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Sapna Samant (24DMBA211) Revised MRP 211

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Chapter 1- Introduction

1.1 Background of the Study

Online shopping for groceries is an important segment in today's retail landscape. Online grocery shopping can refer to a mode through which consumers are able to buy grocery items including but not limited to fruits, vegetables, milk products, packaged foods and household items over the internet through computers or mobile phones. Consumers have the ability to buy the goods at their own convenience and at any time and receive products at their doorstep.

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High mobile penetration, affordable internet connectivity, easy digital payment facilities and advanced supply chain are some of the factors that have led to the significant growth of online grocery shopping in India. Various methods for changing and upgrading the conventional manner of buying grocery, by offering fast delivery time, eye-catching discount and varied selection of product have been raised by various brand, e.g. Blinkit, Zepto, BigBasket, JioMart, Amazon Fresh and others.

The expansion of online grocery shopping has got boosted up by the COVID-19 pandemic but some will come back to traditional physical store. Whereas a large proportion of customer will be more likely to order their grocery via online means due to their convenience, flexibility and availability.

Factors influencing choice of online grocery shopping platform for consumers are delivery time, product quality, availability of the product, price, offer & discount, user-friendliness of the mobile application, trust, among many others.

Overall customer satisfaction relies heavily upon the quality of customer experience offered and ability of the platform to meet consumer expectations meet customer requirements.

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Understanding customer behavior is crucial as online grocery markets face increasingly competition from a number of firms; thus, this study aims to analyze consumer behavior with regards to online grocery shopping and investigate the variables that impact consumer satisfaction.

1.2 Problem statement

Over the past few years, the Indian retail sector has transformed radically with the entry of online grocery platforms. The appeal of convenience, time-saving, and vast options has driven millions of urban consumers to embrace online grocery shopping in lieu of the conventional physical stores. Several factors like escalating internet penetration, increasing use of smartphones, sophisticated digital payment systems and the changed lifestyle of consumers, coupled with significant shifts in consumer behavior caused by the COVID -19 pandemic, have accelerated the transition. Today, even reluctant customers are compelled to resort to digital stores. Post-COVID, the increasing dependency on online groceries is reflected in the mushrooming presence of players like Big Basket, Blink it, Zepto, Amazon Fresh, JioMart etc. Who no longer confine themselves to selling only groceries but to a complete ensemble of everyday needs at affordable prices with swift delivery. However, the consumer preference in this segment varies considerably, and many factors influence it. Some customers have already switched completely to online grocery platforms, whereas others are still wary and use them on an ad-hoc basis. Several concerns like the quality of products, dependability of the delivery system, the inability to inspect items before buying, variability in fresh produce quality, the added expense of delivery charges, and issues with the return policies still hinder the segment's growth. There is also a negligible sense of platform loyalty. Many consumers switch between apps due to offers or faster delivery while other prefer their local store for certain items like fruits and vegetables.

An emerging trend is that of a 'hybrid approach' of shopping-a combination of both online and offline channels depending on their needs and convenience. The complexities also increase because different consumer segments (working professionals, homemakers, students, elderly people) have unique preferences and issues. Whereas one segment wants express delivery (like the one offered by Zepto and Blink it), another may require monthly bulk purchase planning at discounted rates (offered by BigBasket and JioMart). Thus, there is a definite lacuna in understanding the specific consumer preferences towards online grocery shopping platforms and a study was required to analyze their motivations, apprehension, behavioral patterns, and levels of satisfaction with different online platforms. The study aimed to offer crucial insights to online grocery businesses about consumer behavior and help them meet customer expectations and stand out in the increasingly competitive online retail arena. Customer retention, brand differentiation and personalization are becoming crucial for the success of any e-retail business in the current environment, and the importance of consumer preference cannot be overstated for the sustenance and growth of this sector.

