Major Project Report

On

Factors and Issues Influencing Consumer Attitude Towards Online Grocery Shopping

Submitted By:

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CERTIFICATE

This is to certify that **Rishabh Srivastav 2K21/DMBA/099** has submitted the project report titled "**Factors and Issues Influencing Consumer Attitude towards Online Grocery Shopping**" in partial fulfilment of the requirements for the award of degree of Master of Business Administration (MBA) from Delhi School of Management, Delhi Technological University New Delhi during the academic year 2022-23.

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DECLARATION

I, Rishabh Srivastav, hereby declare that the presented report of major research project titled "Factors and Issues Influencing Consumer Attitude towards Online Grocery Shopping" is uniquely prepared by me .

I also confirm that the report is only prepared for my academic requirement, not for any other purpose. It might not be used with the interest of the opposite party of the corporation.

……………………

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I extend my warm gratitude and regards to everyone who helped me during project.

……………………
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EXECUTIVE SUMMARY

To assess the socio- profitable profile, consumer experience towards online shopping, and identifies important issues affecting consumer preferences to buy groceries online in Surat megacity in India. The present study is grounded on primary data collected from 150 repliers of the Delhi NCR state. This study regarding consumers ’ station towards online shopping is descriptive exploration. Considering the nature of the study, the primary data were collected with the help of a structured questionnaire. The questions are taken from former literature on consumers ’ stations towards online shopping with a view to validate the exploration. The questionnaire consists of two main corridor and one subpart, the first part is substantially concentrated on socioeconomic profile and online buying experience of online shoppers and the alternate part of the questionnaire will cover factors and issues that impact consumers to protect online. For data analysis, chance analysis, simple and tabulation tools are used to understand the station of the repliers for online shopping. Result of the studies shows that the maturity of the Repliers who protect online are manly in Delhi.Age indicates that there's a fairly strong negative correlation between age and station to online shopping, i.e. senior people are not so keen to protect online. Maximum repliers are married and live in a nuclear family. Correlation is also done on Education to see the trend of online shoppers with different education situations. The result showed that which is a veritably high positive correlation between education and stations towards online shopping and would indicate that advanced education makes online shopping more seductive. The maturity of repliers under the service professional and income set up Rs. 20,000 to 40,000. Household particulars are the major products bought by repliers. the client has not shown important interest in dairy products, vegetables, and fruits, meat, and flesh, which indicates that the client doesn't have the confidence to buy perishable products through online grocery shopping. A high position of internet operation frequence indicates the eventuality of Online Grocery Shopping in India. The maturity of the repliers prefer cash on delivery as a payment mode in online shopping. Among the colorful variables of perceived threat towards online grocery shopping, it's observed that the quality of the products delivered and slow website or operation are the main obstacles to prefer online grocery shopping. This study is one of the veritably many attempts that examined stations toward online shopping in Delhi. Importantly, it revealed the motorists of online shoppers ’ stations in Delhi. National and transnational online retailers planning to expand their operations to Delhi Region have now precious empirical substantiation concerning the determinants of online shopping stations and online shoppers ’ geste in Delhi upon which emarketing strategies can be formulated and enforced.

CONTENT

CHAPTER: 1 INTRODUCTION

1.1 Background of the study

A major role is played by the internet in connecting to information and people. The Internet has significantly helped to shorten the distance between people and their prospects, hence given birth to online services and ventures. Online shopping is trending in the world giving increased output every year. Virtual marketplaces are catering to all kinds of consumer needs be they tangible or intangible, standardized or general and durable or perishable. Computer appliances, books, and accessories lead the market share for online shopping being the standardized goods. Whereas products like groceries is still struggling to attain popularity for consumers opting to purchase online.

Online shopping is an easy solution for busy life in today's world. In the past decade, there had been a considerable change in the method of customer's shopping. Despite consumers' continuation to buy from a physical store, the users or buyers feel very convenient for online shopping. Online shopping saves crucial time for modern people because they get so busy that they cannot or unwilling to spend much time shopping.

The E-commerce sector in India is rapidly growing at a very quick pace in the new days and up to this present day. The Indian online grocery market is primarily driven by rapid urbanization, along with significant growth in the e-commerce industry.

In line with this, there is increasing acceptance for online grocery platforms in India, owing to the rising consumer awareness regarding the associated convenience, along with increasing digital literacy and improved internet accessibility across the country. This relentless growth of E-commerce is changing the way people assume, search, perform and bring up a yield.

The emerging online grocery shopping is being increasingly adopted by many consumers in urban areas. Many factors encourage people to shop for groceries online, but it is not known what factors influence them to go for online buying of groceries.

The Indian Online Grocery Market is projected to grow from around $569 million in 2018 to $3.6 billion by 2024. Some of the major company working the Indian Online Grocery Market includes Innovative Retail Concepts Pvt. Ltd. (Big basket), Grofers India Private Limited (Grofers), Amazon Retail India Pvt. Ltd. (Amazon Pantry & Amazon Now), Pay tm E-Commerce Pvt. Ltd. (Paytm Mall), Jio Mart and others.

1.Zepto

Zepto began offering its services in April 2021 with the goal of providing 10-minute deliveries of groceries, toiletries, household goods, and infant care items. It takes approximately 8 minutes and 40 seconds to complete a delivery.

Bangalore, Mumbai, Delhi, Chennai, Hyderabad, and Pune are the cities covered.

Their Approaches

• They have 100 micro-warehouses that can complete 2,500 orders per day, enabling delivery within 10 minutes. This allows them to overcome challenges including congested highways, last-mile connectivity, and a high number of deliveries.

• The Zepto App's features, such as real-time order tracking, fast pickup, cashless payments, digital wallets, geo-fencing with ETA notifications, and pickup and delivery confirmation SMSes, offer an exceptional customer experience.

• They generated millions of dollars with a $10 billion valuation just from the distribution model. Their weekly shopping deliveries are increasing by 200% per year.

2. BlinkIt

Previously known as Grofers, it has changed its name to Blinkit with the goal of delivering consumer products in 10–20 minutes. 14 cities presently have it running.

Agra, Ahmedabad, Bengaluru, Chandigarh, Chennai, Delhi-NCR, Hyderabad, Jaipur, Kolkata, Mohali, Mumbai, Pune, and Uttar Pradesh-NCR are among the cities covered.

Their tactics:

• More than a million people shop on Blinkit every week right now. About 50% of the weekly retention is typical. This indicates that 50% of customers return to the store.

• In order to prevent stock shortages, they have 250 micro warehouses and neighbourhood kiranas serving each covered area.

• They have lucrative partnerships with 14,000–15,000 different delivery partners.

3. Dunzo Daily

- A grocery delivery service in India called Dunzo Daily provides minimum delivery charges for items including home groceries, food, medicine, pet supplies, health and wellness, presents, bike rides, pick-up and drop-off, laundry delivery, etc. within 35 to 40 minutes.
- Gurgaon, Pune, Chennai, Mumbai, Hyderabad, Bangalore, Delhi & Hyderabad are among the cities covered.

Their tactics:

- It utilises artificial intelligence with its platform to successfully estimate demand, improve inventory decisions, and streamline supply chain operations. • They developed a "Dunzo Delivery Partner App" to track delivery boys/girls and assign orders to them.
- GPS real-time position tracking enabling consumers to follow delivery men is one element of the app that keeps users happy and devoted.
- Offers well-known payment methods like online banking, credit/debit cards, and UPI.
- Utilise push notifications to inform customers of new offers, special discounts, loyalty programmes, payment confirmations, delivery statuses, etc.
- Concentrate on obtaining Reviews and Ratings
- It has experienced a 40x increase in 2020–21 with an emphasis on supply chain and providing great customer experience. They have been fulfilling 2 million orders per month.

4. Swiggy Instamart

With a rapid commerce business model, Swiggy Instamart began operations in August 2020 with a goal of providing clients in 18 cities with grocery delivery under 45 minutes. It currently fulfils 1 million orders per week.

