

# **Project Dissertation Report on Consumer Behaviour Towards Online Grocery Shopping**

Submitted By :

Ajay Khitoliya

2K18/MBA/079

Under the Guidance of :

Dr. Sonal Thukral

Assistant Professor, DSM



**DELHI SCHOOL OF MANAGEMENT**

**Delhi Technological University**

**Bawana Road Delhi 110042**

## **CERTIFICATE**

This is to certify that the Project Report titled “**Consumer Behaviour towards online grocery shopping**” is an original and bonafide work carried out by Mr. **Ajay Khitoliya** of **MBA 2018-20 batch** and was submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-110042 in partial fulfilment of the requirement for the award of the degree of **Masters of Business Administration**.

**Sign of Mentor**

**Dr. Sonal Thukral**

**DSM, DTU**

**Sign of HOD**

**Dr Rajan Yadav**

**DSM, DTU**

**Date:**

**Place:**

## **STUDENT'S DECLARATION**

This is to certify that I have completed the project titled “**Consumer Behavior towards Online Grocery Shopping**”.

“This work was done under the supervision and guidance of **Dr Sonal Thukral** in the partial fulfillment of the requirement for the award of the degree of “**Master in Business Administration**” from Delhi School of Management, Delhi Technological University.”

It is also certified that the project of mine is an original work and the same has not been submitted earlier elsewhere.

**Ajay Khitoliya**  
**2K18/MBA/079**

## **ACKNOWLEDGEMENT**

I offer my sincere thanks and humble regards to Delhi School of Management, for imparting me valuable professional training in MBA.

“I pay my gratitude and sincere regards to **Dr. Sonal Thukral**, my project Guide for giving me the cream of her knowledge. I am thankful to her as she has been a constant source of advice, motivation and inspiration. I am also thankful to her for giving his suggestions and encouragement throughout the project work. I take the opportunity to express my gratitude and thanks to our library staff for providing me opportunity to utilize their resources for the completion of the project.”

“I am also thankful to my family and friends for constantly motivating me to complete the project and providing me an environment which enhanced my knowledge.”

**Ajay Khitoliya**  
**2K18/MBA/079**

## **Executive Summary**

“Consumer’s behaviour play an important role in online shopping. The increasing use of Internet by the younger generation in India provides an emerging prospect for online retailers. If online retailers know the factors affecting Indian consumers’ buying behavior, and the associations between these factors and type of online buyers, then they can further develop their marketing strategies to convert potential customers into active ones. The main objective of the study is to determine the customer perception towards online grocery shopping. To determine the factors that leads an individual to buy groceries online and analyze their consumption pattern. The sources of data used in this project report are both primary and secondary data. Descriptive as well as quantitative research type is used for this research. Primary data consists of original information gathered from sample size of 53 respondents residing at different geographic location, through Google forms, which is circulated through mail and on social media platform. Survey method is used to collect the primary data. Secondary data was collected through research paper and articles using the internet. The major findings of the study are majority of respondents quoted the reason for choosing the online grocery shopping are convenience and time saving. The demographic factors like age, income, occupation, education and ability to use the internet is having a significant association with online grocery shopping. There is a positive relationship between occupation, education with online grocery shopping. The major drawback for consumers involve the risk of incorrectly valuating some products and apprehension about the selection and handling of perishables, such as vegetables, eggs, and meat products. In India, still people are averse to online grocery shopping because of various reasons like product delivery, see and touch before buy, online frauds, shipping charges, difficulty in returning stale products, bargaining reasons etc.”

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# CHAPTER 1 INTRODUCTION

## 1.1 Background

Food supplies are one of the fundamental needs throughout everybody's life. Individuals can remain without great garments, with mechanical issues however can't go through a day without legitimate food and consequently the staple market has consistently been either consistent or developing. Before a decade the basic food item requirement of day to day was satisfied by kirana stores or hyper-nearby market or grocery store. However, with the advent of new ideas, innovation and urbanization, new businesses are opening on the web markets to serve purchaser's interest of basic food item and simultaneously giving them favorable position of home conveyance and unwinding from remaining in long charging lines. Currently, the larger part of the online supermarkets are located in Metro and Tier-I urban areas. However, due to the expansion of livelihoods and urbanization, supermarkets are now gradually extending to Tier II urban areas too. The requirement for online basic food item has risen as a result of progress in working conditions in the course of the most recent decade with the two accomplices working for extended periods. Additionally, with urbanization and taking off land costs, it has become hard to track down enormous measure of land inside urban communities like Mumbai, Delhi to open huge stores. Subsequently, the new hyper-neighborhood markets are being opened in external regions bringing about the expanded separations that one needs to head out to get to hyper-nearby store. This combined with long charging lines allow for individuals to shop on stores. Apart from this, the availability and accessibility of Internet has made it easy for the supermarkets to go online and has brought about development of online purchasing. Despite the fact that, from outside the business for online basic food item looks extremely alluring, anyway relatively few new companies in this area had the option to endure leaving not many players in the market.



In the course of recent decades, the Indian web based business segment has encountered fast development. The expansion in Internet accessibility and the infiltration of cell phones are the two primary drivers of this development. Furthermore, the developing agreeableness of online installments and positive socioeconomics have changed the manner in which organizations convey, connect and work with clients. It has changed the way the Indian internet business part works.

As the Internet bit by bit assumes an increasingly significant job in associating data and individuals, the weight has kept on ascending in business sectors that have just utilized online administrations, and especially in business sectors where online item deals are new. The pattern of retail locations is changing as an expanding number of retailers are moving their concentration from general retail to new arrangements, for example, e-retail or web based business.

