

Project Dissertation Report on

ONLINE GROCERY SHOPPING TRENDS DURING

THE PANDEMIC

Submitted By

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2K19/DMBA/81

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CERTIFICATE

This is to certify that the work titled '*Online Grocery Shopping Trends during the pandemic*' as part of the final year Major Research Project submitted by Rohan Yadav in the 4th Semester of MBA, Delhi School of Management, Delhi Technological University during January-May 2021 is his original work and has not been submitted anywhere else for the award of any credits/degree whatsoever. The project is submitted to Delhi School of Management, Delhi Technological University in partial fulfillment of the requirement for the award of the degree of Master of Business Administration.

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DECLARATION BY THE CANDIDATE

I hereby declare that the work titled “*Online Grocery Shopping Trends during the pandemic*” as part of the final year Major Research Project submitted by me in the 4th Semester of MBA, Delhi School of Management, Delhi Technological University, during January-May 2021 under the guidance of Prof. Saurabh Agrawal is my original work and has not been submitted anywhere else. The report has been written by me in my own words and not copied from elsewhere. Anything that appears in this report which is not my original work has been duly and appropriately referred/ cited/ acknowledged.

Rohan Yadav

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I am highly indebted to Delhi School of Management, Delhi Technological University for giving me an opportunity to work on this project. Lastly, I would like to express my gratitude to all the honorable faculty members for sharing their experience and expertise on this project.

I have put all my efforts to ensure that the project is completed in the best possible manner and also ensured that the project is error-free.

Rohan Yadav

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ABSTRACT

Online shopping is known as the process of purchasing goods and services from merchants/sellers over the internet. With the emergence of the World Wide Web, sellers now have a platform to sell their products to consumers who surf the Internet. Shoppers can visit any website and online stores from the comfort of their homes and purchase product with just few simple clicks as they sit in front of the computer. Since today's consumers have become smarter and more aware, especially when it comes to using technology, online shopping has gained significant popularity. Consumers are willing to buy any type of products be it electronics, apparel, groceries through online stores. Since online shopping has become a key trend, it is essential to make a study on online shopping usage and perception.

With the emergence of COVID in 2020, the adverse impact is not only visible in various businesses, government and infrastructure but also day-to-day lives of consumers as well. Given the lockdown and closures of small businesses, consumer expenditure on groceries during the COVID-19 pandemic has increased. The rise of the pandemic has infused fears in consumer's mind of catching the COVID if they physically visit the shop. And hence the coronavirus has found to have a positive influence on the percentage of groceries being bought online by consumers.

The main objective of this research is to study and understand customer's perceptions towards online shopping and also identify the increasing trends and shopper behavior during the COVID crisis especially in case of groceries shopping. For this purpose, with help of convenient sampling method approx. 100 respondents were surveyed, and data collection was done through structured questionnaire.

Keywords: E-grocery, Online grocery shopping, Coronavirus pandemic, COVID-19, Consumer traits, Adoption, Online shopping; Shopper behaviour.

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Chapter 1

INTRODUCTION

The COVID-19 pandemic has caused major disruption on most aspects of life, products accessibility. Because of government-imposed lockdowns, consumers have been held at home which has prevented them to do regular shopping. As a result, many brick-and-mortar businesses have also closed. Essential services like pharmacies and grocery stores, have had the permission to stay open but for limited time for fixed and altered hours. Many restaurants have closed or resorted to takeout in order to survive. For a lot of customers, home delivery has become the new norm and one of the key solutions to some of such COVID-19's challenges. Ecommerce and delivery of products at the doorstep has become a convenient option for employees who are working remotely, as well as a number of other categories of population, such as people who have to manage both work and also have parental obligations, and also those who are at risk of some major complications by way of COVID-19. The food industry and related services were negatively impacted when pandemic hit the world.

After this outbreak, Indian government categorized to make the food delivery and restaurants as critical for the population. As per the statistics, more than 20% of population in India relies on online services on daily basis which include students, young working population, and paying visitors these services had to start again. COVID pandemic has created many challenges for food industry in large that would have long-term effects in future.

It is also important to highlight that customers have been cautious of placing orders during the pandemic. This has been the case irrespective of the fact that several online food delivery services sellers have equipped the delivery personnel with necessary protective gear & tools and also encouraged the customers to pay online so as to ensure contactless delivery. People do not fully trust the online food and services delivery platforms because of some issues such as how clean are the conditions of the restaurants/shops and also the sanitary conditions of the deliver personnel making the delivery of food and services. As a result of these problems, customers of today have been reconsidering their potential buying decisions.

Despite the apprehensions that people have in ordering online food because of COVID, challenges like limited availability of sufficient stock of food inventories, lack of public transport mode, less hours, a good percentage of population has been able to get access to sufficient amounts of food stocks.

This can be attributed to the fact that there has been an increasing trend in the number of online food apps that has motivated people to order food items online and to have it delivered at their home without entering the shops itself. As a result of this, there has been reduction in the number of interactions between customers and sellers. And this has resulted in diminishing the spread of Covid-19 by shopping online. Therefore, keeping all the facts in mind, it can be said that the pandemic has major consequences in the retail sector as the customers are shifting to online shopping for groceries.

1.1 Background

The online grocery shopping market is at a crucial point in the process of its evolution. Prior to the COVID19, the sales made through online orders and deliveries were less than 5% of overall sales. However, the trend in online shopping purchasing increased at a steady pace as websites and apps became more user-friendly. The spike in shopping can be attributed to COVID19 from longer-term patterns. By reviewing the cases and people's acceptance and response to ordering food items online, this paper highlights the general thinking of public to acceptance of grocery delivered online through online.

1.2 Objectives of the Research

The major objectives for carrying out the research work are:

- To know about consumer perception for online grocery shopping during pandemic
- To know about age group of people who are more involved in online grocery shopping
- To know about factors that consumer consider while buying groceries online during COVID
- To check the frequency and type of products consumer preferred online during pandemic

- To check the confidence/cautiousness of online shoppers that why do they shop grocery online and for those who don't shop online, then why not?

1.3 Scope of the Research

The research has been conducted to study the buying behavior of online grocery shoppers in the midst of the pandemic. To understand the changing landscape due to increased concern for contactless shopping option for day-to-day items.