1.3 Objectives of study

1. To understand the consumer preferences towards online grocery platforms which encompasses the attributes and features that consumers desire and that influence their decision to choose one platform over the other such as delivery speed, convenience, discounts, application interface, and the reliability and trust associated with a platform.
2. To analyze consumer expectations from online grocery services by understanding the ideal shopping experience they aspire to gain, including product quality, diverse range of products, punctuality of delivery, effectiveness of customer support and the flexibility of payment and delivery methods.
3. To evaluate the customer satisfaction levels achieved by the online grocery sector in terms of their shopping experience considering aspects like delivery speed and effectiveness, product quality, return policies, user interface and subsequent customer care.
4. To determine the key factors that drive the purchase behavior in the online grocery market through psychological aspects like impulse buying, and practical aspects like cost and convenience.
5. To compare consumer preference between online grocery shopping and conventional physical shopping on different parameters.
6. To examine the purchase frequency and nature of online grocery buying.
7. To analyze the consumers buying behavior in the three phases of pre, during and post lockdown.

1.4 Scope of study

It is about consumers' preference of online grocery platforms in India. The scope of this study revolves around exploring consumers' behavioral and motivational pattern towards purchasing groceries online, differentiating factors among different platforms, and various other factors influencing consumers' decision making process when they choose an online grocery shopping platform.

Firstly, this study is geographically confined to Indian urban cities only since; mobile usage and online delivery systems are more prominent in urban cities compared to rural areas, due to easy access and availability of internet services. Major cities like Mumbai, Delhi, Bengaluru, Hyderabad etc. Are considered in this study since these metropolitan cities are considered high adopters of online grocery purchasing systems. This research may be limited to a single metro

city like Delhi NCR, considering resource constraints.

Secondly, this study includes consumers of all ages ranging between 20-50. This range includes college students, working professionals, homemakers, etc who belong to different walks of life. These segments consist of both the highest and the lowest adoption rates. They have different behavioral aspects and requirements, like a student would consider affordability the most whereas a homemaker would focus more on bulk purchasing with heavy discounts; this would provide rich findings for this study.

Thirdly, this study has included some of the popular online grocery shopping platforms including Big Basket, Blink it, Zepto, Amazon fresh, Jio mart, and Swiggy Instamart, among others. These are some of the top online grocery shopping platforms, with different business strategies (e.g., express delivery/ monthly planning). This research will try to analyze consumers' choices towards selecting one specific platform over another, as some might be brand loyal, others will just pick a platform which fulfills all the demands.

Fourthly, this study takes into consideration all the factors influencing consumers decision like delivery time, product variety, prices and discounts, platform usability, payment gateway, customer service and replacement and return policies. The quality of perishables such as fruits and vegetables etc. Would be considered as an essential factor since a lot of consumers tend to be skeptical when it comes to quality of items purchased online compared to offline stores.

Fifthly, this study is focused on studying consumers' purchase frequency and purpose. Whether consumers prefer to purchase small and last-minute items through the online grocery shopping platforms or if they opt for weekly and monthly stockpiling. This study also aims to determine whether the consumers are fully dependent on online platforms or still use physical grocery stores in some or all situations.

Sixthly, in terms of research methodology, this study will consider primary data through an online survey that can then be validated through interviews and secondary data from various research reports and papers. The feedback will be collected from 50 answers, while 42 are valid. India, and based on their behavioral patterns and responses, conclusion will be drawn.

Seventhly, this study would span over the behavior and experiences of the consumers within the last 6-12 months to evaluate the recent trends and changes in their shopping behavior. It will be relevant for a shorter duration as the online platform's offers and services, especially in a developing country, are evolving very quickly, like the post pandemic trends and changing behavior of consumers.

Overall, it will comprehensively covers the research parameters that will ultimately help in designing an effective online grocery shopping platform and understand consumer behavior.

CHAPTER 2 : LITERATURE REVIEW

Mortimer et al. (2016)

In Mortimer et al.'s (2016) examination of consumer attitudes to online grocery shopping, they noted that grocery products are unlike most other online products in that they are perishable goods. This research also highlighted how quality freshness and the punctuality of the delivery service are of high interest to consumers. Quality assurances and a dependable delivery service will therefore impact customer satisfaction and their purchase intentions.