### **Emergence of E-Grocery**

Internet shopping has become a vital piece of buyers. The advancement of innovation in the business world and its effect on customers have prompted an expansion in the recurrence of online buys. Staples are sold paying little heed to the condition of the economy. One can't survive without toothpaste, cleanser, vegetables and staple goods. Urban life in fast stages, time and spot limitations, buyers incline toward web based shopping. The accessibility of alternatives, the comfort of installment offices, offers and limits are the characteristic elements for online buys. Home conveyance and comfort on numerous variables are the primary impacting factors. Some of the time food supplies are bought dependent on purchaser needs. Internet shopping alludes to the procedure wherein buyers purchase food supplies online through the retailer's site or in online markets that include conveying goods to buyers. Customers invest a great deal of energy shopping, going to stores and lining. Moderately, web based shopping is on the ascent among present day purchasers. Online supermarkets like bigbasket.com, nature's bin, drivers and numerous online markets that work at a restricted conveyance guide offer accommodation toward purchasers who needs to purchase staple goods on the web

Food supplies have customarily been bought in stores, where shoppers have the chance to contact and assess items before buying and furthermore to control the vehicle of delicate items. Online business is still in its outset and the volume of basic food item buys on the Internet fails to impress anyone for electronic general stores in India to keep up long haul gainful development. Buying transitory items, remembering meat and fish for the Internet, causes some doubt in many clients, as the unwavering quality and obligation of the administration is addressed. E-food retailers can produce brand esteem, create dreary business and this will bring about market entrance in this division. The genuine favorable position of internet shopping is accommodation. Requesting online for the needed items, one can avoid strolling long walkways and get the desired items fast.

## **1.2 Objectives**

Objectives of this study.

- To understand the sensitivity and opinion of consumer for online grocery shopping.
- To understand the implications of demographic factors on consumer's opinion for online grocery shopping.
- To determine the advantages of online grocery shopping and on what basis.
- To determine the challenges faced by consumer in online grocery shopping.
- To analyze the consumption pattern of consumers for online groceries.
- To analyze whether product and service quality affect consumers buying behavior online.

### **1.3 Scope of study**

E-commerce is happening in India in a big way. Electronic purchases will replace traditional store purchases in the near future. Although traditional shopping is still ongoing, online shopping could change the way people experience shopping.

- The study aims to identify whether people are changing the way they purchase food and groceries from the Kirana store next door to online stores.
- The study is conducted to reveal the consumer's attitude towards e-commerce and their preference for it.
- This study will help determine whether e-supermarkets will outweigh the preference for using the traditional way of shopping and increase the response of online shopping in the future. There are numerous opportunities for new innovative service

## CHAPTER 2 LITERATURE REVIEW

(Sabari Shankar R\*, Nareshkkumar S 2018) - From their investigation, it is understood that the buyer impression of online shopping for food and the implications of segment factors are on the equal. A total of, two hundred respondents were considered as test size and data was accumulated through composed overview, a survey was work for the equivalent. Since the investigation requires assessment of data, quantitative procedure was utilized. SPSS was used to dissect data and discoveries were deciphered. Clear examination was utilized to investigate and decipher information. The example unit has been considered the people who shop online in Coimbatore city. Worthwhile inspecting methodology was used to assemble data from the example size that is two hundred respondents. Basic Percentage Analysis, correlation and chi-square test were used for determining the end-results. The critical disclosures are that there is an impact of financial on purchaser wisdom on web based looking for food and month to month saving and spending control are possible. Straightforward returns strategy, quick conveyance, detectable quality of gathering and expiry dates are considered as uncommonly critical estimations for web based looking for food. The investigation was constrained to the example information and data accumulated from clients of Coimbatore city.

(Himanshu Budhiraja, Kanav Mittal 2016) - In their examination saw that purchasing behaviour of customers for online shopping for grocery is entirely unexpected than purchasing from physical markets. Online basic food item model satisfies purchasers' need and help them to spare their time and exertion. In the exploration they illuminate various kinds of web based business models and furthermore discovers the segment profile of the customers who purchases staple goods through online mode. The information gathered in the study is both the primary as well as secondary information. The primary information is gathered through an organized survey to comprehend assessments of the respondents. The poll was intended to take input from standard clients who purchases food supplies through on the web.

The data is accumulated from 60 respondents who were exceptionally associated with E-shopping for food dwelling in Chandigarh, Mohali, Panchkula, Ambala, Patiala. Distinct measurements procedure is utilized to examine the information with the assistance of SPSS. Auxiliary information was gathered through Routine input calls with the clients at Sabkuchfresh.com. The consequences of the investigation portrays that the model is increasingly well known among the working ladies followed by men. The investigation further uncovers that the significant explanation behind buying food supplies online is sparing of time and exertion, on normal clients for this model are happy with the nature of the items got by them, additionally the dealers are giving clients choice of substitution. The difficulty that lies in this model is that of non-accessibility of items due to unforeseen and unavoidable conditions and deferral in planned conveyance.

(Gabriela Hanus1 2016) - Online shopping for food is getting progressively famous. In the examination they present the states of online shopping for food and purchasers' demeanor towards purchasing nourishment by means of the Internet based. The assessment is based on secondary data sources. In the exploration the discoveries were that the purchasers can purchase nearly anything through the Internet. There are various contrasts among on the web and conventional shopping around there. In basic food item e-shops, customers maintain a strategic distance from the restrictions related with limitation or opening times. They can purchase items all the more advantageously and quicker. It is significantly observed that consumers feel to spare time and preferred online shopping for food as they don't need to venture out from home and hold up in long lines. However, online shopping for food represents some hazard in erroneously valuating certain items in view of the insufficient introduction on the site. What's more, online customers forego the chance of dealing with their decisions as indicated by the expiry dates of items. It ought to be noticed that some close to home needs are restricted during internet shopping, for example, tangible incitement or social needs. In many research it shows that buyers are happy with their online shopping for food encounters and their demeanor towards it are sure. Most importantly, there are as yet numerous customers who experience misgiving about electronic payment and sharing their own data.