1.4 Structure of the Research

Chapter 1 discusses the introduction, followed by chapter 2 that brings out a review of the existing literature about grocery shopping trends online as a result of pandemic. Chapter 3 presents the research methodology discussing the data collection methods and techniques. Chapter 4 provides the analysis of the collected data and its interpretation followed by chapter 5 findings and conclusion. Finally, chapter 6 presents the limitations and scope of future research.

Chapter 2

LITERATURE REVIEW

2.1 Emergence of the pandemic

COVID-19 has been a dreadful situation all across the world. What emerged in Dec 2019 from one city in China quickly spread throughout whole world. Each country enforced preventive actions to control the spread in their fight against Covid-19. Some countries opted for partial lockdown (commonly called stay-at-home or shelter-in-place) and curfews; some did not impose any lockdown at all while some announced complete lockdown. India is the second most populated country in the entire world. The risk of COVID increasing exponentially is higher in India than any other country. Initially when the COVID spread started in India, government took some necessary step to curtail the spread such as banning international flights, setting up facilities for Covid-19 patients, and creating awareness etc. On 24th March 2020, Mr. Narendra Modi (Prime Minister of India) announced a nationwide lockdown to curb the spread of infection. Initially this caused sudden anxiety amongst the Indian people.

With the increasing consumption of goods and services, people have become habitual of convenient shopping experiences, for different products including groceries. There are some leading e-retailers who are well known as online grocery sellers. Their services are very user friendly and offer customized mobile apps and websites.

With many benefits, online shopping for groceries has been picking pace in the market and became routine for many people in big cities. During lockdown, people started panic buying that led to people hoarding ration anticipating shortages of daily products in future. Because of this and soon the local stores went out of stocks.

Additionally due to lockdown, the transport facilities became unavailable and online stores stopped taking orders and processing them. This was a setback to people buying online. They had no choice than buying whatever was available with limited choice from neighborhood stores.

2.2 Nationwide lockdown phases

LOCKDOWN		
Phase	Dates	Duration
Phase 1	25 March 2020 – 14 April 2020	21 Days
Phase 2	15 April 2020 – 3 May 2020	19 Days
Phase 3	4 May 2020 – 17 May 2020	14 Days
Phase 4	18 May 2020 – 31 May 2020	14 Days
UNLOCK		
Unlock 1.0	1 June 2020 – 30 June 2020	30 Days
Unlock 2.0	1 July 2020 – 31 July 2020	31 Days
Unlock 3.0	1 August 2020 – 31 August 2020	31 Days
Unlock 4.0	1 September 2020 - 30 September 2020	30 Days
Unlock 5.0	1 October 2020 - 31 October 2020	30 Days

During the unlock phase, delivery restriction were uplifted except for the red zones. At this time, customers were not only affected by availability of products and delivery limitations, but also had concerns about-the safety of the products. Some of the reasons for such concerns included - who is packing them, who are transporting them, who are delivering them?

With all this, and the fact that covid-19 became new normal now, buyers started purchasing online with less hesitation. Whereas some preferred physical stores. On the other hand, the online retailers are experiencing issues specific to product data because of the pandemic. The digital marketplace has been facing challenges handling the large endless inventory. In order to meet the

customer demand, retailers now need to make more informed decisions while offering essential items for sale during COVID.

Because of the pandemic, people have limited their “brick and mortar” grocery shopping experiences. As a result, more and more customers are resorting to ecommerce as a solution to get the daily items. Many ecommerce retailers are facing issues managing the inventory and supply chain. With this increased demand, the e-retailers find it difficult for them to offer same number of brands and variety as they did before the spread of COVID.

As the availability of transport and delivery personnel is limited, this results in delayed deliveries. However, the good thing is that most of these e-retailers are being transparent in how they operate and are communicating these challenges to customers on time.

The corona virus affected the retail industries in many ways. Both the online and the brick-and-mortar have experienced the setback of reduction in demand which in turn affected the business performances. There is a cost associated with attracting new customers, which is a burden on the retailers in the COVID-19 time. Also, retaining the existing customers would be an important aspect of retailers’ business strategy. The customer loyalty leads to faithfulness by the customer to purchase from the same store/brand over and over. A positive trust leads to the committing to the brand as a result of increased customer satisfaction. Jiang, Jun, and Yang (2016) developed a framework for the impact of the perceived service quality of customers on the perceived value and loyalty. As per their findings, the perceived customer value works as mediator in the relationship between perceived service quality and loyalty. Meuter et. Al (2000) defined e-tailing as a virtual realm where products and services exist as digital information and are delivered through information technology based channels.

Over the last two decades, online Retailing business has seen a remarkable growth globally. Because of adoption of technology, and innovation in the field of retailing led to increased growth.

Even in India, over last few years retailing sector has witnessed many transformations. In India, there is a huge variety of organized and unorganized retail stores. Innovation and technology has led to major transformation in Indian retail sector.

Etailing thus, satisfies the buyer's needs along with their companies goals objectives by offering huge varieties at a better prices. Such major retailers resort to advertisement through various channels including Television, Radios, Emails, etc. Gnanasambandam et.al. (2012) stated that there are about 120 million internet users in India. The research also states that with this rate of growth, India is likely to have the second largest user base in the world. As per Bisen (2013) appraised that India will have around 330 million - 370 million internet users in the year 2015. This number is 696.77 million in 2020 which is over 54.40 percent of the total population of the country. It is predicted that this number will rise to 974.86 by the year 2025.

2.3 Advantages of Online Retailing

Baker (2005) highlights advantages of Online Retailing to the businesses:

- **Global Reach:** Retailers location is not just are not restricted to close vicinity nowadays with the advent of online retailing. Consumers can purchase online from global brands with the advancement of technology.
- **Lowered Capital Cost:** The online retailers need not maintain any physical stores, they also save on the salary of the staff and they stock only the products that are frequently ordered products. This reduces the capital cost.
- **Mass Customization:** Mass customization is more appealing and can be done in quick time, since the retailers operate on larger scale, they can customize their products.
- **Improved Customer Service:** Communication is more efficient and quick as inquiries are resolved faster

- **Specialized and Niche Marketing:** Many retailers sell niche product segments. This helps them create a niche and fulfills the needs of the consumer in an improved way and improve the satisfaction.
- **Effective Marketing:** Retailers use consumer's data , their purchasing patterns to better deal with then and provide better marketing techniques. Loyal customers are rewarded with coupons and discounts.