Bangalore, Delhi-NCR, Hyderabad, Mumbai, Chennai, and Pune are among the cities served.

Their tactics:

• Local stores and eateries, technology, a payment system, and delivery services are some of Swiggy's main resources.

• They've teamed up with Fast Dispatch Logistics, a company that offers last-mile delivery services, to handle their fleet. It worked together with Hero Lectro Cargo (HLC), a producer of electric bicycles, to transport orders using e-bikes.

• They used hidden marketplaces run by third-party sellers to make it possible for lightning-fast deliveries.

• Customers can use a variety of payment options on the Swiggy app, including COD, mobile wallets, credit and debit cards, net banking, and more.

• In order to provide outstanding customer service, they provide features such

- To enable exceptional customer experience, they offer facilities like chat/call support, auto-detection of location, live order tracking, coupons, etc. on their App

5. BigBasket

Like other firms focused on rapid commerce, Bigbasket is building a network of "dark stores" and utilising cutting-edge technology for quick deliveries.

Cities Covered: The company offers services in more than 40 cities, including Delhi NCR, Bangalore, Visakhapatnam, Surat, Patna, Indore, Chandigarh, Jaipur, Hyderabad, Mumbai, Pune, Chennai, and many more.

Their tactics:

• The BigBasket app provides users with services like numerous payment options, order delivery scheduling, a 3-step simple checkout, coupons/discounts, BB Star membership, and email and push updates regarding order status.

• For the purpose of acquiring merchandise, they use warehouses and independent kirana shops in various cities. so that businesses can immediately provide customers with fresh supplies

• For marketing and revenue creation, they have also introduced supermarket products under their private brands.

Challenges with Online Grocery Delivery

1. Effective Order Management

Order management and fulfilment are difficult tasks. Technology must be used to meet delivery timelines, order packaging specifications, and order process tracking.

2. Challenges with Demand Forecasting

The needs of the consumer will never remain constant. Sometimes during busy times, you can see a sharp increase in orders. While order volume is constant on typical days.

3. Making on-time deliveries

It is challenging to complete deliveries before the deadline given Indian traffic conditions and crowded streets in tier 2 and 3 cities.

4. Technology Restrictions

This business model need an all-encompassing technological solution that can handle the various demands of your hyperlocal marketplace and location-based stores.

5. Ineffective Reporting Techniques

You run the risk of making poor business choices if you don't have a clear picture of how your SKUs, goods, or vendors are doing. Your revenue and sales could be harmed as a result.

6. A patchwork IT architecture

Lack of coordination across business processes is a common cause of startup failure. For instance, a supply chain manager will have less insight over an order movement from a Kirana store/warehouse to a client if your warehouse management system is not in sync with your logistics solution. This causes erroneous on-time pickups, delivery delays, route changes, and more.

1.2 Problem Statement

To Determine Factors and Issues Influencing Consumer Attitude Towards Online Grocery Shopping.

1.3 Objective of the study

1- The first goal of the review is to distinguish and figure out the way of behaving of the customer while purchasing on the web staple.
2- To find out the buyer behaviour towards online shopping for groceries.
3- To understand the factors behind the grocery shopping by consumers.
4- To decide if shoppers know about the accessibility of online basic food item destinations.
5- The objective of this paper is to introduce the states of online shopping for food and purchasers' behaviour towards purchasing food by means of the Web based. The evaluation depends on data that I have collected both primary and secondary data.
The main benefits of internet shopping are comfort and efficient, while the main burdens for customers imply the gamble of mistakenly valuating a few items about the choice and treatment of perishables, like vegetables, eggs, and meat items.

1.4 Scope of the Study

E-grocery shopping is going on in India amazingly. The E-shopping will supplant conventional available shopping sooner rather than later. However, the conventional shopping is still to remain a need basis thing yet the web based purchasing could have an impact on the manner in which individuals experience shopping staple. The review is to recognize whether individuals are meaningfully having an impact on the manner in which they shop their food and staple from the nearby Kirana store to online web stores.

The review is directed to uncover the shopper's behaviour on e-basic food item and their inclination towards the equivalent. This study will assist with seeing if e-basic food item will surpass the inclination of utilizing the conventional approach to shopping and increment the reaction of online grocery shopping for food in future. There are various open doors for creative new administration

CHAPTER 2: LITERATURE REVIEW

1. Numerous studies have been conducted in an effort to understand how customers feel about and react to the option of doing their food shopping online (Pokhrel, 2021). The behaviours of customers who have already adopted online grocery shopping (Lone, 2020) and the attitudes of consumers who have already adopted online grocery shopping (Daniel, 2020) were both taken into consideration by the researchers (Watkins, 2020). The attitude and perspective of an individual can be used to predict their behaviour, according to social psychology research (Hui and Wan, 2009). You must first understand how consumers regard the practise of online grocery shopping in order to convince people to use this service. It is vital to learn how consumers feel about completing their grocery shopping online in order to identify their objectives. Studies in the last few of years have begun to use multiple models and theories as the foundation of their analysis of online grocery shoppers. Theories and models like the theory of planned behaviour and the technology acceptance model (TAM) are good examples of this type of thinking (TPB).
2. It is widely used in technology adoption studies to forecast an individual's intention to utilise a particular information system (IS) based on the fundamental psychological components of the TAM model (Padhan, 2021). Phelps (2020) conducted research to investigate consumers' perceptions of grocery shopping online in order to identify the various factors that influence customer acceptance of TAM. People's perceptions of how helpful and convenient it is to use an online grocery store have a positive impact on their attitudes about using the service, which in turn has a positive effect on people's likelihood of using the service. Both one's behaviour and attitude are influenced by one another. Behavior can change one's attitude. Ramus and Nielsen, 2005 (Ramus and Nielsen) Ajzen's theory of planned behaviour (TPB) (Kumar, 2020), which is one of the most widely used social psychology theories in examining the linkages between attitude and behaviour, was used to investigate the customers' perspectives on purchasing for groceries online through the internet.

3. In their study, Sabari Shankar R and Nareshkumar S (2018) claimed that consumers now do most of their business online. to comprehend how demographic influences affect how consumers see online grocery buying. Research methodology is a group

of techniques used to do research. To determine and examine the response % to the survey's factors, a straightforward percentage analysis was performed. The researchers came to the conclusion that just a select few significant elements influence factors of internet shopping.

4. In their study, S. Sathiyaraj et al. (2015) note that the younger generation's growing use of the internet in India offers new opportunities for online retailers. Their study's primary goal is to determine the preference of the consumers regarding by the consumer while online shopping. The author collected the primary data using structured questionnaire by survey method from 200 respondents.

5. Over the past few years, there has been a significant upheaval in the retail sector. Goswami & Mathur (2011) provided an explanation of this enormous transformation in India's retail sector. There has been a diversification in the customer demographics as a result of the abundance of options available to consumers and their shifting lifestyles. Online purchasing is typically chosen by those who value convenience and quickness (Yu & Wu, 2007). Since internet shopping is most popular among younger people, this demographic continues to be the focus of research on consumer behaviour. How long have they been using the internet? This is important because more technically adept people tend to be avid online buyers (VA Sumathi et al., 2016). According to IAMAI, more than 50% of internet users are between the ages of 20 and 40. This team. This category comes from the working class, which is important for an online consumer of groceries. Even though younger individuals are more likely to shop online, Mitra (2018) found that people of all ages are now doing so as a result of shifting consumer attitudes. Food would be bought online by a young, educated woman who works long hours and has a secure income and lives in a small home (Dominici et al., 2021).

OGS's preferred brand

Although there are other e-retailers competing in this market, Big Basket, Grofers, and Amazon Fresh are the most well-known names. Big Basket's advantage is that it gives clients variable delivery times, but quality and costs must be preserved for long-term growth (Upadhyay, 2019). According to reports, client retention has grown by 60% and the number of Big Basket orders has climbed by three times since March 2020 compared to pre-Covid periods (Economic Times, 2021). This demonstrates how this market segment is expanding enormously and will do so going forward. A flawless buying experience is another reason why people prefer Amazon for online purchasing, as seen by its speedy deliveries and incredibly convenient application (Muralitharan et al., 2018).