In 2004 Mr.Vijayarathy used a sample of 281 consumers in his reaserch to test a model of consumer intention to go for online shopping. His study showed resemblance, helpfulness, usability, and security are critical factors of disposition for internet shopping, yet protection was not. Another finding showed that intention to go for online shopping was majorly governed by attitude for online shopping, normative beliefs, and self-efficacy

In 2017 Mr.Kavitha.R research investigation showed that the desire of a consumer while buying food supplies on the web and in physical market is completely unforeseen. An examination was controlled to research buyers' perspective on Online Grocery Shopping in Coimbatore. An online study was conducted to gather the important data in the most possible manner. The study was circulated through mail to the expected individuals. The unit of examination was an essential food item for consumer with or without inclusion of Online Grocery Shopping who lives in Coimbatore. Approximately 90 respondents from Coimbatore city spread across various socio fragment profiles tended to that study. An irregular testing procedure was gotten to draw the model respondents for the assessment. The assessment is finished with the examination on SPSS using Percentage investigation and Chi-square test. The assessment reveals that the critical clarification behind purchasing merchandise online is saving of time and effort and there are no time confinements in shopping. The desire of a consumer while buying merchandise in physical market and on the web is exceptionally astounding. Most of the respondents become increasingly familiar with about the brand from the Internet. Imperative of the assessment is that the investigation is driven limiting to Coimbatore district. The exploration has just contemplated the purchaser wisdom towards web based looking for food and not the dealers.

In 2006 George Adamidis in his paper examined on explicit part of shopping; grocery shopping. Grocery Shopping is a fundamental and regular routine sort of buyer conduct, which in the recent couple of decades has experienced significant changes because of the quick development of innovation. E-basic food item is the new type of shopping for food, which permits customers to arrange items by means of the Internet from the accommodation of their home.

The development of on the web and in-store shopping for food is to a great extent controlled by the intentions and the conduct of buyers. The point of this paper was to research and clarify Cypriot buyer's observations and reactions towards online shopping for food. An overview that used a self-directed survey for gathering information from respondents, was led at the capital of Cyprus; Nicosia. Cypriot purchasers are not prepared at this point to acknowledge e-shopping for food as an option in contrast to customary shopping for food. In view of the discoveries of this overview, "the great nature of the items offered" and "an unconditional promise" can be chosen by the e-merchants as it is by all accounts the better hazard relievers. Likewise, "the serious costs of the items", "safe dealings through the Internet" and "faithfulness to notable items" may comprise exceptionally viable motivating forces to expand the quantity of online customers.

In 2017, Dr. Rupali Rajesh investigation was done to understand the elements impacting for online Grocery Shopping and furthermore to understand the demographic factors which impact the shopper to purchase grocery on the web. The investigation was directed in Mumbai region. Exploratory research technique was utilized. Online Survey had directed for information assortment. Organized questionnaire was set up for assortment of information which incorporate demographic profile of customer like gender, age, and month to month salary, recurrence of shopping and shopping destinations utilized. The sample unit comprised of all out 117 respondents who does online shopping for food in Mumbai City. Convenience sampling method is used. The Statistical tool Mann Whitney Test, Kruskal Wallis Test were utilized to consider the connection among components and socioeconomics. Factor analysis method was utilized for information interpretation. Finding of the examination shows that online shopping for food factors like item decision, accessibility of items and conveyance time alternatives influences by male and female customers. The Age of clients and accessibility of items online has huge contrast for online shopping for food in Mumbai territory. Advertisers can concentrate on significantly on three recommended surrogated factors like Product Descriptions, Delivery and Replacement of basic food item on the web and Product decision and accessibility.

## **CHAPTER-3 METHODOLOGY**

### **3.1 Methodology**

The survey was conducted to explore consumer's opinion and sensitivity towards online shopping. An online questionnaire was designed to gather the desired data as efficiently as possible. The questionnaire was circulated through email to potential participants. The unit of analysis was any experienced food consumer or without experienced of online shopping.

#### **3.1.1 Sample size**

A total of 53 respondents from different geographic location, distributed on various socio-demographic profiles.

#### **3.1.2 Sampling Design**

An arbitrary inspecting strategy was embraced to draw the example respondents for the examination. Arbitrary testing implies every individual component known to mankind has an equivalent possibility of being picked.

### **3.2 Tools**

The following tools are used in this study for the analysis:

- Percentage analysis
- SPSS Analysis



## CHAPTER 4 DATA ANALYSIS

### 4.1 Percentage Analysis

Percentage methods allude to the particular kind which is utilized in making an examination between at least two arrangement of information gathered. The rate depends on descriptive relationship. It analyzes the relative things. Using rate, the information are diminished in the structure with base equivalent to 100% which encourage relative examination.

$$\text{Percentage} = \frac{\text{No of respondents}}{\text{Total no of respondents}} * 100$$

**Table 4.1.1**

#### Age of the respondents

AGE	RESPONDENTS	PERCENTAGE
Below 20	2	3.8
21-30	50	94.3
31-40	1	1.9
40-50	0	0
50 Above	0	0

**Interpretation:** In the above table it show that 3.8 % of respondent are below 20 years, 94.3 % of respondents are between 21-30 years of age, 1.9% of people are from 31-40 of years of age . Many of the respondents (94.3%) belong to 21- 30 year of age.

**Table 4.1.2**  
**Table showing the gender of the respondents**

GENDER	RESPONDENTS	PERCENTAGE
Male	29	54.7
Female	24	45.3
Total	53	100

**Interpretation:** In the above table it is shown the respondents who are male are 54.7% and the percentage of the female is 45.3 %. Majority of the respondents (54.7 %) are male

**Table 4.1.3**  
**Table showing the educational qualification of the respondents**

EDUCATIONAL QUALIFICATION	RESPONDENTS	PERCENTAGE
Doctor/PHD	3	5.7
Post Graduate	31	58.5
Graduate	17	32.1
Diploma or other	2	3.8

**Interpretation:** The table above shows that 5.7% of people are Doctor or doctorate 58.5% of people are Post Graduate, 32.1% of respondents are Graduate and 3.8% of respondents are Diploma or other. About (58.5) percent have done Post Graduation.

**Table 4.1.4**  
**Profession of the respondents**

PROFESSION	RESPONDENTS	PERCENTAGE
Student	39	73.6
Self Employed	3	5.7
Government Employee	2	3.8
Private Employee	9	17

**Interpretation:** 73.6% of respondent are Student 5.7% of respondents are Self Employed, 3.8% of respondents are Government Employee and 17% of respondents are Private Employee. High percentage of about (73.6%) are Student.