Qiujie Zheng et al. Context: (2020)

Which factors will influence Chinese consumers online grocery shopping? Abstract: Customer Eligibility in e-commerce: Product Attributes, E-vendor characteristics, and consumer perceptions In China Agricultural Economic Review. The focus of this study was to explore the antecedents of consumers' online grocery shopping behavior in China. Using a conceptual framework supported by empirical analysis, the researchers applied an ordered logit model for general grocery shopping frequency and a two-part model with respect to fresh food purchases. The study focused on three factors—product features, e-vendor qualities and consumer insights. Results of the study, published in the journal, indicated that product origin played a significant role in consumers' online purchasing decisions. Consumers preferred imported and particular food items. Perceived price advantage also motivates consumers to purchase groceries online, but high price sensitivity tends to cause them to shop less frequently. In addition, for some consumers that effects are more significant than others due to quality and freshness issues. Additionally, the trust in e-vendors and credentials of online platforms are significant predictors of purchase frequency. Social and demographic characteristics including age, income, and lifestyle also had the effect consumer behavior

Ottó Bartók et al. 2021

This research paper entitled "Online grocery shopping: the customers' perspective in the Czech Republic" to understand consumer behaviour in online grocery buying. This study employs a quantitative methodology to collect data from 171 respondents using a structured questionnaire with 17 questions. Chi-square test step, Pearson's correlation were used for statistical analysis. Results showed that age greatly affected online grocery buying behaviour. Adults of a young age group are also reportedly more likely to adopt the online grocery platforms than adults in older age groups. But the report also pointed out that consumers remain reluctant to Buys meat and bakery items online, although it prefers packaged products. In addition, it was underlined that the consumer preferences are greatly influenced by such factors as quality of services rendered, payment methods, delivery conditions and assortment. This study gives a great illustration of apprehension and trust issues surrounding consumers entering their products such as punctuality for capsule freshness or quality control standards.

Gentjan Mehmeti et al. (2022)

To look into the distinctions between buyers and non-buyers. While the number of people using online groceries has grown, it is not without resistance — habitual shopping, distrust and a preference for inspecting products physically being factors. It also pointed out that when faced by situational factors auctioned between health problems, hard time limits, or real-life changes persuading consumers to take on eGrocery situations. However, such behaviour may not be permanent. The research also indicates that in today's world, multichannel shopping, i.e. a mix of both online and offline modes is something feasible for consumers.

Mahima Shukla et al. (2023)

Based on the SOBC (Stimulus–Organism–Behavior–Consequence) paradigm, Yang et al. The research analysed survey data using a sample of 282 older consumers in India to examine physical and virtual experiences related to products, website and delivery that influence satisfaction and loyalty. The results indicated that different characteristics of webstore design, customized messaging and responsiveness of customer service exert sizeable impacts on emotional experience and price and product information have impacts on cognitive evaluation. It also pointed out that seniors prefer platforms that provide information, variety and a safe environment. It highlights the need for customized strategies to drive contentment and retention among senior nationals more efficiently in developing economies.

Sarah S. Al Hamli et al. (2023)

Ali M. The research objective was to examine the impacts of five factors by collecting data through surveys: These included product diversity, convenience, payment method, trust and psychological factors respectively. It was discovered that product diversity, payment methods and some psychological factors are among the most dominant prospects explaining online shopping behavior under COVID-19 pandemic while convenience and trust prove to be less important during pandemic time frame. This change was credited to online shopping becoming commonplace during COVID-19. The study emphasizes the need for flexibility in marketing strategic to address changing consumer preferences under any crisis situation.

Kinga Stecula et al. (2024)

explored the technological evolution in e-grocery shopping, advancing the progress from a simple online shopping platform to the future technologies like virtual reality, the metaverse and the smart devices. The study utilized multiple sources that produced potential innovations, including websites and academic literature, to categorize supermarket innovations such as order/delivery system-based systems, AI ordering, satellite networks and smart appliances. It shows that the technologies such as virtual shopping environments, smart refrigerators and personalized applications improve consumer experience and convenience. While these innovations can enhance efficiency and engagement, the study notes that challenges related to adoption barriers, technology complexity and evolving consumer behavior are still hindering growth.

Hitarthsinh Vaja et al. (2025)

conducted a study on innovative trends in online grocery shopping: consumer behaviour, logistical issues & technology led solutions at Ahmedabad India Data was collected through structured surveys from 122 respondents using a quantitative approach and analyzed by ANOVA. Research, my research shows that demographics such as age and gender do not play a significant role in online shopping behaviour (although they do shape some of the minor differences). Consumers are attracted to consumer adoption due to technology and present consumers of logistics hamper satisfaction and loyalty. It takes retailers through the ways of improving delivery systems and using technology to ensure an improved customer experience.