Issues Customers Ran Into During OGS

Despite its benefits, OGS is still not the best option for clients. When compared to their local stores and other options, Kaur and Shukla (2017) described how they occasionally chose to buy their groceries through online applications.and thus, their decision of OGS remains situation based. Goswami & Mathur, 2011 highlighted five main problems that customers face while shopping for groceries online: safety, product quality, no bargaining, and the need to touch and feel the item and delivery time. (Ramus & Nielsen, 2005)

Issues that retailers in the OGS sector are facing

Due to its numerous operational challenges, the online grocery market is still a niche market. Due to retailers' use of discounts to cut costs, the margins made in the food and grocery industry have generally been low (Jhaveri & Anantharaman, 2016). Compared to other industries like electronics, consumer goods, cosmetics, etc., it has a modest rate of sales growth. Meshram, 2020 examined the effects of Covid-19 on online food stores that had to deal with an out-of-stock issue during the lockdown while also lacking staff and transportation. Their supply chain management was successfully halted as a result.

CHAPTER 3 : RESEARCH METHODLOGY

Objective: To Find out the Factors and Issues Influencing Consumer Attitude towards Online Grocery Shopping.

Research design: Descriptive Research Design

When the objective of the research is to describe the characteristics of a phenomenon or population, the researchers select descriptive research. It can provide and describe the critical features and information about the target population or environment. It describes the answers for questions like what, who, how, when, where, etc. The objective of descriptive research is to reveal the already present data or feature in the given population. In other words, it can be said that descriptive research seeks to explain phenomenon and the reasons and assumptions behind the specific behaviour.

Area of study: Delhi city

Sources of data: The data have been collected from primary as well as secondary sources to meet the objectives of the study.

Primary data: Primary data were collected using survey method with the help of questionnaire.

Secondary data: Secondary data were used from various sources like company websites and journals, news articles, research papers.

Instrument for data collection: Considering the nature of the study, the primary data were collected with the help of questionnaire/Survey.

Sampling method: Non-Probability - Purposive Sampling Method was used as the sampling method for the analysis.

Sample size: 150 Respondents

The information was obtained from students and working professionals from the Delhi National Capital Region (Delhi NCR) in India with a prerequisite that they use mobile phone and have an active internet connection.

Analytical tools: The collected data were grouped, edited, tabulated in a mater table and analysed using the following statistical tools :

1. **Percentage Analysis:** A percentage is a quantity or ratio that is expressed as a fraction of 100. It is symbolised by the '%' percentage sign. 'pct' or 'pc' are the acronyms used to indicate the percentage. In other words, the percentage is measured in terms of 100 and is defined as the amount of one quantity that is made up of another.

The % is a flat number. They are dimensionless numbers, in other words. When we say a number is 60% of another, we mean that it is 60% of the whole. It can even be written as a fraction or a decimal, such as 0.56% or 0.87%. The proportion of the marks earned by students in each topic during the exam is calculated. For instance, Pooja passed his exam with a 78% grade. So, this percentage is calculated in terms of total marks obtained by Pooja in all the subjects to the total maximum marks and then the result will be multiplied by 100.

2. **Rank Analysis:** Analysis of ranks involves two steps. First, observations are assigned rank scores, usually from smallest to largest (the largest values given the largest ranks). Then, test statistics are calculated using rank scores.

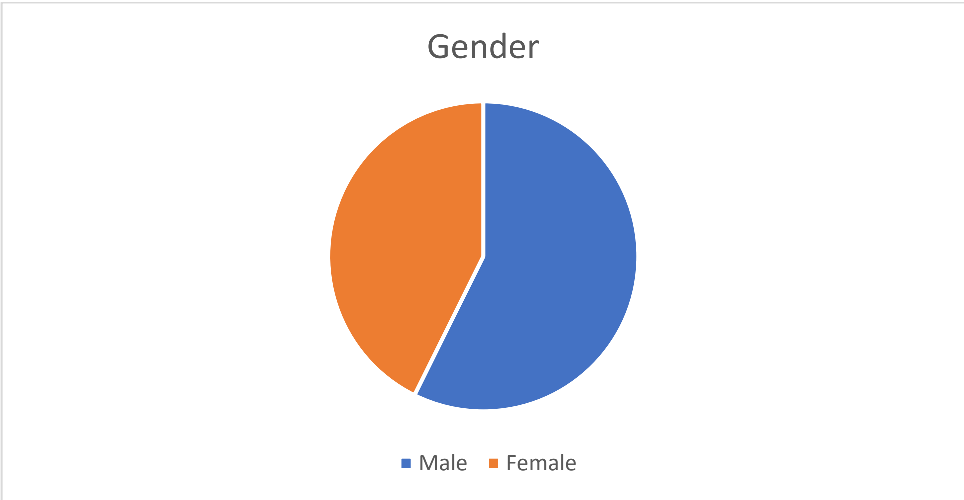
3. **Likert scale Analysis:** A Likert scale is composed of a series of four or more Likert-type items that represent similar questions combined into a single composite score/variable. Likert scale data can be analyzed as interval data, i.e. the mean is the best measure of central tendency.

CHAPTER 4: DATA ANALYSIS

4.1 Analysis of Data

Table 4.1 Gender profile of respondents

Gender	Frequency	Percentages (%)
Male	86	57
Female	64	43
Total	150	100

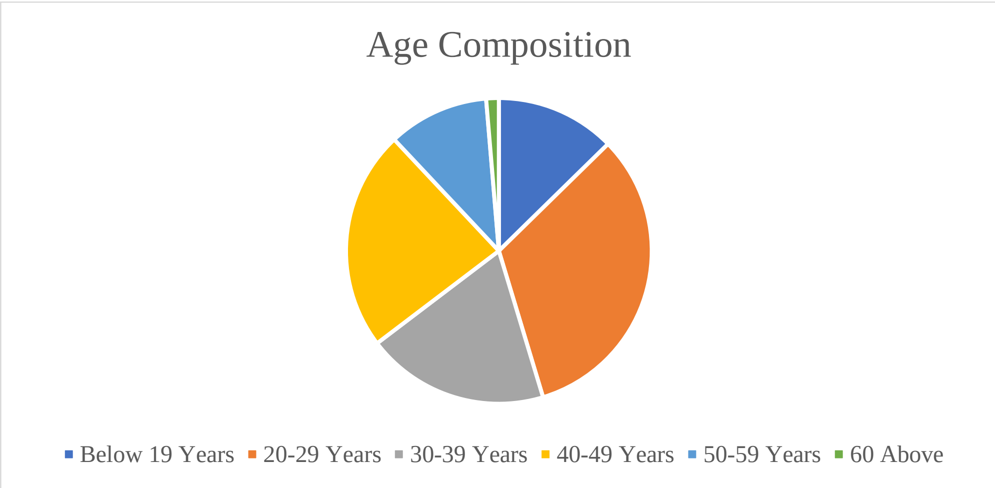


Own Analysis

According to table 1, out of 150 respondents, 43% of respondents were women and 57% of respondents were men. This demonstrates that men made up the majority of internet shoppers in Delhi and the National Capital Region.