**Table 4.1.5**  
**Monthly income Of the respondent**

FAMILY MONTHLY INCOME (in K)	RESPONDENTS	PERCENTAGE
20000-30000	9	17
30000-40000	8	15.1
40000-50000	4	7.5
50000 & above	32	60.4

**Interpretation:** It is shown in the table above that 17% of respondents earn below 20000-30000, 15.1 % of respondents earn from 30000-40000, 7.5% respondents earn a monthly income of 40000-50000 and 60.4% of respondents earn 50000 & above. About (60.4%) are with income 50000.

**Table 4.1.6**  
**Frequency of purchase of groceries**

FREQUENCY	RESPONDENTS	PER%
One time	12	22.6
Twice	13	23
Thrice	10	18.9
More than 3 times in a month	18	34

**Interpretation:** In the given table, the frequency of purchase of groceries are 22.6% who purchase 1 time in a month, 24.5% purchase 2 times in a month, 18.9% respondents purchase thrice times. The majority (34%) shows that people purchase groceries more than 3 times in a month.

**Table 4.1.7**  
**Table showing spending in online grocery shopping**

SPENDING (in K)	RESPONDENTS	PERCENTAGE
5000-7000	32	60.4
7000-9000	14	26.4
9000-11000	3	5.7
11000 & above	4	7.5

**Interpretation:** From the table, the amount spends in online grocery shopping are 60.4% respondents who spend 5000-7000, 26.4 % respondents who spend 7000-9000, 5.7% respondents who spend 9000-11000, 7.5 % respondents who spend above 11000. The majority (60.4%) shows that people spend 5000-7000 in online grocery shopping in a month.

**Table 4.1.8**  
**Attributes E-grocery**

<b>ATTRIBUTES</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>
Availability of Stock	47	26	9	6	11	100
Quick delivery	38	34	11	9	8	100
Pricing	40	30	11	11	8	100
Offer/Discounts	25	42	19	9	6	100
Order Tracking	15	40	23	17	6	100
Payment method	28	38	15	9	9	100
Return Policy	38	32	15	8	8	100

**Interpretation:** Table.4.1.8 represents the attributes of E-grocery. It shows about 47 percent of respondents see that accessibility of stock is important in online shopping for grocery. 40 percent and 38 percent of respondents see that valuing, delivery and merchandise exchange are important measurements individually and 28 percent of respondents see that installment technique is additionally a significant factor in online shopping for food. Different properties, for example, offer/limits and live tracking are important dimension.

**Table 4.1.9****Table showing different perception of consumer for E-grocery**

<b>PERCEPTION</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>
E grocery easy/helpful	30	38	19	8	6	100
E-grocery Necessary in this fast- moving time	28	36	23	8	6	100
Saving money is Possible	15	42	28	11	4	100
Travelling time is saved	34	36	11	11	8	100
Reluctance on providing Personal information	13	38	32	9	8	100
different category of products are available	26	40	19	9	6	100
No joy of Real time shopping	42	30	17	8	4	100
Online grocery shopping is somewhat equal to retail store shopping	8	30	30	26	6	100
Online grocery shopping is secured and safe	6	40	36	13	6	100
Online grocery shopping suits schedule	11	51	26	6	6	100
Online grocery shopping enhances consumer efficiency	15	43	28	8	6	100
Monthly budget is Controlled	15	23	40	15	8	100

**Interpretation:** Table.4.1.9 represents the consumer perception in E-grocery. 34 percent of people emphatically agreed travelling time is saved in online shopping for food and 30 percent of respondents likewise firmly concurred E-grocery is useful. Elements for e-grocery is fundamental in this quick moving world, wide assortment of items and brands are accessible, setting aside cash is conceivable, online shopping for food upgrades purchaser proficiency and month to month spending plan is controlled are exceptionally pleasing. It has likewise been discovered that there is no delight of constant looking for which 42 percent are agreed.

8 percent of consumer disagreed on travelling time is saved, reluctance on providing personal information and monthly budget is controlled.40 percent of respondents agree that monthly budget is controlled.

## 4.2 Chi-Square Test

1. To find out whether Income of a person depends on the frequency of grocery shopping.

**H0:** Frequency of e-grocery is not associated to Income

**H1:** Frequency of e- grocery shopping is associated to Income

**Table 4.2.1**  
**Table Showing Case Processing Summary**

	Case					
	Valid		Missng		Total	
	No	Per%	No	Percent	No	Per%
Inc*frquency	53	100%	0	0%	53	100%



**Tab- 4.2.2**  
**Income \* Freq Crosstab**

		Freq				Total
		1	2	3	More than 3	
Income 20000-30000	Count	3	2	2	2	9
	Expctd	2	2	1.2	3.1	9.0
30000-40000	Count	4	1	2	3	8
	Expctd	1.8	2.0	1.4	2.7	8.0
40000-50000	Count	1	1	1	1	4
	Expctd	.9	1.0	.8	1.4	4.0
50000 Above	Count	4	9	7	12	32
	Expctd	7.2	7.8	6.0	10.9	32.0
Total1	Count	12	13	10	18	53
	Expctd	12.0	13.0	10.0	18.0	53.0

**Tab - 4.2.3**  
**Table Showing Chi-Square Tests**

	Value	df	Asymptotic Sig (2-sided)
Pearson Chi-Square	7.626 <sup>a</sup>	9	.038
Likelihood Ratio	8.813	9	.455
Linear-by-Linear Association	2.195	1	.138
N of Valid Cases	53		

**Table 4.2.4**

		Value	Asymptotic Standardized Error <sup>a</sup>	Approximate T <sup>b</sup>	Significance
Nominal by Nominal Uncertainty Coefficient	Symmetric	.068	.036	1.872	.455 <sup>c</sup>
	Income Dependent	.077	.040	1.872	.455 <sup>c</sup>
	Frequency Dependent	.061	.032	1.872	.455 <sup>c</sup>

The above table has a significance level of  $0.038 < 0.05$  which shows that online/web based shopping of grocery is associated with the Income of the respondents. Subsequently, we dismiss the null hypothesis and select the alternate hypothesis.