Sharma (2011) stated the advantages of Online Retailing over the brick and mortar retail stores.

- **Detailed Information:** The online retailers provide clear and concise information about the features of the product and their demos. They also have provide the option to the customers to give reviews about the products and services.
- **Convenience:** Comparison of different products in simpler online. Consumers have the option of accessing products conveniently.
- **Customization of the products:** Customization of the product is available to customers by such online retailers. In fact, the search for the product is also customizable as per the selected features.
- **Competitive Pricing:** Due to elimination of the middlemen, Online retailers are in a better position to offer better prices.
- **Wide Range of selection:** The online option provides many options to choose from. Using the search options the customer can browse for the products and the online store respond to him with the products based on discounts, prices and reviews etc.

Online grocery industry in India:

Indian consumers are increasingly moving towards online shopping and enjoy numerous online convenient shopping features that are available online. Especially, the youth has become the biggest attraction of this industry, and they have a major role and have become the key contributor for the growth of online shopping in India (Handa & Gupta, 2014). Internet shopping is an increasingly rising technology which will develop in the competitive and complex environment if properly leveraged with proper safety and security for transactions. Given the growing youth population, online shopping will increase in size in a big way in the future (Verma et al., 2016). Time factor has a significant problem in online grocery shopping. It has a role to play for both sides. For online grocery retailers, they will gain a competitive advantage through effective time management. For customer, one of the key reasons for them indulging in online grocery shopping is due to the perceived time-saving aspect of online grocery transactions (Weber & Badenhorst-Weiss, 2016). In a bid to save time and effort, online shopping is a preferred channel. Another key point is that the same customer's preferences would be different when shopping online vs physical market groceries (Vasic et al., 2019)

Preferences towards online grocery shopping:

In the retail sector, in case of grocery business, customers have preference for price and testing, while packaging taste and display do not play an important role. Customers have knowledge of all the brands available in the markets, but do not have a tendency or willingness to shift from one brand to another (Kothari et al., 2016). In case of female shoppers, they are inclined towards credence to product prices; sales promotions etc, whereas, male shoppers consider the brand image of the store and ads more important (Rao, 2018). An interesting observation in case of the lower middle class is that their share of modern grocery retail's revenues is largest. This share is predicted to rise as prices fall and density of store increases (Narayan et al., 2015).

Consumer attitude - online grocery shopping:

Consumers attitude towards online grocery shopping in India is affected by factors such as - Perceived Cost, Perceived Convenience, Perceived Danger and Perceived Enjoyable (Baheti & Kaushal, 2015). Online stores resort to different strategies to have an effect on customer loyalty and that in turn influences consumers buying decisions on the online marketplace (Pratminingsih et al., 2013). Product quality is one of the key concerns that consumers of online shopping have in addition to several other factors. (Kaur, 2016). Majority of customers are content with their experiences online; however, there are still many customers who are concerned about electronic purchases and share their personal details (Hanus, 2016). Out of total nontravel B2C e-commerce, online retail holds significant fifty percent share, In fact the possibility for its future growth is extremely high (Kalia et al., 2017).

Consumer perception - online grocery shopping:

There are several factors that have a role to play when consumer purchases products online. These factors could be categorized into deals and discounts, product variety and selection choices available, free and quick turnaround for home delivery, user friendly websites and apps, and cash on delivery payment options. In order to select online as a means of buying grocery items instead of shopping from the physical stores, consumers expect user friendly options and sites. (Sathiyaraj et al., 2015).

Online grocery has many positive attributes such as time savings, convenience, and ease. However still a percentage of homemakers and females employed have preference for the physical stores because of many reasons such as confidence, credit options, bargaining power, negotiating and satisfaction of testing items tangibly before making the actual purchase. Female shoppers are inclined to online grocery shopping because of two main factors that are saving of time and Order ease (Rao, 2018)

Different factors influence on online grocery shopping

Different variables including performance, availability of the method, privacy and fulfillment have a clear positive relationship with the acceptance of grocery shopping through online channel.

Additionally, factors like change in lifestyle, situational causes, antecedent conditions, and temporal context also have a positive relationship with the adoption of grocery shopping through online channel. The temporal states and lifestyle changes are weakly connected to the acceptance of grocery shopping through online channel. (Muhammad et al., 2016).

The online grocery shopping behavior is impacted by various needs including financial, psychological practical, physical benefits. This shows that consumers are concerned about the perceived value of negative outcome when buying grocery items online (Prasad & Raghu, 2018).

Adoption of online grocery stores positively impacts the experience of emerging technology from the standpoint of all consumer generations (Bauerova, 2019)

Chapter 3

RESEARCH METHODOLOGY

Research

In common parlance, research can be referred to as search for knowledge. It can also be defined as a systematic and scientific search for pertinent information on a specific subject. In fact, research can be described as an art of scientific investigation. .” Redman and Mory define research as a “systematized effort to gain new knowledge.” The Advanced Learner’s Dictionary of Current English states the meaning of research as “a careful investigation or inquiry specially through search for new facts in any branch of knowledge.

Some people regard research as a voyage of discovery. It is a movement from the known to the unknown. We all possess the vital instinct of inquisitiveness for, when we approach the unknown, we wonder and our inquisitiveness makes us probe and attain full and fuller understanding of the unknown. This inquisitiveness is the mother of all knowledge and the method, which man employs for obtaining the knowledge of whatever the unknown, can be termed as research.

3.1 Research problem

- What is the consumer perception for online grocery shopping during the pandemic?

Research methodology

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. In it we study the various steps that are generally adopted by a researcher in studying his research problem along with the logic behind them. It is necessary for the researcher to know not only the research methods/techniques but also the methodology.

Researchers not only need to know how to develop certain indices or tests, how to calculate the mean, the mode, the median or the standard deviation or chi-square, how to apply particular research techniques, but they also need to know which of these methods or techniques, are relevant and which are not, and what would they mean and indicate and why.