Table 4.2 Age profile of respondents

Age	Frequency	Percentages (%)
Below 19 Years	19	13
20-29 Years	49	33
30-39 Years	29	19
40-49 Years	35	23
50-59 Years	16	11
60 Above	02	01
Total	150	100



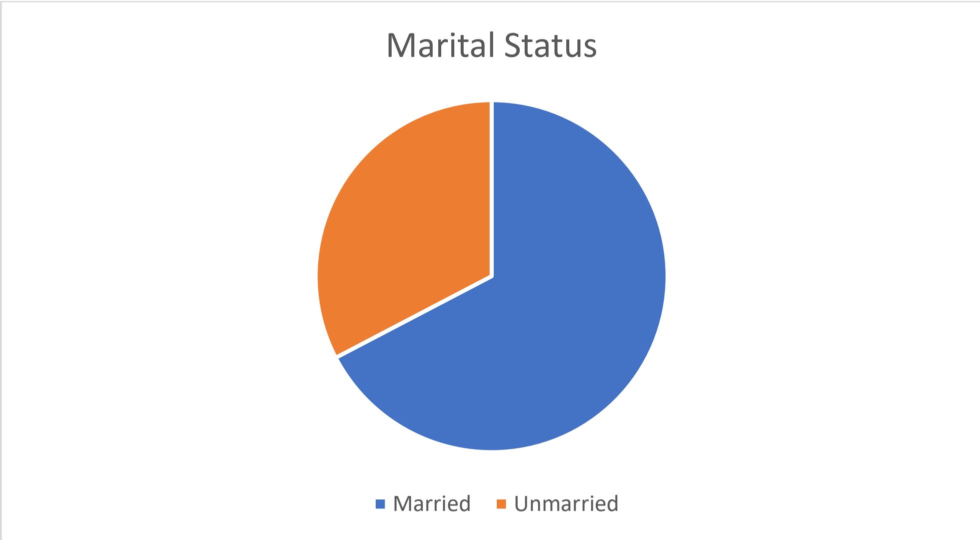
Own Analysis

Table 2 demonstrates that a maximum of 33% of respondents between the ages of 20 and 29 shop online, 23% of respondents between the ages of 40 and 49, 19% of customers were between the ages of 30 and 39, 13% of respondents were between the ages of 19 and 29, 11% of customers were between the ages of 50 and 59, and the remaining 1% of customers were over the age of 60.

This indicates that the majority of internet shoppers are between the ages of 20 and 29. Conclusion: Compared to middle-aged and elderly adults, young people have a more favourable attitude towards online grocery shopping.

Table 4.3 Marital profile of respondents

Marital	Frequency	Percentage (%)
Married	101	67
Unmarried	49	33
Total	150	100

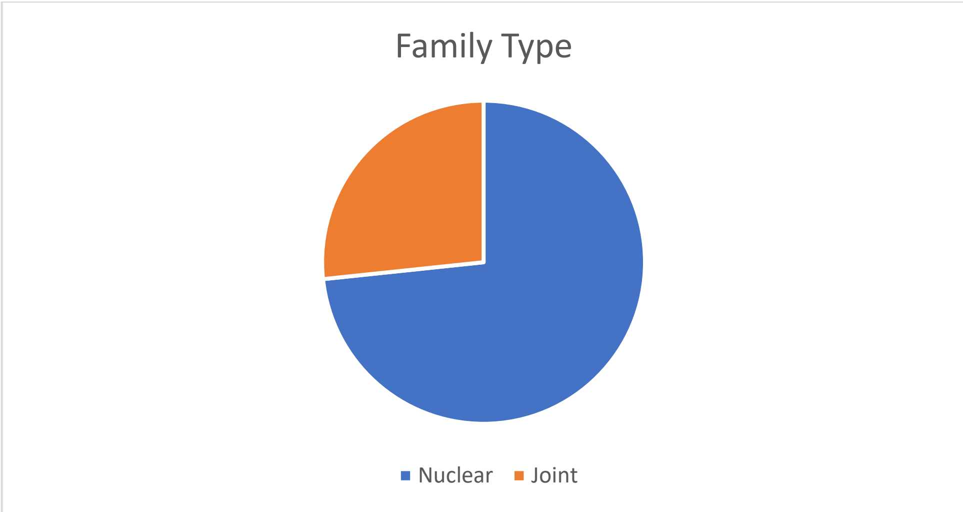


Own Analysis

The table 3 shows that 67 % of respondents who shop online were married while only 33 % of respondents were single.

Table 4.4 Family type of respondents

Family Type	Frequency	Percentage (%)
Nuclear	110	73
Joint	40	27
Total	150	100

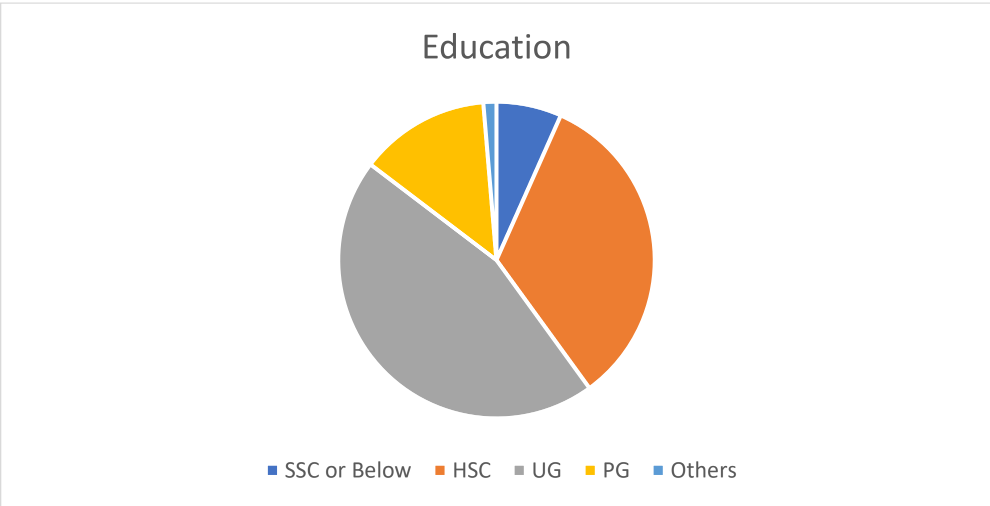


Own Analysis

Table 4 reveals that whereas 27% of respondents who purchase online live in joint families, 73% of respondents do not. This demonstrates that most respondents who shop online are members of nuclear families.

Table 4.5 Education profile of respondents

Education	Frequency	Percentages (%)
SSC or below	10	7
HSC	50	33
UG	68	46
PG	20	13
Other	2	1
Total	150	100

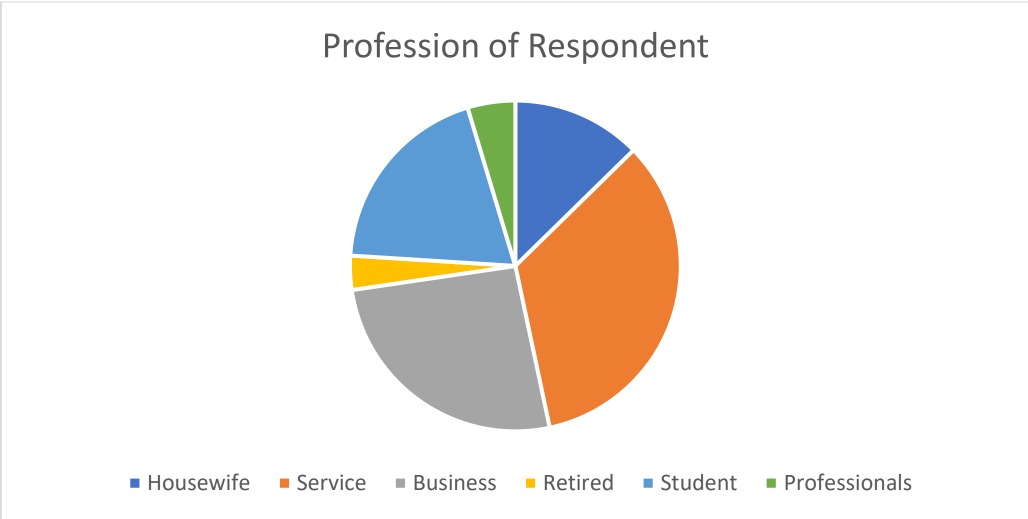


Own Analysis

According to Table 5, 46% of the customers were undergrads, 33% were HSC graduates, 13% were postgraduates, 7% were SSC graduates, and the remaining 1% were others. It is determined that the respondent's qualifications affect their perception of online grocery shopping. It is highlighted that the customer has a graduate degree and an HSC and is more likely to shop for groceries online.