2. To find out whether the money spent on e-grocery is depend on gender of a person.

Hypothesis

**H0:** Money spend on e- grocery shopping is not associated to gender of the respondents.

**H1:** Money spend on e- grocery shopping is associated to gender of the respondents.

**Tab- 4.2.5  
Test Summary**

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
expenditure*gender	53	100.0%	0	0.0%	53	100.0%

**Table 4.2.6**  
**Expenditure \* gen Crosstabulation**

		Gender		Total	
		female	Male		
Expenditure	5000-7000	Count	16	16	32
		Expctd	14.5	17.5	32.0
	7000-9000	Count	4	10	14
		Expctd	6.3	7.7	14.0
	9000-11000	Count	2	1	3
		Expctd	1.4	1.6	3.0
	11000 above	Count	2	2	4
		Expctd	1.8	2.2	4.0
Total		Count	24	29	53
		Expctd	24.0	29.0	53.0

**Table 4.2.7**  
**Table Showing Chi-Square Tests**

	Value	Df	Asymptotic Sig (2-sided)
Pearson Chi-Square	1.455 <sup>a</sup>	3	.042
Likelihood Ratio	1.524	3	.471
Linear-by-Linear Association	.022	1	.881
N of Valid Cases	53		

**Table 4.2.8**  
**Table Showing Directional Measures**

	Value	Asymptotic Standardized Error <sup>a</sup>	Approximate T <sup>b</sup>	Approximate Significance
Nominal by Nominal Uncertainty Coefficient Sym	.028	.034	.815	.471 <sup>c</sup>
expenditure Dependent	.023	.029	.815	.471 <sup>c</sup>
gender Dependent	.035	.042	.815	.471 <sup>c</sup>

The above table has a significance level  $0.042 < 0.05$  which shows that money spend on online e-grocery is associated with gender of respondents. Thus, the alternative hypothesis is accepted and the null hypothesis is rejected

3. To find out whether Age of respondent is dependent on the money spent on online grocery shopping.

**H0:** Age is not associated with money spent on Online grocery shopping

**H1:** Age is associated with money spent on Online grocery shopping

**Table 4.2.9**  
**Table Showing Test outline**

	Case					
	Valid		Missng		Total	
	N	Per%	N	Per%	N	Per%
Age * moneyspend	53	100	0	0	53	100

**Table 4.2.10**  
**Table Showing Age \* moneyspend Crosstabulation**

			moneyspend				Total
			4.00	5.00	6.00	7	
Age 1.00	Count		32	11	3	4	50
	Expctd		30.2	13.2	2.8	3.8	50.0
2.00	Count		0	2	0	0	2
	Expctd		1.2	.5	.1	.2	2.0
3.00	Count		0	1	0	0	1
	Expctd		.6	.3	.1	.1	1.0
Total	Count		32	14	3	4	53
	Expctd		32.0	14.0	3.0	4.0	53.0

**Table 4.2.11**  
**Table Showing Chi-Square Tests**

	Value	Df	Asymptotic Sig (2-sided)
Pearson Chi-Square	8.859 <sup>a</sup>	6	.182
Likelihood Ratio	7.509	6	.203
Linear-by-Linear Association	.537	1	.464
N of Valid Cases	53		

**Table 4.2.12**  
**Directional Measure**

			Value	Asymp Standardized Error <sup>a</sup>	Approximate T <sup>b</sup>	Approximate Significance
Nomial by Nomial	Uncertainty Coefficient	Symmetric	.127	.060	1.818	.203 <sup>c</sup>
		Age Depend	.317	.062	1.818	.203 <sup>c</sup>
		moneyspend Dependent	.079	.044	1.818	.203 <sup>c</sup>

The above table has a significance level  $0.182 > 0.05$  which shows that age of the respondent isn't related with the money spent on online grocery shopping. Therefore, the null hypothesis is accepted and the alternate hypothesis is rejected.

4. To find out whether age is dependent on the frequency of e-grocery.

**H0:** Age is not associated with frequency of e grocery

**H1:** Age is associated with frequency e grocery

**Table 4.2.13**  
**Table Showing case outline**

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age * frequency	53	100.0%	0	0.0%	53	100.0%

**Table 4.2.14**  
**Table Showing Age \* frequency Crosstabulation**

			Frequency				Total
			5	6	7	8	
Age 1	Count		12	11	10	17	50
	Expctd		11.3	12.3	9.4	17.0	50.0
2	Count		0	1	0	1	2
	Expctd		.5	.5	.4	.7	2.0
3	Count		0	1	0	0	1
	Expctd		.2	.2	.2	.3	1.0
Total	Count		12	13	10	18	53
	Expctd		12.0	13.0	10.0	18.0	53.0

**Tab 4.2.15**  
**Table Showing Test result**

	Value	Df	Asymptotic Sig (2-sided)
Pearson Chi-Square	4.793 <sup>a</sup>	6	.571
Likelihood Ratio	5.217	6	.516
Linear-by-Linear Association	.041	1	.840
N of Valid Cases	53		

**Table 4.2.16**  
**Table Showing Direction**

		Value	Asymp Standardized Error <sup>a</sup>	Approx T <sup>b</sup>	Approximate
Nominal by Nominal Uncertainty Coefficient	Symmetric	.061	.035	1.585	.516 <sup>c</sup>
	Age Dependnt frequency	.194	.061	1.585	.516 <sup>c</sup>
	Dependnt	.036	.023	1.585	.516 <sup>c</sup>

The above table has a significance level  $0.571 > 0.05$  which shows that frequency of online grocery shopping isn't related with the age of the respondents. Hence, the null hypothesis is accepted and the alternate hypothesis is rejected.