Researchers also need to understand the assumptions underlying various techniques and they need to know the criteria by which they can decide that certain techniques and procedures will be applicable to certain problems and others will not.

All this means that it is necessary for the researcher to design his methodology for his problem as the same may differ from problem to problem.

Type of Research Methodology used:

Research methodology is the blueprint of conducting research. Research methodology has many dimensions. It includes not only the research methods but also considers the logic behind the methods used in the context of the study and explains why only a particular method of technique has been used.

- **Exploratory**

Type of research carried out was exploratory in nature; the objective of such research is to determine the approximate area where the drawback of the company lies and also to identify the course of action to solve it. For this purpose the information proved useful for giving right suggestion to the company.

- **Descriptive**

In the study, descriptive analysis is used to describe the data and characteristics of the population.

3.2 Research design

The research design used in this study is both 'Exploratory' and 'Descriptive'.

3.3 Method of Data Collection

The data is collected using both by primary data collection methods as well as secondary sources.

- **Primary Data**

Survey method was used for collection of data through google forms with the help of a framed questionnaire.

- **Secondary Data**

The study used secondary data collected from websites & journals.

3.4 Sampling Plan

The samples were made on the basis of convenience and judgment. A sample size of 105 respondents was taken. The sampling unit was consumers of Delhi NCR for which this sample size was considered a fair representative of the above – mentioned area.

Sample Design

- a) Sampling technique- The technique used for conducting the study will convenience sampling technique as sample of respondents will be chosen according to convenience.
- b) Sample size of 105 to be used.
- c) Surveyed areas covered under Questionnaire: Consumers of Delhi NCR
- d) Sampling Method: Convenience Sampling

The Questionnaire was formulated by keeping in mind the following points:

- A clear comprehension of the question by the respondents.
- Objectives to be found out.
- Giving proper and clear instructions as to what is needed.
- Evaluating the needs to be known.

Analysis of data

The analysis of data is carried out by through interpretation of figures and numbers from the survey and strives to identify the rationale behind the emergence of main findings.

Chapter 4

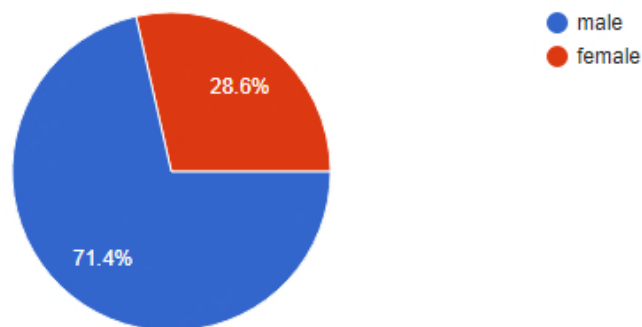
DATA ANALYSIS & INTERPRETATION

DATA ANALYSIS AND INTERPRETATION

- The research design of this project report is descriptive.
- Data collection method is primary i.e., questionnaire.
- Sample size is 105.
- Sampling method which is used is convenient sampling method (through Google forms).

Gender

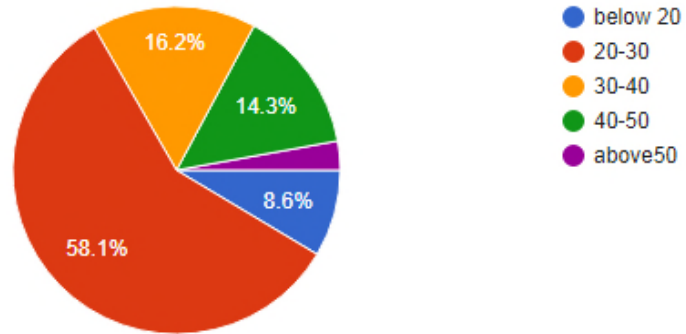
105 responses



Out of 105 responders, 75 are male responders and 30 are female responders.

Age

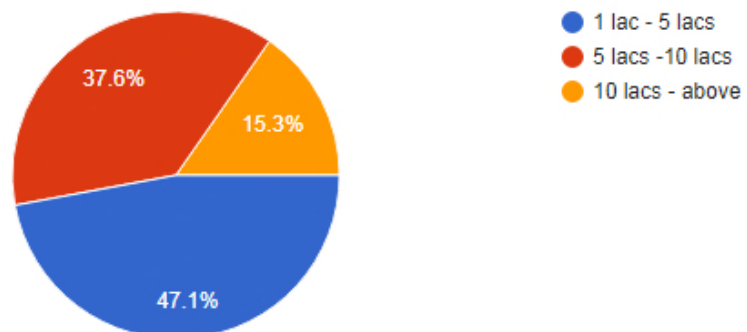
105 responses



This is the age composition of responders.

Income level

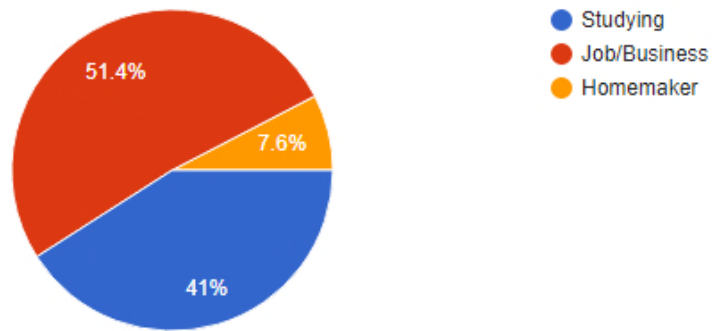
85 responses



This is income level composition of the total responders.