Table 4.6 Profession of Respondents

Education	Frequency	Percentages
Housewife	19	13
Service	51	34
Business	39	26
Retired	5	3
Student	29	19
Professionals	7	5
Total	150	100

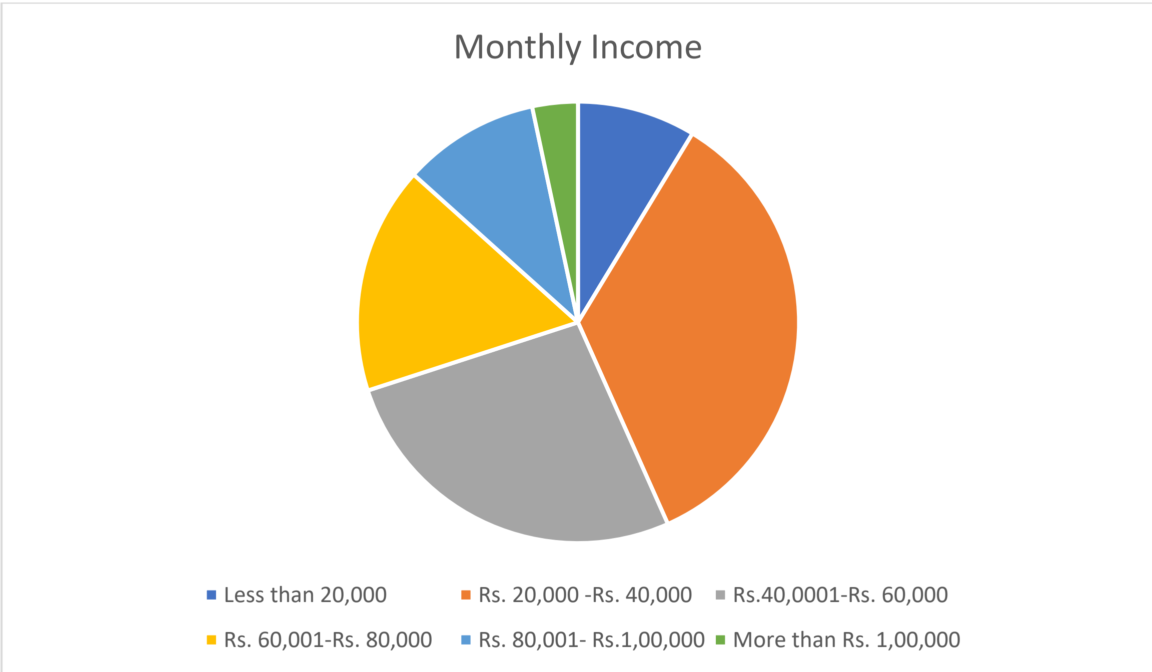


Own Analysis

According to Table 6, 46% of the customers were undergrads, 33% were HSC graduates, 13% were postgraduates, 7% were SSC graduates, and the remaining 1% were others. It is determined that the respondent's qualifications affect their perception of online grocery shopping. It is highlighted that the customer has a graduate degree and an HSC and is more likely to shop for groceries online.

Table 4.7 Monthly household income of customer

Monthly Household Income	Frequency	Percentages
Less than 20,000	13	9
Rs. 20,000- Rs. 40,000	52	35
Rs. 40,001-Rs. 60,000	40	27
Rs. 60,001- Rs.80,000	25	16
Rs. 80,001- Rs. 1,00,000	15	10
More than Rs. 1,00,000	5	3
Total	150	100

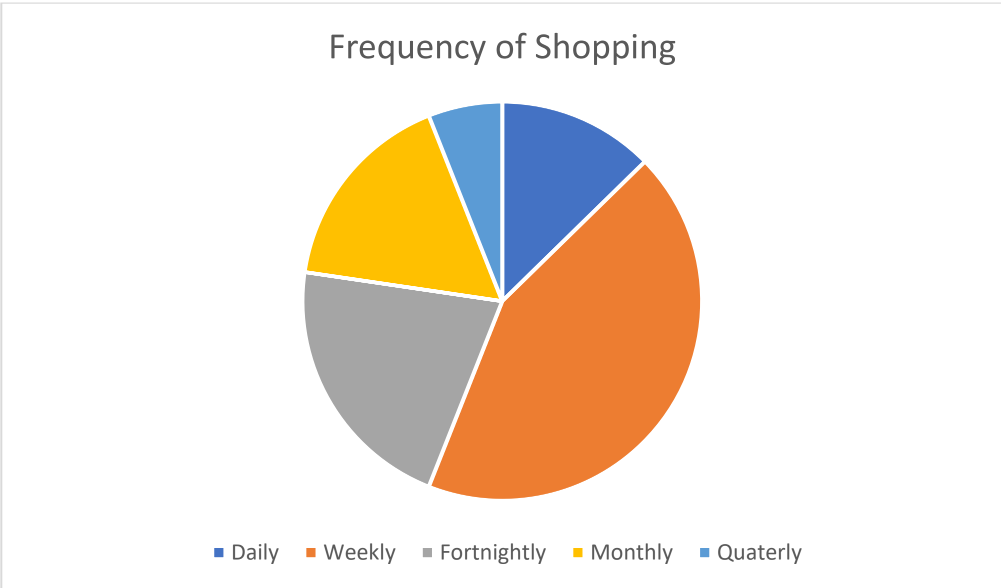


Own Analysis

Table 7 reveals that only 3% of respondents who buy online belong to the income group of households earning more than Rs 100,000, compared to 35% of respondents who do so. This demonstrates that the majority of respondents who shop online belong to the Rs. 20,000–40,000 income bracket.

Table 4.8 Frequency of grocery shopping

Characteristics	Frequency	Percentages
Daily	19	13
Weekly	65	43
Fortnightly	32	21
Monthly	25	17
Quarterly	9	6
Total	150	100

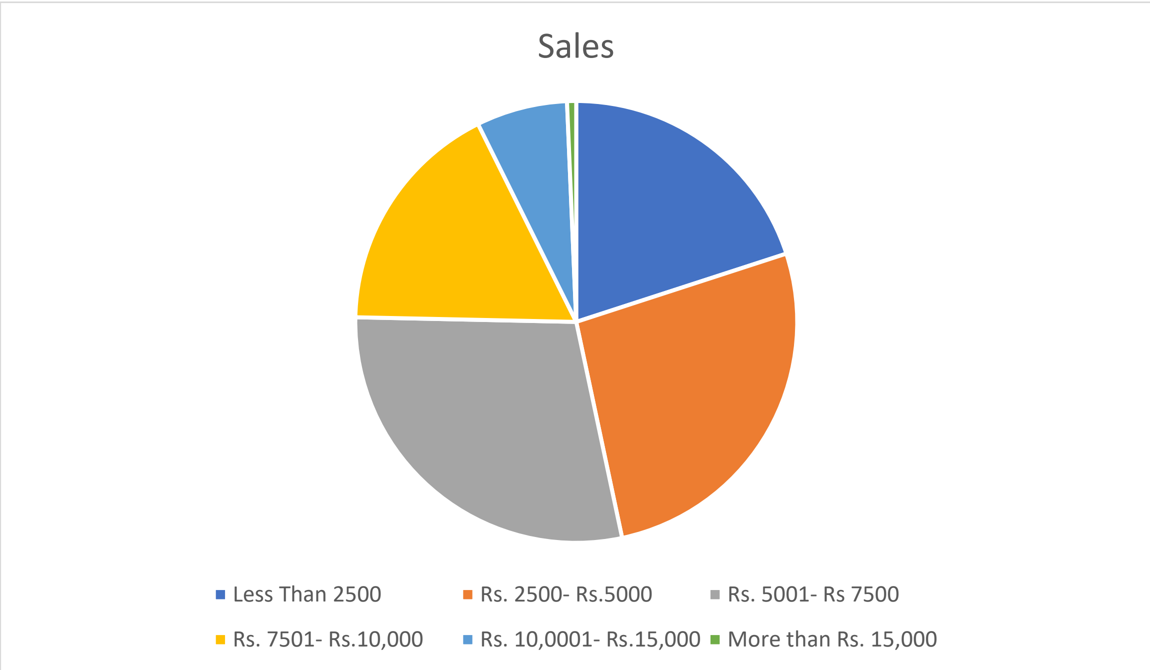


Own Analysis

The table 8 shows that 43% of the respondents were weekly purchasing online followed by, 21% of the respondents were fortnightly, 17% of the respondents monthly, and 13% of respondents were daily rest 6% of the respondents were quarterly purchasing from online shopping.