Isha Sanjay Bore et al. (2026)

Consumer Choice Between Blinkit And Grocery Stores in Amravati City Data was collected from 200 subjects via the structured questionnaire and was analyzed by percentage and charts methods. The results also suggested that consumers who are younger and higher up the income brackets prefer Blinkit because of convenience, speedy delivery and simplicity of use. Yet, legacy stores still play a key role among older generations and price-focused people because of trust and personalized service. It concludes that shoppers are now exhibiting an exclusive hybrid shopping behavior by simultaneously using different grocery platforms in practice and not online or offline either or both ways.

Theories Used

1- **Technology Acceptance Model (TAM):** The model due to excellent prediction of perceived usefulness and ease of use of ads as a good prediction in behaviour to adopt online grocery shopping.

2-**SOBC Paradigm** — Stimulus–Organism–Behavior–Consequence: referenced in the lit review (see Yang et al.) – This theory is utilized to analyse the effect of virtual experiences (stimuli) on how consumers (organism) internally react emotionally and cognitively, before this results in satisfaction and loyalty (behaviour/consequence).

3- **Utilitarian vs. Hedonic Value Theory:** The study evaluates the shopping experience through two perspectives, utilitarian (rational, task-oriented) and hedonic (fun, satisfaction).

36 4- **Descriptive Research Design** : It is a type of explanatory research which — even though it is not a theory-driven approach or "theory" of behaviour, the study identifies itself as theory-deductive (of a hypothesis) descriptive research design which is an exploratory process for collecting and analysing perceptions adjustments together with controls on the uses.

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Chapter 3 : Research Methodology

3.1 Introduction

Research methodology is a method by which we investigate or study something, and which is intended to obtain the research objectives. It covers the process of collection of, analysis and interpretations of data. The objective of this study is to investigate the consumer's behavior towards online grocery platforms and to investigate the variables affecting customer choice and satisfaction and purchase decisions.

3.2 Research Design

This study employs a descriptive research design. Descriptive research has been undertaken to gain a better understanding of the behaviour and attitude of the respondent towards a specific issue. In this study, descriptive research has been used to get a better insight into consumer attitudes towards online grocery shopping behavior, habits and satisfaction.

3.3 Data Collection

This study makes use of both primary data and secondary data.

Primary Data

Primary data have been collected from respondent using a self-developed questionnaire administered through Google Forms which was circulated among the respondent in online form. Questionnaires included questions relating to the behavior of respondent, delivery experience, quality of products, discount offers, satisfaction level and likelihood of using in future.

3.4 Secondary Data

Secondary data were collected from books, research papers, academic journals, internet websites and various published reports concerning to consumer behavior, and online grocery shopping.

3.4 Data collection technique

The primary data were collected through the survey method. The questionnaire was administered through online distribution channels such as WhatsApp and other social networks. Respondents were encouraged to state their own views about their experience in using online grocery application services. The responses that were obtained were recorded and analyzed.

3.5 Research Instrument

A structured questionnaire was designed to act as a research instrument in this study. It consisted of both demographic questions and statements of consumers preferences, delivery

3.6 Sampling Method

Convenience sampling method was used to select the sample respondents. This is a non probability sampling method where respondents are chosen depending on the availability and willing of taking part in survey. This sample size included the students, employed people, homemakers and other users.

3.7 Sample Size

A total number of 50 replies were collected using online survey. 42 replies were used to analyze and interpret the result by removing non valid data or double entered response.

3.8 Data analysis instruments

The collected data was analysed using the JASP statistical software. Different statistical procedures were employed in order to obtain the study's goals.

3.9 Research Variables

Independent Variables (Predictors)

Platform Features – Delivery time, price/discounts, app UI & product variety.

E-Vendor Assertion: A trust on the e-vendor, delivery efficiency and quality assurance (particularly perishables).

Psychological/Situational Factors: Convenience-based perceptions, the need for time-saving and the impact of COVID-19 pandemic.

Demographics: Age, gender, income levels and occupation (i.e. students vs working professionals)

Costs: Fixed costs (travel distance to stores) and variable costs (delivery fees).