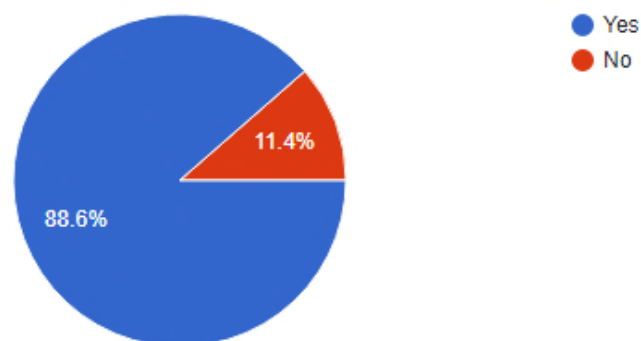
Occupation

105 responses



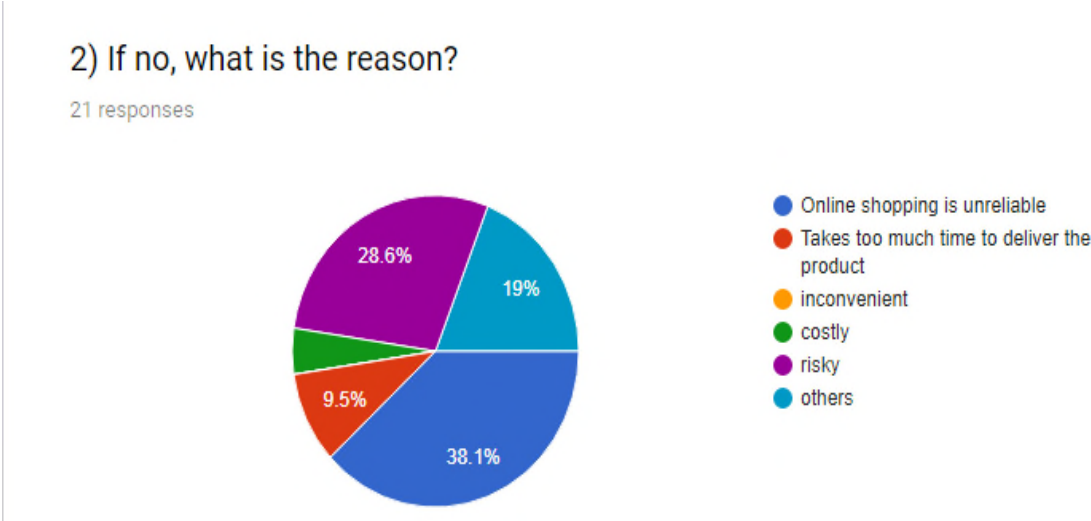
Through this pie chart, we can see that most the people are into job/business, then comes students and third category is home maker.

1) Do you shop grocery online?



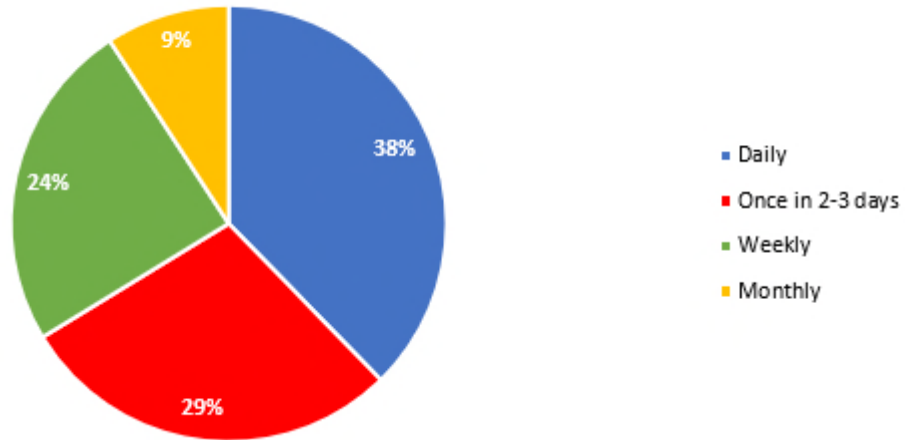
Out of 105 responders, 88.6% of it goes for online shopping while other 11.4% of it doesn't opt for online shopping.

2) If no, what is the reason?



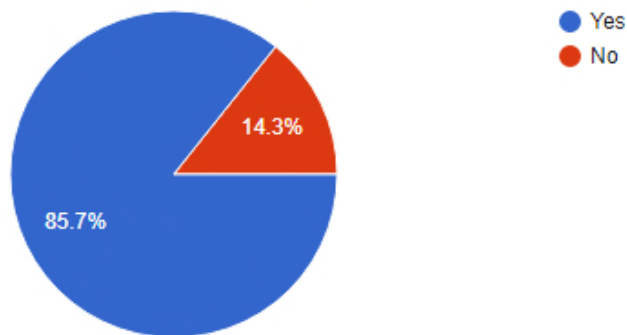
Major reason for offline shopping is, people think that online shopping is unreliable, while other thinks that it is risky affair. Then comes the series of reasons that it is inconvenient, takes too much time and other reasons.

3) If yes, what is your frequency to shop grocery online?



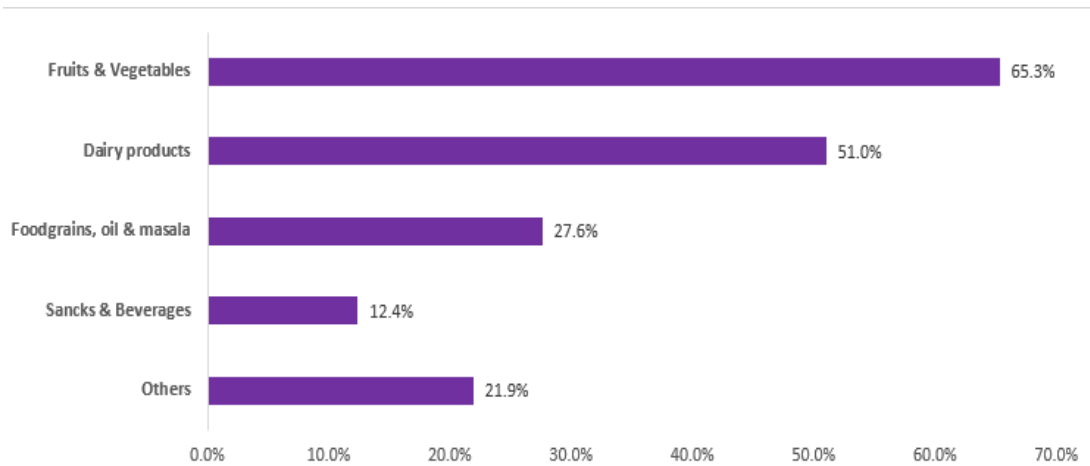
Majority of online shoppers shop groceries daily as they feel the need to shop. Then comes people who prefer to shop once in 2-3 days then weekly and then people who do online grocery shopping monthly.