Table 4.9 Frequency of grocery shopping

Average Monthly Expenditure	Frequency	Percentages
Less than 2500	30	20
Rs. 2500- Rs. 5000	40	26
Rs. 5001-Rs 7500	43	29
Rs. 7501- Rs.10,000	26	17
Rs.10,001- Rs. 15,000	10	7
More than Rs. 15,000	1	1
Total	150	100

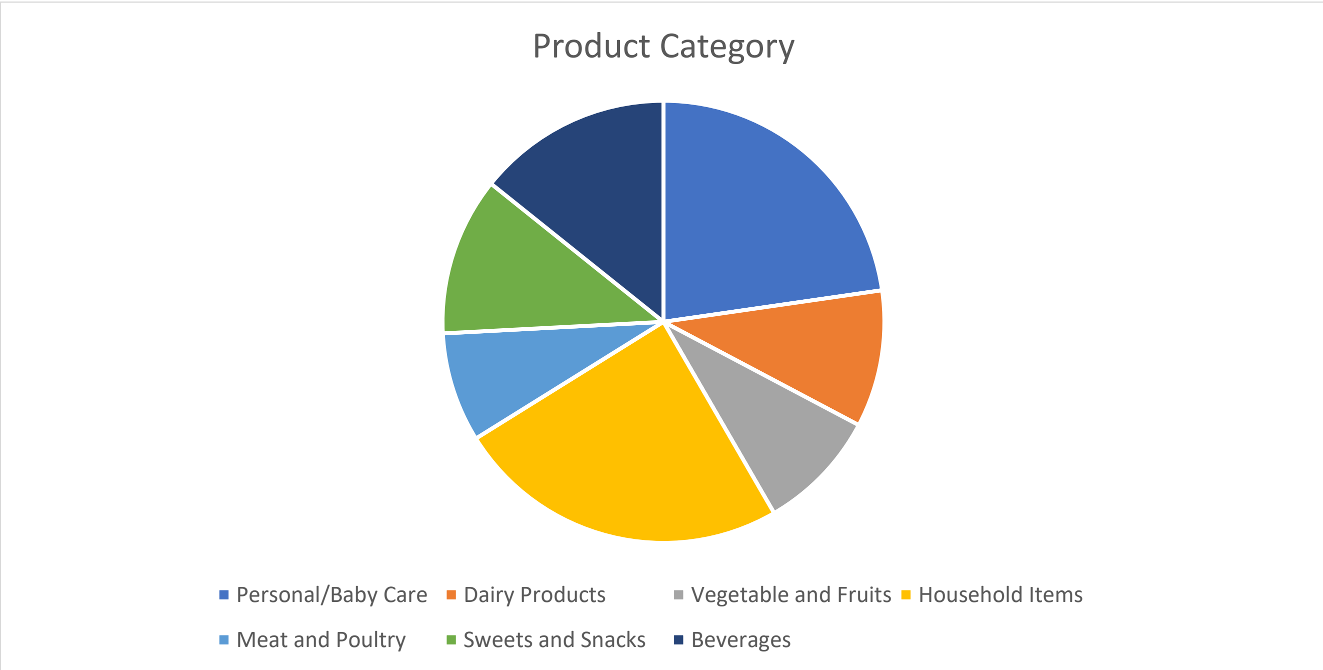


Own Analysis

The table 9 shows that the highest 29 % of the respondents were monthly expenditure between Rs. 5001 to Rs. 7500 and lowest only 1 % of the respondents were monthly expenditure more than Rs.15, 000.

Table 4.10 Number of responses for different product categories

Different product categories	No. of Responses
Personal/Baby care products	102
Dairy Products	45
Vegetable and Fruits	40
Household Items	110
Meat and Poultry	36
Sweets and Snacks	52
Beverages	64

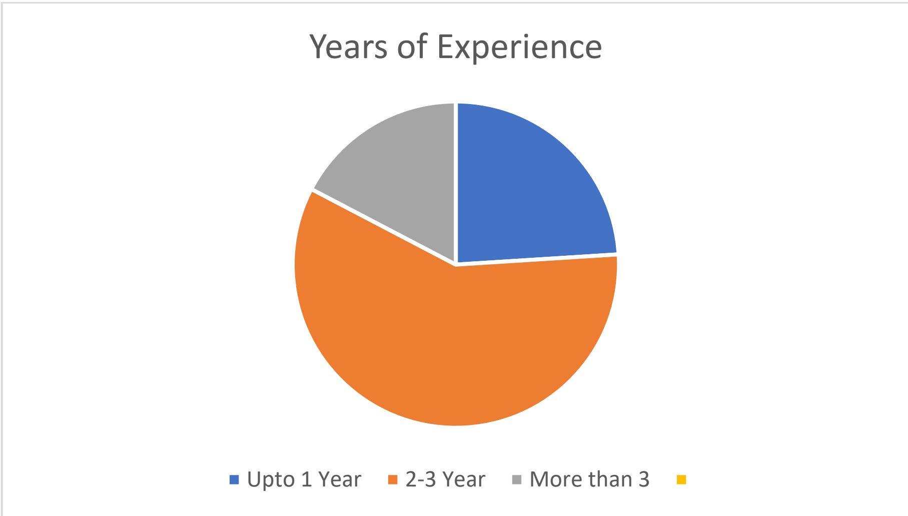


Own Analysis

Additionally, respondents were asked to select their preferred product category when doing their grocery shopping online. On the basis of the choices shown in Table 10, they were permitted to select numerous answers. The majority of the respondents' purchases were of household goods. Personal/baby care products came in second with 110 responses, then beverages came in third with 102 responses. However, the customer hasn't expressed a lot of interest in dairy items, fresh produce, meat, or poultry, which suggests that the customer lacks confidence in his or her ability to purchase perishable goods through online grocery shopping [Table 10].

Table 4.11 Year of experience using online grocery shopping

Time	Frequency	Percentages
Up to 1 Year	36	24
2-3 Year	88	59
More than 3 Year	26	17
Total	150	100

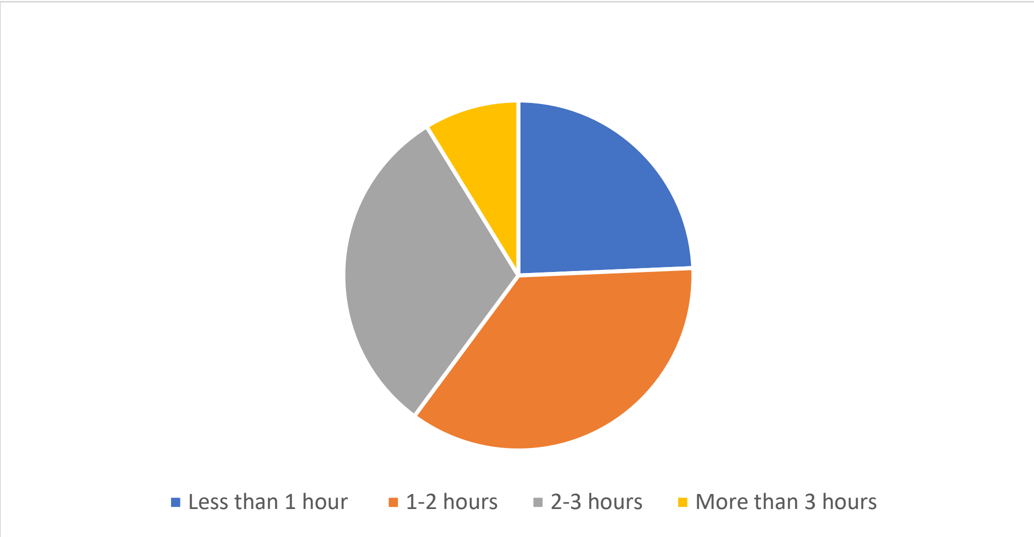


Own Analysis

The table 11 shows that among the 150 respondents, 59% respondents were up to 2 to 3 years, 24% respondents were up to 1 year and 17% respondents were more than 3 years' experience of using online grocery shopping.