### 4.3 Correlation

1. Correlation between profession of respondent and online grocery shopping suits schedule.

**Table 4.3.1 Correlations**

		profession	Schedule
Profession	Correlation Coefficient	1.00	.161
	Sig. (2-tailed)	.	.022
	N	53	53
Schedule	Correlation Coefficient	.161	1.000
	Sig. (2-tailed)	.022	.
	N	53	53

2. Correlation between monthly income and saving money is possible.

**Table 4.3.2 Correlations**

		Income	money save
Income	Correlation Coefficient	1.000	.035
	Sig. (2-tailed)	.	.018
	N	53	53
money save	Correlation Coefficient	.035	1.000
	Sig. (2-tailed)	.018	.
	N	53	53

3. Correlation between monthly expenditure on grocery and money save

**Table 4.3.3 Correlations**

		money spend	saving money
money spend	Correlation Coefficient	1.000	.030
	Sig. (2-tailed)	.	.024
	N	53	53
saving money	Correlation Coefficient	.030	1.000
	Sig. (2-tailed)	.024	.
	N	53	53

Correlation values of observation factors are less than the significant value 0.05. In detail, profession, shopping for food schedule show positive correlation. Month to month pay and month to month spending on basic food item likewise have positive relationship with setting aside cash is conceivable by online shopping for food.

## **FINDINGS AND SUGGESTIONS**

The current investigation has brought some novel commitments towards the information on online shopping for food and found the explanations behind the move in purchasing conduct from the conventional store shopping to online shopping for food among Indian Consumers.

### **4.4 Findings of the study**

- Since the adolescents are tech savvy and daring individuals, they prefer online shopping whereas mature age people prefer physical shopping.
- The segment factors such as age, pay, profession, education and ability to utilize the web are significant in web based shopping. There is a positive connection between profession, education with online shopping for food.
- Sexual orientation has also shown vast association with online shopping for food. The example being the females are more imprudent purchaser they like spend more than men on shopping for food.
- The social elements such as profession, pay, and influence of dear ones do have close association relationship with web based shopping. Online buyers would be in general are younger, happier and educated. Discoveries shows that lion's share of respondents are post graduate understudy who are more intrigued by online shopping for food than customary shopping.
- Dominant part of the respondents are of the age of 21-30 and for the most part are understudies. Most extreme respondents month to month family's salary is over 50000 and burn through 5000-7000 Rs on online shopping for food in a month.
- Dominant part of respondents accept that openness of huge assortment of item is significant in online shopping for food valuing, speedy conveyance and merchandise exchange are additionally critical qualities for web based shopping.

- Huge numbers of the respondent unequivocally concur that voyaging time is spared in online shopping for food, while numerous respondents concur that there is no enjoyment of ongoing shopping in online shopping for food.
- Chi-square tests show that the Income and calling relies upon the recurrence of shopping for food while age doesn't. Use on a shopping for food is likewise subject to the Income of the person.
- Web based shopping channels not exclusively offer great arrangements, yet additionally brings great comfort, benefits, usability and gives satisfaction to the customers. Internet based consumers are getting settled to shop online. It is observed that consumers see the most regularly referred purpose behind internet shopping are accommodation and cost.
- Despite benefits of online shopping in India, individuals are opposed to web based shopping for various reasons such as desire to see before purchase, item conveyance, online fakes and duplicacy, delivery charges, trouble in returning broken items, refunds for returned items, bartering reasons and so on.
- Individuals see that online shopping are more satisfying and one of kind experience than conventional shopping. The online shopping is new experience for the Indian consumers. They get huge limits, offers on the items which not found in similar items in conventional shopping. Presently, the internet shopping personnel gives appealing offers on online purchase.
- The most de-motivating factor behind why Indians don't prefer online shopping is that they are anxious over online cheats, delay in conveyance, purchase office isn't accessible and so on. Many people are hesitant to do online shopping because of the fear of hacking of their bank/Visa subtleties.

- Practically all the individuals know about the online shopping. The most important factor before purchase is to check the items and it is vital because of the issues concerning the security of the charge cards.

#### **4.5 Suggestions of the study**

- Organizations ought to remove customers fear about the items in the online shopping condition by giving quality items, ideal conveyance and satisfy their desires. Likewise the organizations should take into consideration in making their site simple, user friendly.
- The examination suggests that the Indian clients give most importance to security and protection to order to build trust. Protection of client data can be improved by guaranteeing that at no point of time the client would be requested for unimportant individual data.
- The psychological obstacle for online shopping is that the Indian buyer do the brain research checking the item genuinely before buying it and consider it as yet equivalent or not. So the organizations should develop a mechanism to diminish the tricks. The Indian clients need to see the item before purchase. In this way, online stores selling altered items should have more liability on giving their office address and they should give better correspondence to their clients through phone or online sales.
- Individuals are unwilling to internet shopping. Reason being the difficulties faced by them in returning the defective items. Therefore, Organizations should keep in mind and make efforts that purchase office is accessible at the client doorstep and one can return if the item is defective.
- Online stores should work on their viable execution of site factors such as data configuration, highlights, correspondence, protection and security. These are effective instrument in gaining trust of consumers towards the site and can be helpful in

upgrading buy goal.

- It is observed that Indian consumers are value delicate and they don't check out internet shopping. This is one of the reasons behind not doing internet shopping as there is a less possibility of making sensible dealings and haggling. Therefore, organizations should give or offers bargaining to their customers.
- Most of the individuals think that items available online are expensive due to transportation charges as in physical shopping there are no such charges. So the organizations should make the online items conveyance free for their clients.
- Organizations should provide support of salesperson to their clients as Indian customers prefer checking the items before purchase. A sales rep gives a wide scope of administrations and satisfy the client by demonstrating the use of items and helps them in making the most effective use of their purchase items.
- It is seen that online stores gives more attention to female segments as compared to men because females are more potential customers. This should be changed and organizations should devise policies or strategy in men segments also for attracting more customers.
- There is a necessity to research and identify the factors that the online shopping isn't really totally governed by balanced human thought processes, any more than offline shopping is. This infers a need to explore the sentiments and real connections in purchasing from online stores.
- Further, a lawful system needs to be designed so as to test online fakes. Additionally, the objections came up with online shopping should be listened and corrected by somebody hired for this purpose.

## 4.6 Limitations

- This exploration gathered the essential information through online review utilizing goggle structures, where direct association among analyst and respondents were unrealistic
- Since the online overview utilizing Google structures were planned and posted in Social systems administration destinations, the examples were not confined dependent on topographical area.
- The example size 53 may not be appropriate to count the genuine populace.
- Other confinement caused in the statistical surveying shows the consumers opinion towards online shopping for food and not the sellers, wholesalers or retailers' who acts as an agent, uses online retail industry to help its business activities.