4) Are you satisfied with the delivered product/Services?



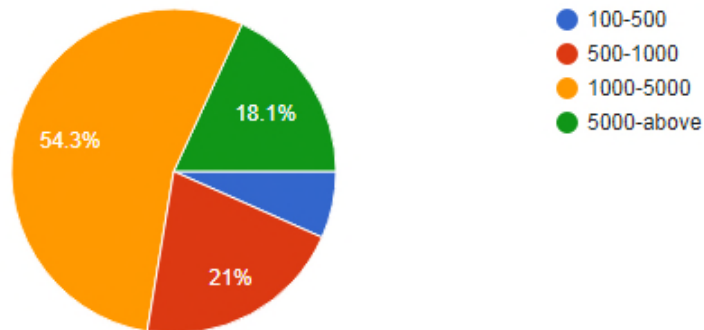
85.7% of 105 are satisfied with the product/ services they have been delivered and rest of 14.3% people are unsatisfied with the product/ services they got from online shopping.

5) What do you purchase usually while online grocery shopping



As we can see from the above diagram, most of the online shoppers prefer to buy fruits & vegetables followed by Dairy products then food grains, oil & masala, snacks & beverages and others.

6) How much money do you spend in online shopping monthly? (Rupees)



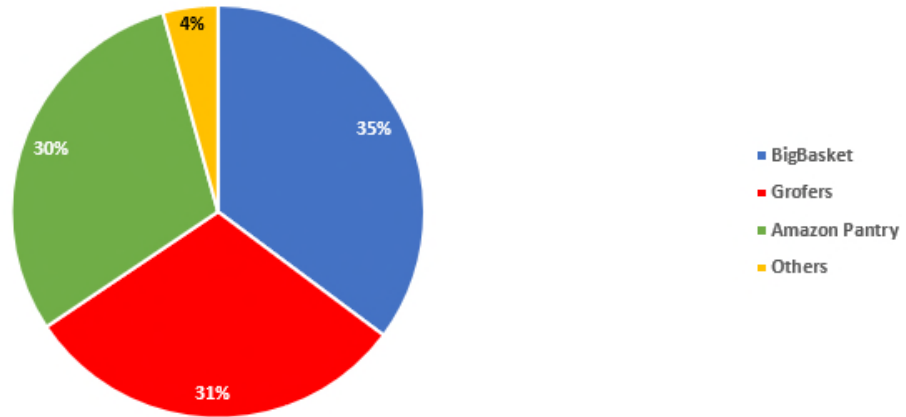
People who buy things online spend 1000-5000 rupees.

18.1% people spend above 5000 rupees.

21% people spend between 500 and 1000 rupees.

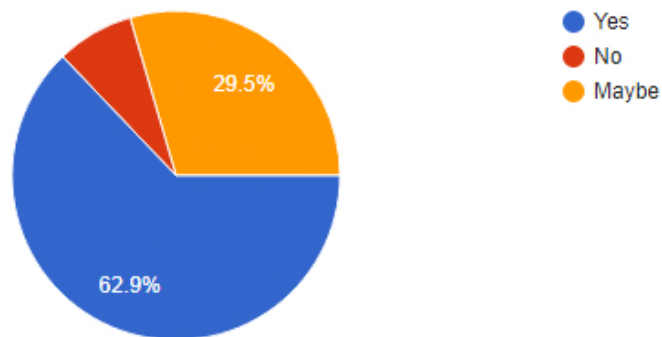
Rest of the people spends between 100 and 500 rupees.

7) Which shopping website you often visit?



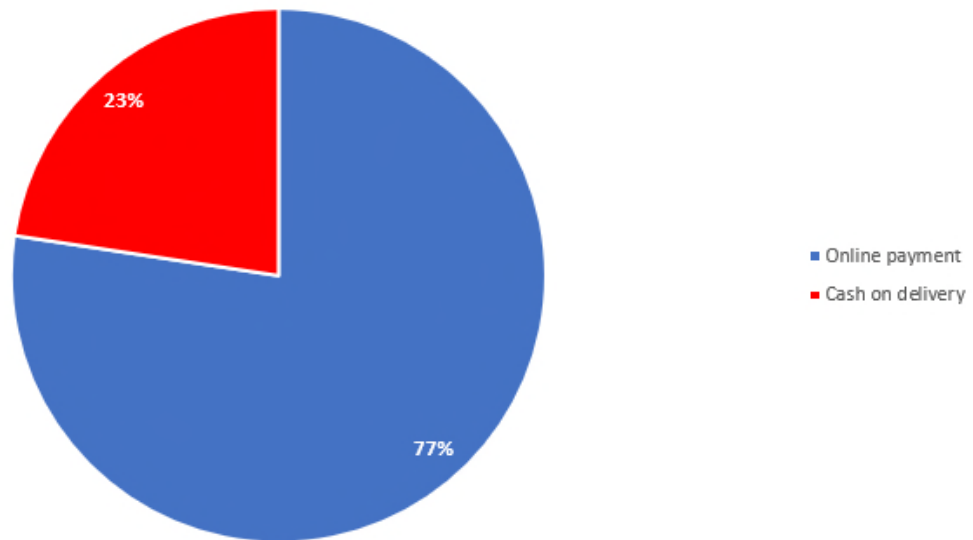
BigBasket is the most visited among the respondents followed by Grofers and Amazon Pantry.

8) Do you think the details of products shown on the websites is correct and sufficient?



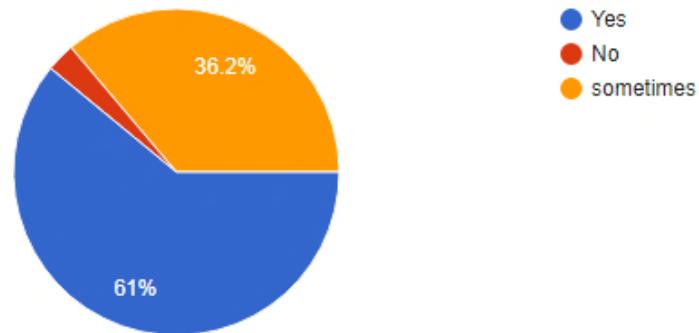
62.9% shoppers are sure that the information provided on the internet is correct and sufficient, while 29.5% people are doubtful about the provided information and rest doesn't trust on the description provided about the product online.