Table 4.12 Average time spent on internet access

Time	Frequency	Percentages
Less than 1 hour	36	24
1-2 hours	53	35
2-3 hours	48	32
More than 3 hours	13	09
Total	150	100

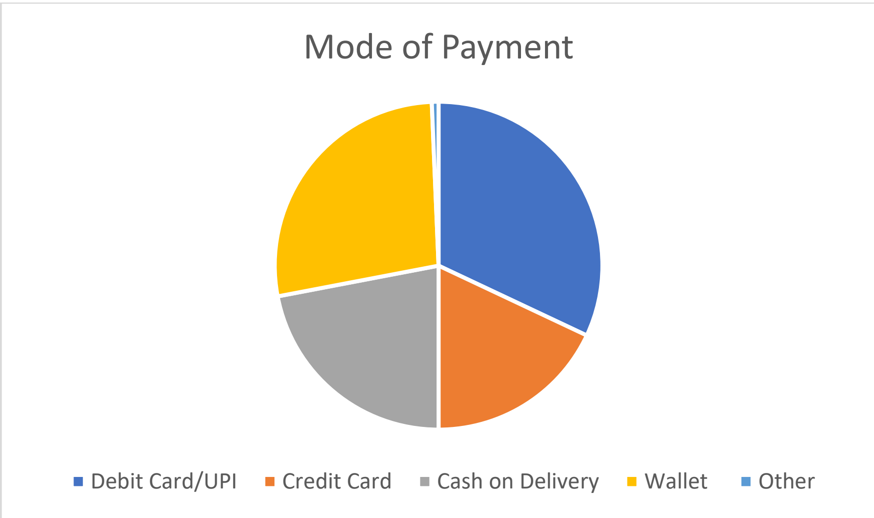


Own Analysis

The table 12 shows that 35% of the respondents used the internet 1-2 hours every day for personal usage followed by 32% Customer for 2-3 hours, 24% of the respondents used the internet less than 1 hour and 9% used more than 3 hours. This high level of internet usage frequency indicates the potential of Online Grocery Shopping in India.

Table 4.13 Mode of payment

Mode of Payment	Frequency	Percentages
Debit Card/UPI	48	32
Credit Card	27	18
Cash on Delivery	33	22
Wallet	41	27
Other	01	01
Total	150	100



Own Analysis

Table 13 reveals that 32% of respondents pay with a debit card or UPI, followed by 27% of respondents who pay with a wallet, and 22% of respondents who pay with cash on delivery. 18% of respondents paid for their online purchases with a credit card, and at least 1% of respondents utilised other payment methods. This demonstrates that the majority of respondents favour using a debit card or UPI as a method of payment when buying online.

Table 4.14 Fear/Issues factors

Sr. No.	Measurement Items	1	2	3	4	5	CS	Mean	Rank
01	Refund on spoil items	88 (88)	42 (84)	12 (36)	7 (28)	1 (5)	241	1.61	2
02	Problem in Transferring Money	73 (40)	40 (80)	25 (75)	5 (20)	7 (35)	283	1.89	10
03	Delivery of products	75 (75)	44 (88)	22 (66)	7 (28)	2 (10)	267	1.78	5
04	Difference from actual image	69 (69)	50 (100)	15 (45)	7 (28)	2 (10)	287	1.91	11
05	Out of Stock items	68 (68)	49 (98)	25 (75)	8 (32)	0 (0)	273	1.82	7
06	Hacking of Personnel information	61 (61)	61 (122)	23 (69)	3 (12)	2 (10)	274	1.83	8
07	Delay Del of order	91 (91)	35 (70)	15 (45)	5 (20)	4 (20)	246	1.64	3
08	Extra Delivery Charges	85 (85)	42 (84)	10 (30)	8 (32)	5 (25)	256	1.71	4
09	Mismatching of items ordered	70 (70)	50 (100)	18 (54)	7 (28)	5 (25)	277	1.85	9
10	Quality of Products	100 (100)	35 (70)	10 (30)	2 (8)	3 (15)	223	1.49	1
11	Difficult ordering Process	71 (71)	51 (102)	16 (48)	10 (40)	2 (10)	271	1.81	6

Own Analysis

The quality of the supplied products (Rank 1) is clearly the most significant characteristic that customers see as a risk while doing their food shopping online, as shown in table 14. Therefore, internet grocers need make sure to offer their consumers fresh food. Because they are unsure of the quality of the products, consumers avoid purchasing groceries. Customers are also concerned about other factors, such as refunds for poor quality (Rank 2) and order delays (Rank 3), at the same time. However, the study also shows that consumers are concerned about additional delivery fees (Rank 4). It is found in this study that the majority of respondents would not mind paying an additional delivery price for groceries and value services, followed by Difficult ordering Process (Rank 6), Delivery of products without add-on in scheme/offers, and Value Services (Rank 5). The least important issues for consumers to affect their attitudes towards online grocery shopping are out-of-stock items (Rank 7), hacking of personnel information (Rank 8), mismatched orders (Rank 9), problems with money transfers (Rank 10), and differences from actual images (Rank 11)

Table 4.15 Technical issues

Sr. No	Measurement Items	1	2	3	4	5	CS	Mean	Rank
01	Speed of Internet	82 (82)	32 (64)	19 (57)	7 (28)	10 (50)	281	1.87	7
02	Unfamiliarity of application	75 (75)	50 (100)	15 (45)	9 (28)	1 (5)	261	1.74	4
03	Transfer of Money Problem	91 (91)	31 (62)	15 (45)	9 (28)	4 (20)	254	1.69	2
04	Complicated Design of website or application	80 (80)	42 (84)	13 (39)	12 (48)	3 (15)	266	1.77	6
05	Slow Websites or application	90 (90)	40 (40)	10 (30)	3 (12)	7 (35)	247	1.65	1
06	Internet Accessibility	79 (79)	50 (100)	10 (30)	7 (28)	4 (20)	257	1.71	3
07	User ID	80 (80)	40 (80)	10 (30)	3 (12)	17 (85)	287	1.93	8
08	Forget Password	75 (75)	43 (86)	28 (84)	1 (4)	3 (15)	264	1.76	5

Own Analysis

The table in (Table 15) illustrates the mean and rank of elements connected to perceived technical challenges that are influencing the customer's attitude towards online grocery shopping on various criteria. Please remove above, below, left and right to identify the table; use the numerical number instead. Customers said that the transfer of money issue (Rank 2) and slow websites or applications (Rank 1) were the primary barriers to preferring online food shopping. Customer discovered, however, that the Internet Accessibility Issue (Rank 3), Unfamiliarity of Website or Application (Rank 4), Forget Password (Rank 5) and Other Problems (Rank 3) also appear to be barriers for the preference of online grocery shopping. Despite Complicated Website or Application Design (Rank 6), Compulsory User, and Internet Speed (Rank 7).