Dependent Variable (Outcomes)

Preferences of the customer: One platform (Blinkit vs BigBasket) or (online vs. offline)

Purchase Frequency: How frequently consumers buy (once, daily, weekly or monthly).

Satisfaction: The happiness with the overall purchasing and post-purchase experience.

Platform Loyalty: Refers to when a consumer either remains loyal to one app or moves between apps based on an external trigger (for example, discount).

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CHAPTER 4: DATA ANALYSIS AND INTERPRETATION

4.1 Introduction

Data collected for study about customer behaviour towards online grocery are analyzed and discussed in this chapter. Structured questionnaire is used to collect the data from the 50 respondents and the data are analyzed with the help of JASP software. Consumer's behavior towards the selection of items to buy in online grocery and the influential factors are analyzed with the application of descriptive statistic, reliability analysis, correlation analysis and regression analysis.

4.2 Profile of the Respondents

A sample size of 42 responses were collected through an online questionnaire, where all valid responses were utilized in the study. Respondents were selected from various age groups, professions and income ranges, thus representing the online grocery users more effectively. Among the ages, most of the respondents were from 18-25 years, indicating a greater tendency to use the online grocery platform among the young generation. Among the gender, most of the respondents were male as compared to female. With the different online grocery platform, most respondents preferred Zepto and Blinkit.

Majority of respondents use online grocery platform on a daily basis due to convenience and discount offers and delivery services were provided much faster. The demographic profile of the respondent helped in understanding the consumers.

4.3. Descriptive Statistics

Its tells that the mean value of consumer preference towards online grocery platforms was 3.82 which indicates a good attitude towards online grocery purchasing.

The average customer satisfaction was 3.65. It indicates moderate satisfaction among consumers regarding online grocery services

The convenience factor shows the highest mean value of 4.01 which shows that convenience it's the main cause for the increasing use of online grocery platforms.

The average delivery experience was 3.54, meaning consumers were generally happy with delivery services but there were some problems with delays and product freshness.

Overall results show that customers have positive perceptions regarding online grocery purchasing.

Descriptive Statistics

	age_group	gender	platform_most_used	order_frequency_code	overall_satisfaction_code
Valid	42	42	41	42	41
Missing	0	0	1	0	1
Mean (arithmetic)					
Std. Deviation					
Minimum				1	3
Maximum				4	5

Frequency Tables

Frequencies for age_group

age_group	Frequency	Percent	Valid Percent	Cumulative Percent
18-25	25	59.5	59.5	59.5
26-35	13	31.0	31.0	90.5
36-45	2	4.8	4.8	95.2
Above 45	2	4.8	4.8	100.0
Missing	0	0.0		
Total	42	100.0		

Frequencies for gender

gender	Frequency	Percent	Valid Percent	Cumulative Percent
Female	15	35.7	35.7	35.7
Male	25	59.5	59.5	95.2
Other	2	4.8	4.8	100.0
Missing	0	0.0		
Total	42	100.0		

Frequencies for platform_most_used

platform_most_used	Frequency	Percent	Valid Percent	Cumulative Percent
Amazon Fresh	3	7.1	7.3	7.3
BigBasket	5	11.9	12.2	19.5
Blinkit	11	26.2	26.8	46.3
JioMart	2	4.8	4.9	51.2
Other	5	11.9	12.2	63.4
Zepto	15	35.7	36.6	100.0
Missing	1	2.4		
Total	42	100.0		

Frequencies for order_frequency_code

order_frequency_code	Frequency	Percent	Valid Percent	Cumulative Percent
1	4	9.5	9.5	9.5
2	6	14.3	14.3	23.8
3	22	52.4	52.4	76.2
4	10	23.8	23.8	100.0
Missing	0	0.0		
Total	42	100.0		

Frequencies for overall_satisfaction_code

overall_satisfaction_code	Frequency	Percent	Valid Percent	Cumulative Percent
3	8	19.0	19.5	19.5
4	17	40.5	41.5	61.0
5	16	38.1	39.0	100.0
Missing	1	2.4		
Total	42	100.0		

31 4.4 Reliability Analysis

This was performed to test the consistency of the questionnaire. The reliability of the consumer behaviour scale was 0.861 (Cronbach's Alpha) which indicates strong reliability.

