy ordering system are the other motivating factors for online grocery shopping. Shoppers have found buying grocery online convenient, comfortable and hassle-free. Given the pace of life, smartphone penetration and ease of use they offer, it will be a long time before these online grocery platforms can call it a day.