4.2 Results and Findings

- The study's findings indicated that numerous demographic parameters, including age, gender, marital status, family size, and income, have a major impact on internet purchasing in India.
- According to Sharma and Mehta (2014), the majority of internet shoppers are young people. In internet buying, the percentage of male responses is relatively high (57%). According to age correlation results, there is a quite strong correlation between age and attitude towards online shopping, i.e., older people are not as keen to shop online, as evidenced by the fact that only 1% of respondents under the age of 60 shop online, compared to 33% of respondents under the age of 20 to 29. This would make it easier for internet shops to develop strategies for various age groups.
- Only 41% of respondents who shop online have an HSC, SSC, or a lower qualification, compared to 59% who have undergraduate or graduate degrees. The findings revealed a strong positive relationship between education and attitudes towards online purchasing, which suggests that a greater level of education makes online shopping more alluring.
- Online shopping is done by 34% of respondents in the service industry compared to 5% of respondents in the professional sector. Only 3% of respondents who shop online belong to the income bracket of households earning between Rs. 20,000 and Rs. 40,000 per month, compared to 35% of respondents who do. 49% of the respondents buy groceries online once a week. 29% of customers who spend between Rs. 5001 and Rs. 7500 per month on purchasing grocery from online
- The majority of respondents' purchases are of household goods. (Responses: 110).
- Dairy items, fruits and vegetables, meat, and poultry have not received much attention from respondents (40 Responses), which suggests that respondents lack the confidence to purchase perishable goods through online grocery shopping.
- 59% of people have experience purchasing online for two to three years. 35% of the respondents reported utilising the internet for 1-2 hours per day for personal purposes. As the most innovative marketing instrument, the internet is rapidly increasing popularity and attention as a global media.

- The respondents' preferred mode of payment is cash on delivery (32%). The quality of the delivered goods is seen as the most significant variable by the respondents among the numerous elements of perceived risk towards online grocery shopping.
- Respondents are also worried about the other factors, such as refunds for poor quality and order delay.
- Respondents believed that Transfer of Money Problem and Heavy Websites were the two biggest barriers to preferring online food shopping. However, the consumer encountered issues with internet accessibility. Website design and functionality are one of the most compelling and influential reasons persuading people to shop online.

4.3 Limitations of the study

The survey and research have been done based on whatever information provided by the respondents. The respondents were reluctant to answer some questions, as they took them as personal and consequently increasing the possibility of error. The project work was required to be completed in 2-3 months. So, the limited time available and therefore only limited respondents (150) were included in study. The project was mainly focused on survey of Delhi NCR district so the outcome of the project cannot be applied for other places due to demographic and geographic differentiation.

CHAPTER 5: CONCLUSION

This study demonstrates that as internet usage rises, online shopping becomes more and more popular. In India, attitudes regarding online purchasing are evolving. Consumers can shop online anytime, anyplace, and with a variety of easy payment methods. The public's opinion of online purchasing is improving. Marketing professionals now face a problem in comprehending customers' needs for online purchasing. Marketing professionals can get a competitive advantage over rivals by better understanding customer attitudes towards online buying and making changes to the elements that encourage consumers to shop online.

In addition, this study found that young customers aged 20 to 29 make up the majority of online grocery shoppers and are more inclined to purchase for groceries than women, and these may be the case since they are more technologically aware and are younger consumers that are driving the online industry. Compared to markets like the United States and the United Kingdom, India has a lower rate of e-commerce entrance, but it is developing at a far faster rate thanks to a high number of new entrants. However, those who have previously done their food shopping online claimed it was a pleasant experience and they would almost certainly do it again in the future. Therefore, in order to maintain the competitiveness of the sector, online grocery retailers must offer their clients a smooth shopping experience from the convenience of making a purchase through successful delivery.

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Annexure:

Survey Questionnaire

Gender *

- ◯ Male
- ◯ Female

Age *

- ◯ Below 19 Years
- ◯ 20-29
- ◯ 30-39
- ◯ 40-49
- ◯ 50-59
- ◯ 60 Above

Marital Profile *

- ◯ Unmarried
- ◯ Married

Family Type *

- ◯ Nuclear
- ◯ Joint

Education *

- SSC or below
- HSC
- UG
- PG
- Other

Profession *

- House Wife
- Service
- Business
- Retired
- Student
- Professionals

Monthly household income *

- Less than Rs. 20,000
- Rs. 20,000 – Rs. 40,000
- Rs. 40,000 – Rs. 60,000
- Rs 60,000- Rs. 80,000
- Rs 80,000- Rs. 1,00,000
- More than 1,00,000

How often do you shop online? *

- Daily
- Weekly
- Fortnightly
- Monthly
- Quarterly

What is your average monthly expenditure on grocery online? *

- ◯ Less than Rs.2500
- ◯ Rs. 2500- Rs. 5000
- ◯ Rs. 5001- Rs. 7500
- ◯ Rs. 7501- Rs. 10,000
- ◯ Rs. 10001- Rs.15,000
- ◯ More than Rs .15,000

Which is the product category you shop online ? *

- ☐ Personal/Baby care products
- ☐ Dairy Products
- ☐ Vegetable & Fruits
- ☐ Household Items
- ☐ Meat & Poultry
- ☐ Sweets & Snacks
- ☐ Beverages

What is your experience using online grocery shopping? *

- ◯ Up to 1 year
- ◯ 2-3 year
- ◯ More than 3 year

What is the average time spent on internet access? *

- ◯ 1-2 Hours
- ◯ 2-3 Hours
- ◯ Less than 1 hour
- ◯ More than 3 hours

What is your preferred mode of payment? *

- ◯ Credit card
- ◯ Debit card/UPI
- ◯ Cash on delivery
- ◯ Wallets
- ◯ Other

Fear/Issues While Shopping Online

Refund on spoil items *

	1	2	3	4	5	
Strongly Agree	○	○	○	○	○	Strongly Disagree

Problem in Transferring Money *

	1	2	3	4	5	
Strongly Agree	○	○	○	○	○	Strongly Disagree

Delivery of products without add on in scheme/offers *

	1	2	3	4	5	
Strongly Agree	○	○	○	○	○	Strongly Disagree

Difference from actual image *

	1	2	3	4	5	
Strongly Agree	○	○	○	○	○	Strongly Disagree

Out of Stock items *

	1	2	3	4	5	
Strongly Agree	○	○	○	○	○	Strongly Disagree

Hacking of Personnel information *

	1	2	3	4	5	
Strongly Agree	○	○	○	○	○	Strongly Disagree

Delay Del of order *

	1	2	3	4	5	
Strongly Agree	○	○	○	○	○	Strongly Disagree

Extra Delivery Charges *

	1	2	3	4	5	
Strongly Agree	○	○	○	○	○	Strongly Disagree

Mismatching of items ordered *

	1	2	3	4	5	
Strongly Agree	○	○	○	○	○	Strongly Disagree

Quality of Products *

	1	2	3	4	5	
Strongly Agree	○	○	○	○	○	Strongly Disagree

Difficult ordering Process *

	1	2	3	4	5	
Strongly Agree	○	○	○	○	○	Strongly Disagree

Technical issues Faced While shopping online

Speed of Internet *

	1	2	3	4	5	
Strongly Agree	○	○	○	○	○	Strongly Disagree

Unfamiliarity of Website or application *

	1	2	3	4	5	
Strongly Agree	○	○	○	○	○	Strongly Disagree

Transfer of Money Problem *

	1	2	3	4	5	
Strongly Agree	○	○	○	○	○	Strongly Disagree

Complicated Design of website or application *

	1	2	3	4	5	
Strongly Agree	○	○	○	○	○	Strongly Disagree

Slow Websites or application *

	1	2	3	4	5	
Strongly Agree	○	○	○	○	○	Strongly Disagree

Internet Accessibility *

	1	2	3	4	5	
Strongly Agree	○	○	○	○	○	Strongly Disagree

User ID *

	1	2	3	4	5	
Strongly Agree	○	○	○	○	○	Strongly Disagree

Forget Password *

	1	2	3	4	5	
Strongly Agree	○	○	○	○	○	Strongly Disagree

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