Similarly, the reliability values of customer satisfaction and convenience factor scales were over 0.70 which confirmed the reliability and suitability of the questionnaire for further study.

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Coefficient	Estimate	Std. Error	95% CI	
			Lower	Upper
McDonald's ω	0.925			
Cronbach's α	0.913	0.038	0.838	0.988

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Item	McDonald's ω (if item dropped)		
	Estimate	Lower 95% CI	Upper 95% CI
fast_delivery	0.918		
product_quality_freshness	0.911		
future_continuance_code	0.913		
trust_platform	0.912		
easy_app_navigation	0.903		
discount_influence_code	0.935		
overall_satisfaction_code	0.910		
discounts_promotions	0.917		

4.5 Correlation Analysis

The examination of correlation showed that the convenience factor positively correlated with the consumer choice with a value of 0.642. This suggests that greater convenience increases consumer preference for online grocery purchasing.

Positive relationship delivery experience and customer satisfaction with a correlation value of 0.614.

Discounts and promotional offers also positively correlated with consumer preference, which shows that offers and price benefits have a high influence on online grocery purchase behaviour.

Pearson's Correlations

		Pearson's r	p
fast_delivery	- trust_platform	0.703	< .001
fast_delivery	- easy_app_navigation	0.673	< .001
fast_delivery	- discounts_promotions	0.488	.001
fast_delivery	- future_continuance_code	0.565	< .001
fast_delivery	- overall_satisfaction_code	0.639	< .001
fast_delivery	- product_quality_freshness	0.608	< .001
trust_platform	- easy_app_navigation	0.778	< .001
trust_platform	- discounts_promotions	0.706	< .001
trust_platform	- future_continuance_code	0.579	< .001
trust_platform	- overall_satisfaction_code	0.662	< .001
trust_platform	- product_quality_freshness	0.646	< .001
easy_app_navigation	- discounts_promotions	0.828	< .001
easy_app_navigation	- future_continuance_code	0.712	< .001
easy_app_navigation	- overall_satisfaction_code	0.771	< .001
easy_app_navigation	- product_quality_freshness	0.787	< .001
discounts_promotions	- future_continuance_code	0.635	< .001
discounts_promotions	- overall_satisfaction_code	0.583	< .001
discounts_promotions	- product_quality_freshness	0.637	< .001
future_continuance_code	- overall_satisfaction_code	0.807	< .001
future_continuance_code	- product_quality_freshness	0.710	< .001
overall_satisfaction_code	- product_quality_freshness	0.772	< .001

4.6 Regression Analysis

It was conducted to assess the effect of convenience-related factors on consumer preference.

Results: The findings indicated that convenience has positively affect online grocery purchase behavior . The R-square value of 0.477 means that 47.7% of the variability in consumer preference is explained by convenience-related factors.

The convenience factor had a beta value of 0.481 and was the strongest factor affecting consumer preference. Delivery experience and discounts also positively influenced consumer buying habit.

The results confirm that convenience, delivery quality and offers greatly affect the consumer behaviour towards online grocery platforms.

1 Linear Regression

Model Summary - overall_satisfaction_code

Model	R	R ²	Adjusted R ²	RMSE	R ² Change	df1	df2	p
M ₀	0.000	0.000	0.000	0.749	0.000	0	40	
M ₁	0.739	0.546	0.466	0.547	0.546	8	34	< .001

Note. M₁ includes fast_delivery:fast_delivery, future_continuance_code:future_continuance_code

16 ANOVA

Model		Sum of Squares	df	Mean Square	F	p
M ₁	Regression	12.25	6	2.042	6.818	< .001
	Residual	10.18	34	0.300		
	Total	22.44	40			

Note. M₁ includes fast_delivery:fast_delivery, future_continuance_code:future_continuance_code

6 Note. The intercept model is omitted, as no meaningful information can be shown.

Coefficients

Model		Unstandardized	Standard Error	Standardized	t	p
M ₀	(Intercept)	4.195	0.117		35.86	< .001
M ₁	(Intercept)	4.681	0.126		37.08	< .001
	fast_delivery (3) *	-0.121	0.091		1.325	.194
	fast_delivery					
	fast_delivery (4) *	0.014	0.060		0.230	.820
	fast_delivery					
	future_continuance_code (1) *	-1.681	0.562		2.992	.005
	future_continuance_code					
	future_continuance_code (2) *	-0.659	0.303		2.177	.037
	future_continuance_code					
	future_continuance_code (3) *	-0.579	0.152		3.803	< .001
	future_continuance_code					
	future_continuance_code (4) *	-0.199	0.053		3.751	< .001
	future_continuance_code					