## CHAPTER 5. CONCLUSION

The conduct of shopper in recent times have evolved drastically towards Indian customers. Online shopping has really changed the minds of people and influenced the general public all in all. The innovation of online shopping has given new platforms to so many people and has empowered us to lead an increasingly advantageous way of life today. Where-ever we are, 24x7 accessibility, assortment, decision, accommodation, better administrations, plans, offers and limits, esteem for cash are a portion of the critical reasons in online shopping that impacted Indian customers to favor online shopping over conventional shopping, that is the explanation presently individuals have begun purchasing food supplies online likewise, however still the rate is low yet the conduct of individuals toward shopping for food is evolving. Individuals are shifting from conventional shopping to online shopping.

This investigation of purchaser conduct towards online shopping for food discovered realities like jobless homemaker feel that the delight of physical shopping continuously is deficient in web based shopping. Respondents feel that month to month spending plan is controlled as the rundown of requests can be checked and arranged at comfort and alluding past requests. Business Experts invited Online shopping for food and working representatives who don't have the opportunity to shop in retail locations and suits their bustling calendars. Online shopping is additionally valued by post graduate understudies and youths as they are more webs cordial.

Conveying packs, remaining in line, long sitting tight hours for charging increment issue of individuals in stores and outlets. These issues have been unraveled through web based shopping. Dominant part of the respondent likewise accept that the simple merchandise exchange, quick conveyance, item perceivability and expiry dates are viewed as significant measurements for online shopping for food. Most of the individuals are disinclined to online shopping for food due to various reasons like see before purchase, online fakes, delivery charges, issues in returning stale items, refunds for returned items and so on.

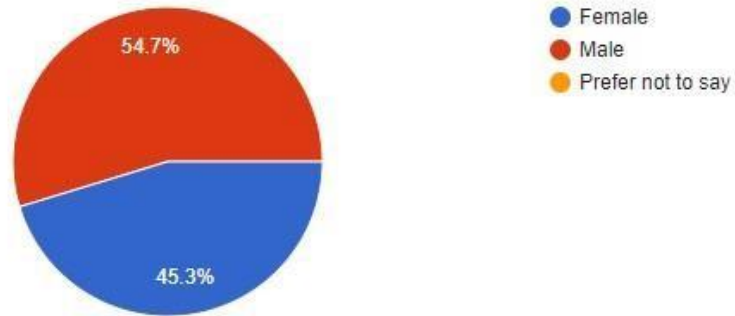


# ANNEXURE

## Responses

### 1. Gender

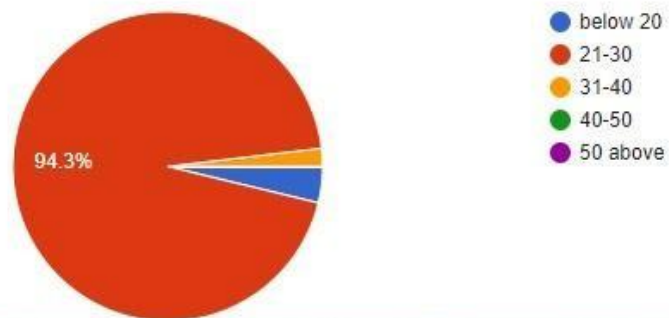
53 responses



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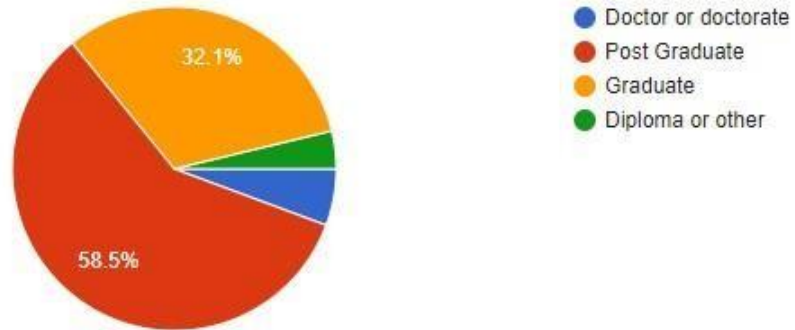
### 2. Age group

53 responses



### 3. Education

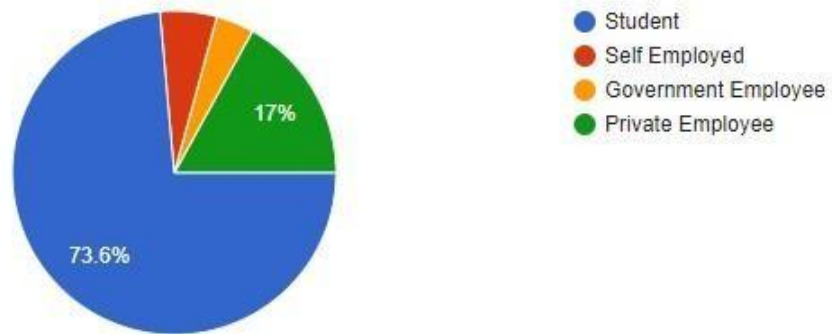
53 responses



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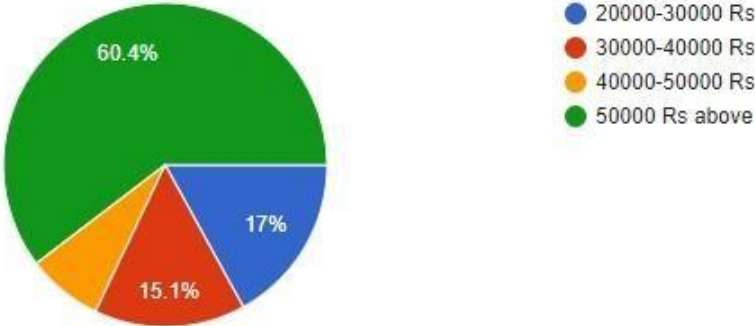
### 4. Profession