9) Which payment method do you choose usually?



77.4% choose online payment method while 22.6% choose COD method. This means most of people think that online payment is convenient and reliable. With more people becoming cautious about contactless deliveries and safety, Indian shoppers are increasingly switching from cash on delivery and are selecting the pre-paid methods to order online.

10) When you shop online, does Brand name and image matter to you?

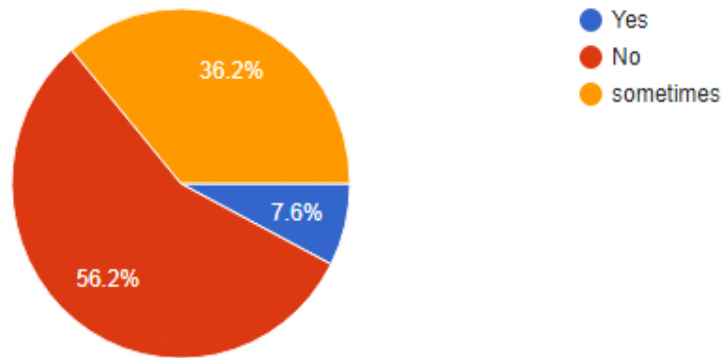


61% people consider that brand and product image is important aspect for their shopping.

36.2% people are neutral about brands.

Rest of the people doesn't care about the brand but the product quality is important for them.

11) Do you find difficulty in replacing or returning the product?

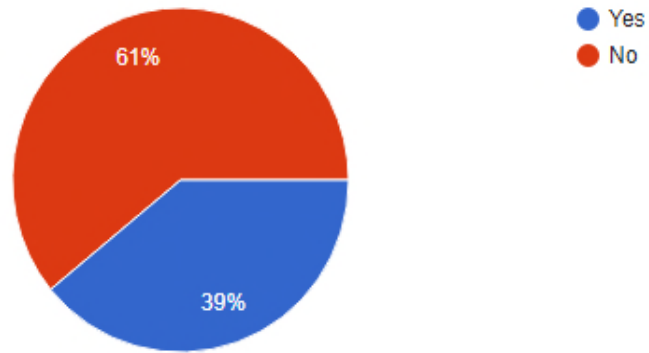


56.2% people don't find any problem while returning or replacing their product, which is a good number.

36.2% people face problem sometimes.

While others face absolute problem while returning or replacing their product.

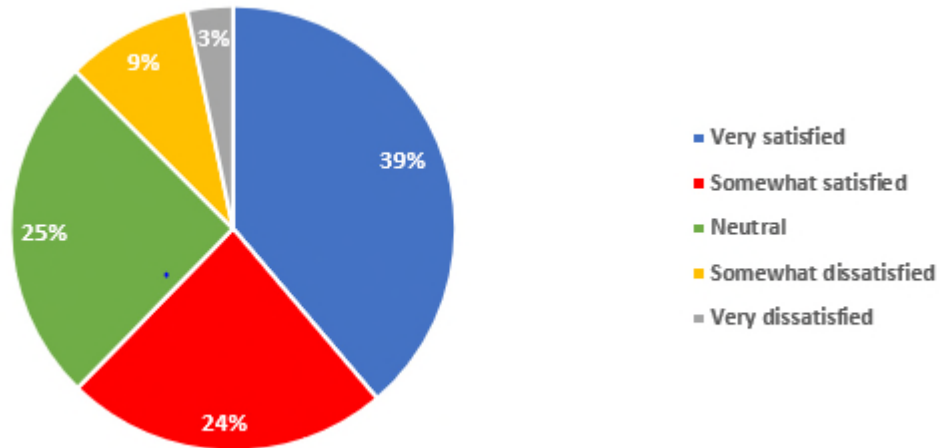
12) Have you ever undergone bad experience while buying grocery online, during the pandemic?



61% people have never undergone bad online shopping experience.

While other 39% people have undergone bad online shopping experience.

13) How satisfied are you with the delivery on promised time during the pandemic?

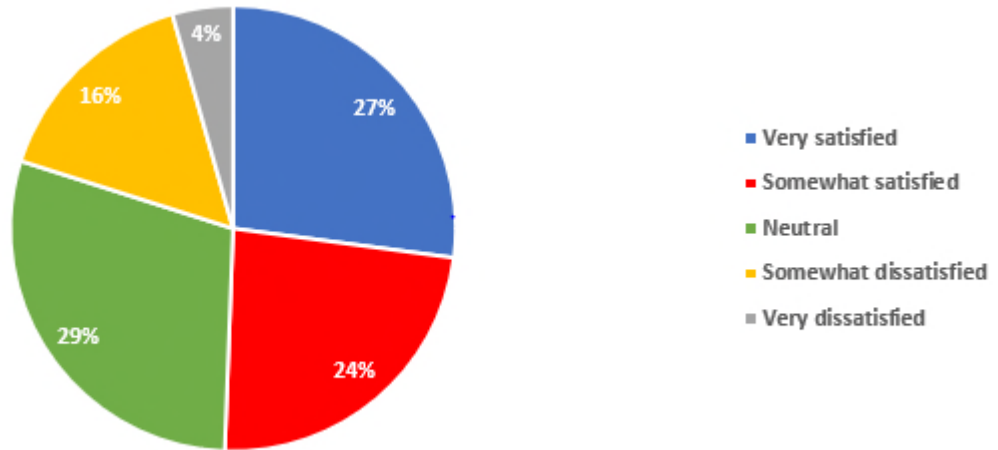


About 63% of people were satisfied with the timely delivery during the pandemic.

25% of the respondents were neutral about the timely delivery

About 12% of people were not so happy with the promised time of delivery of groceries.

14)How satisfied are you with the discounts and deals offered during the pandemic?