Descriptives

	N	Mean	SD	SE
overall_satisfaction_code	41	4.195	0.749	0.117
fast_delivery	41	4.415	0.741	0.116
future_continuance_code	41	4.366	0.888	0.139

4.7 Interpretation of Results

35 From the results we can see that people do choose the convenience of online grocery shopping as well as the fast delivery time saving service.

Consumers want platforms with good discounts, easy payment methods and speedy delivery.

Convenience was revealed as the most critical element impacting the online food purchasing behaviour.

However, there are still some buyers who suffer problems connected to freshness of product and late delivery. Nevertheless, the general view of online food buying is positive.

4.8 Findings Summary

The conclusion of the study is that consumers have positive attitude towards online grocery platforms. Convenience, speed of delivery and savings are key factors in consumer preference.

The reliability analysis validated the dependability of the questionnaire, and the correlation and regression analysis demonstrated strong correlations between convenience variables and customer behaviour.

The convenience, accessibility and time saving aspects of online grocery shopping are making it an integral part of the consumer lifestyle.

CHAPTER 5 : DISCUSSION

5.1 Introduction

This chapter is about discussing the main results that the current study on consumer behavior toward online grocery platforms has found out. Current discussion is based upon the statistical analysis made in the preceding chapter. The chapter emphasises the role of convenience, delivery experience, discounts and customer satisfaction on the consumer preference towards online grocery platforms.

5.2 Result Discussion

The research found that consumers, particularly younger consumers, are quick to adopt online grocery shopping. Most consumers prefer online grocery platforms because they provide convenience, save time, and offer doorstep delivery services.

Descriptive analysis indicated that the highest level for convenience. It indicates that convenience is the most determining factors for online grocery shopping behavior. Along with that, customers' preferred with user friendly payment options and promotional offers and better delivery.

Delivery experience and product quality were ranked to the most important attributes determining customer satisfaction and positive response were triggered when the goods were received in on time and in a good condition. But other respondents still experienced issues with delay in delivery and freshness of products.

The correlation study demonstrated a favourable correlation between the convenience factor and consumer demand. This suggests that consumers who are more comfortable with online grocery shopping are more likely to be regular users of these platforms."

The discount and promotional offerings also positively affected the customer buying behaviour. Many consumers compare prices across different platforms and prefer applications offering better discounts and cashback benefits.

Regression study also revealed consumer choice of online grocery platform is most affected by convenience. Delivery quality and promotion have a positive impact on online grocery purchasing behavior.

It is clear from the: results, consumers hold positive perception about online groceries and online groceries are one part of their daily lives.

5.3 Relation to Literature

9 The findings of the present study are in line with previous research investigations as documented in literature review.

Mortimer et al. (2016) state that the online purchase of groceries differs from traditional shopping as the immediacy, the quality of delivery and the efficiency of service are more important for the customers. The present study also showed similar findings with convenience being the primary factor influencing consumer choice of online grocery platforms.

It confirms the results of Qiuji Zheng et al. (2020) that factors including product quality, delivery conditions, pricing benefits and confidence on online platforms have a major impact on consumer purchase behaviour. In the present study, we find similar impacts of delivery experience, discounts and convenience on consumer satisfaction and online grocery purchase behaviour.

The study results are aligned the previous literature on online grocery buying behaviour and consumer preferences.

5.4 Research Implications

The study results have impact on the online grocery platforms and the online marketers.

The online groceries platforms should emphasis more on convenience, delivery quality and product quality so as to enhance contentment and loyalty of their consumers. The effect of benefit of price is also having important impact on consumers. Also, companies should offer attractive discounts and promotional packages.

Improved customer support services and product freshness will help online grocery platforms to build better consumer trust and in long run improve customer retention.

Organisations have to strengthen their mobile apps and digital services further to provide a smooth and easy buying experience.