53 responses



5. Kindly indicate your family's Monthly Income

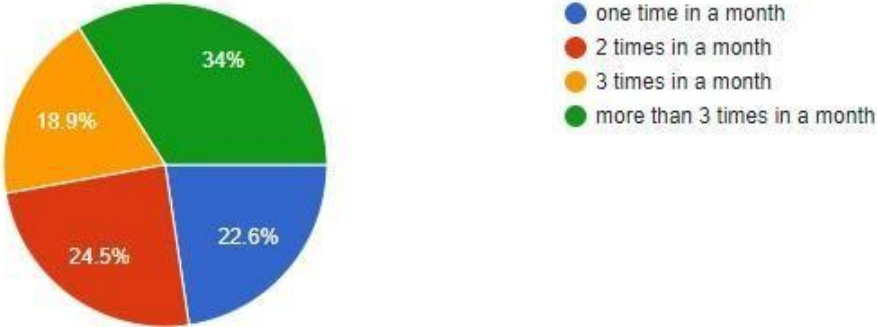
53 responses



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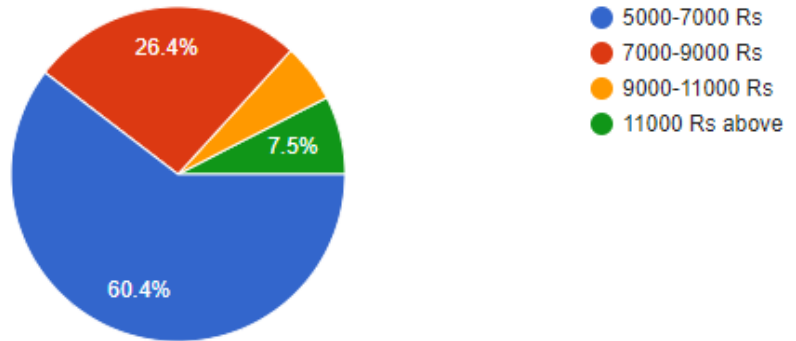
6. How many times a month you do the grocery shopping ?

53 responses

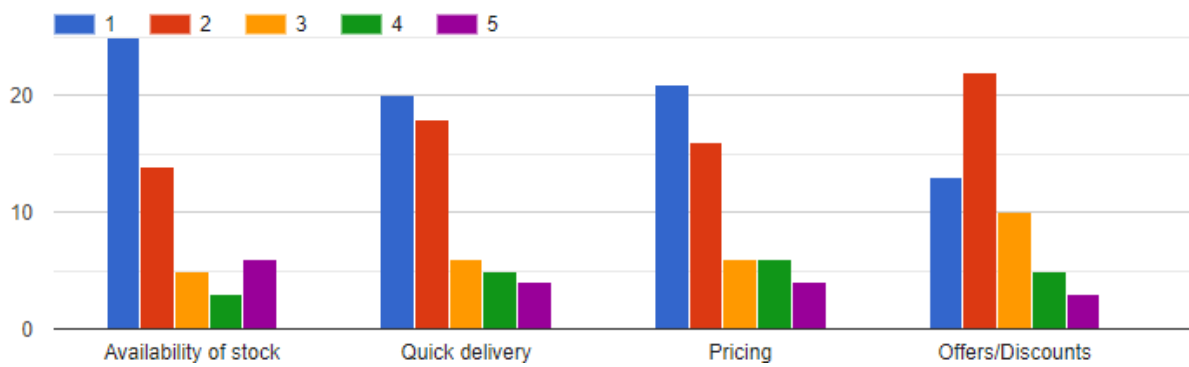


### 7. How much you spend on a grocery shopping in a month?

53 responses



### 8. Rate the following attributes for online grocery shopping?



# Consumer Behavior towards Online Grocery Shopping

As a part of research project, I am conducting a survey that investigate consumer behavior towards online grocery shopping. Kindly spare a few minutes to complete this survey. Information provided will remain strictly confidential.

Thank you!

**\*Required**

1. Email address \*

---

2. 1. Gender \*

*Mark only one oval.*

Female

Male

Prefer not to say

3. 2. Age group \*

*Mark only one oval.*

below 20

21-30

31-40

40-50

50 above

## 4. 3. Education \*

*Mark only one oval.*

- Doctor or doctorate
- Post Graduate
- Graduate
- Diploma or other

## 5. 4. Profession \*

*Mark only one oval.*

- Student
- Self Employed
- Government Employee
- Private Employee

## 6. 5. Kindly indicate your family's Monthly Income \*

*Mark only one oval.*

- 20000-30000 Rs
- 30000-40000 Rs
- 40000-50000 Rs
- 50000 Rs above

7. 6. How many times a month you do the grocery shopping? \*

Mark only one oval.

- one time in a month
- 2 times in a month
- 3 times in a month
- more than 3 times in a month

8. 7. How much you spend on a grocery shopping in a month? \*

Mark only one oval.

- 5000-7000 Rs
- 7000-9000 Rs
- 9000-11000 Rs
- 11000 Rs above

9. 8. Rate the following attributes for online grocery shopping? \*

1. Extremely Important 2. very Important 3. Quite important 4. Somewhat important 5. Not important

Mark only one oval per row.

	1	2	3	4	5
Avaiillabiillitty off sttock	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quiick delliverry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prriciing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Offffers/Diiscountts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Orderr Trackiing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Paymentt method	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Retturrn Polliicy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. 9. Kindly share your perception on online grocery shopping for the following parameters. \*

1. Strongly Agree 2. Agree 3. Neutral 4. Disagree 5. Strongly Disagree

Mark only one oval per row.

	1	2	3	4	5
Online grocery shopping is helpful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online grocery shopping is necessary in this fast-moving world	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Saving money is possible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Traveling time is saved	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reluctance on providing Personal information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wide variety of products and brands are available	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No joy of Real time shopping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online grocery shopping is more or less equal to retail store shopping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online grocery shopping is secured and safe.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online grocery shopping suits schedule	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online grocery shopping enhances consumer efficiency					
Monthly budget is controlled					





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