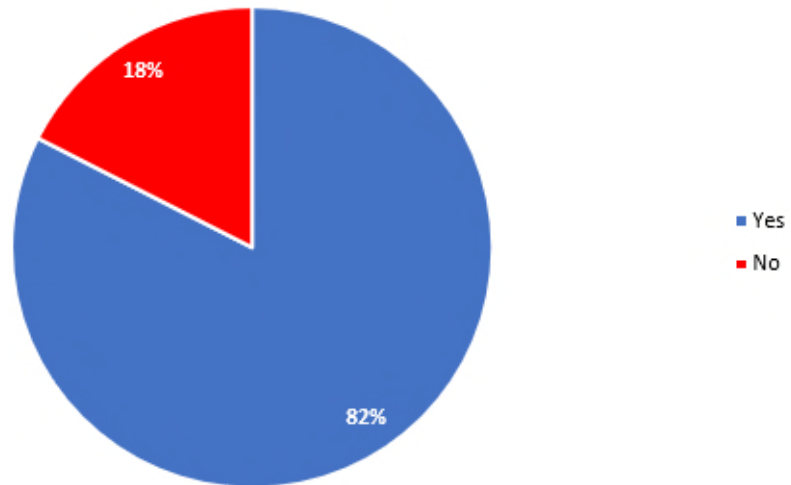


About 51% of the respondents have been satisfied with the deals and discounts offered by the online groceries' apps and websites.

About 29% of the surveyed people have been neutral with the way deals and discounts offered by the online groceries' apps and websites.

About 20% of the surveyed people have been not so happy with the way deals and discounts offered by the online groceries' apps and websites.

15) During the pandemic, are you satisfied with the precautions taken by the companies?



82% of respondents have been confident about the precautionary measures taken by the online grocery sellers.

Chapter 5

CONCLUSION & FINDINGS

Findings of this project are:-

- Majority of population was male i.e., 71.4% and female were 28.6%
- Most of the online shoppers belong to age group between 20 and 30. We can infer from it that, young population is comfortable in handling gadgets, shopping online and also returning or replacing the product and are more cautious about contactless shopping methods during the pandemic.
- Majority of population is into job/ business and belong to income group between 1-5lacs.
- Major reasons for offline shopping is people think that information provided about the things displayed online is unreliable and misleading while other thinks that online payment method is risky that more amount can be deducted from their bank accounts etc.
- Problem in replacing or returning the product can be a mental hurdle for the online shopper to shop next time as it also takes times.
- We can also observe from data that most of the people are ready to spend from 1000 to 5000 monthly while buying groceries online.
- BigBasket is most used site for online grocery shopping followed by Grofers and Aamazon.
- People prefer to buy fruits and vegetables more online with the increasing COVID cases to avoid interaction in Supermarts and Mandis.

- Regarding the delivery on promised time, a good % of respondents were happy with the promised time, however about 12% were somewhat dissatisfied with the timely delivery
- Online grocery app/website have been offering good deals and discounts also during the pandemic and about 51% of respondents were satisfied with it
- People's confidence in terms of precautions taken by the online grocery vendors is high-82%

Conclusion

According to the study, it is evident that that today's customers have preference towards buying online, be it the fashion and electronics or their monthly groceries. The pandemic has impacted any sectors and the businesses of online retailers has also been affected to a great extent. During the lockdown, businesses were not operational due to limited availability of transport and other service. Post lockdown, there were still challenges- lack of resources, limited availability, inventory, transportation and delivery people. From customers' end, the services were not full functional during the lockdown. And when UNLOCK started, there were there were limitations in terms of variety and restricted deliveries. The people have been cautious and concerned about the risk of Covid and the safety measures taken by the e-retailers in packing and delivering the products. It is evident that consumers as well as the e-retailers all faced setbacks in some or the other way. However Covid-19 became new norm, more and more people are no more hesitatnt buying their groceries from their favourite e-retailers.

Chapter 6

LIMITATIONS OF THE STUDY

Limitations of the study:-

- Major limitation of this study is that, sample size of this project is 105, which cannot give accurate picture of the large population.
- Sampling method which is used is convenient sampling method, which means according to our convenience data is being collected which may or may not be correct.
- There is no geographical boundary for data collection which means this study cannot give the accurate and reliable picture of the particular region or locality.
- There was disinterest among people to fill this questionnaire which can lead to misleading information.

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QUESTIONNAIRE

1. What is your gender?

- Male
- Female

2. What is your age group?

- Below 20
- 20-30
- 30-40
- 40-50
- Above 50

3. What is your income level?

- 1 Lac – 5 Lac
- 5 Lac – 10 Lac
- 10 Lac and above

4. What is your occupation?

- Studying
- Job/Business
- Homemaker

5. Do you shop grocery online?

- Yes
- No

6. If no, what is the reason?

- Online shopping is unreliable
- Takes too much time to deliver the product
- Inconvenient
- Costly
- Risky
- Others

7. If yes, what is your frequency to shop grocery online?

- Daily
- Once in 2-3 days
- Weekly
- Monthly

8. Are you satisfied with the delivered product/Services?

- Yes
- No

9. What do you purchase usually while online grocery shopping?

- Fruits & Vegetables
- Dairy products
- Foodgrains, oil & masala
- Snacks & Beverages
- Others

10. How much money do you spend in online shopping monthly? (Rupees)

- 100 - 500
- 500 - 1000
- 1000 - 5000
- 5000 & above

11. Which shopping website you often visit?

- BigBasket
- Grofers
- Aamazon Pantry
- Others

12. Do you think the details of products shown on the websites is correct and sufficient?

- Yes
- No
- Maybe

13. Which payment method do you choose usually?

- Online payment
- Cash on Delivery

14. When you shop online, does Brand name and image matter to you?

- Yes
- No
- Sometimes

15. When you shop online, does Brand name and image matter to you?

- Yes
- No
- Sometimes

16. Have you ever undergone bad experience while buying grocery online?

- Yes
- No

17. How satisfied are you with the delivery on promised time during the pandemic?

- Very satisfied
- Somewhat satisfied
- Neutral
- Somewhat dissatisfied
- Dissatisfied

18. How satisfied are you with the discounts and deals offered during the pandemic?

- Very satisfied
- Somewhat satisfied
- Neutral
- Somewhat dissatisfied
- Dissatisfied

19. During the pandemic, are you satisfied with the precautions taken by the companies?

- Yes
- No



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