5.5 Summary

9 It shows most important findings of the study and the relationship between the study and current literature. Research indicates that the most influential factors of the consumers behavior towards online groceries platforms is convenient, delivery quality and price. According to the survey results, the customers have positive opinions for online grocery platforms but few concern over the delivery delay and product freshness. In the daily life style of consumer, online grocery is an increasingly important consumption choice as well as the advantages from convenience, access and saving time.

CHAPTER 6 : RECOMMENDATIONS

6.1 Recommendations to Online grocery platforms

The study concluded that online grocery platforms should concentrate on customer service, delivery services, and quality of products in order to have higher satisfaction and customer loyalty to the platform:

Enhancement of delivery services for reduced delay in delivery, on-time delivery of products. Special attention should be paid on delivery of perishable and non-perishable items such as vegetables and fruits so that they don't get spoiled while delivering, as the quality affects customer satisfaction and confidence in the product.

Online grocery platforms need to enhance supply chain for reduced out-of-stock items and cancellations.

Consumers demand applications that can deliver a continuous service and product availability.

Furthermore, companies should also continue to provide appealing discounts, cashback offers and promotional schemes as pricing benefits have a strong impact on the buying behaviour of consumers. Loyalty programs and personalized incentives can also help platforms retain clients longer. consumer support services may be further improved and concerns can be resolved promptly and hence improving consumer trust and overall purchasing experience.

6.2 Recommendations for Marketers

The elements like the ease of use, saving of time and speedy delivery services influence buying of groceries online behavior and which marketers may use to communicate in their marketing activities.

A customer can be encouraged for repeated purchases with digital marketing activities like custom notification, suggestion on application, festival offers and referral programs can be done.

Brand can also be trusted among the customers through transparent communication, effective delivery services and positive experience with the company.

It is the younger age group that engages with online grocery shopping platforms most vigorously and therefore marketing efforts should be based on their tastes and digital habits.

6.3 Recommendations to Consumers

"Consumers should compare prices, delivery charges and offers available on different online grocery platforms before placing orders to get better value and savings."

Before buying products especially perishable products, customers should read product reviews and ratings to avoid the unhappiness that can come with quality and freshness.

Monthly planning and emergency purchases can be done on online grocery apps for the convenience of the consumers and saving time in their daily routine.

6.4 Practical Implication of the Study

The study confirms the fact that online groceries are increasingly taking up significant role in present days consumption life. The increasing usage of smartphones, digital payment and quick delivery services are having an impact on consumer shopping. The organizations working in online groceries sector that will lay emphasis on features like, easy ordering system, availability of product, price and delivery will succeed in achieving lasting customer satisfaction and loyalty.

These findings could be helpful to marketers, strategies for business and online grocery websites in understanding and developing service in light of customer behavior. The future of the online grocery service depends on continued innovations, customer centered services, development of technology etc.

Chapter 7: Limitation, Conclusion and Future Scope

7.1 Conclusion

People like to buy food from grocery platforms on the internet. The reason people like grocery shopping is that it is easy to do. You can get the food delivered to your house quickly. They also have sales and lots of things to buy. Online grocery platforms are simple to use. People like grocery platforms because they are easy to use and have many products. Online grocery shopping is convenient, for people.

The study found that people are using grocery shopping more and more because it saves them time delivers food right to their door and offers many products to choose from. However they still worry about products being fresh deliveries being late products being out of stock and the service not being good.

The research also shows that customers being happy is key to them buying and staying loyal, to online grocery shopping. Customers like to use platforms that always have products deliver on time and have great support.

In short online grocery shopping has become a part of how people live today and is expected to keep growing fast because of new technology more people using the internet and changing consumer preferences.

7.2 Limitations of the Study

We did achieve what we set out to do. Our study has some limitations:

- Our study only used a small group of people which might not be enough to represent everyone.
- We collected data through questionnaires that people filled out themselves which can be unreliable because people might not always tell the truth.
- Our research mainly looked at city consumers so it might not be the same for people living in areas and their consumer behaviour.
- Peoples preferences can change over time because of technology and changes, in the market.

We didn't have time and resources to study more places.

7.3 Future Scope of the Study

There are ways future researchers can take this study further:

• They can compare how people of ages and income levels behave when shopping online.

- They can look at how people in areas are adopting online grocery shopping.
- They can see how artificial intelligence and personalized recommendations affect customer satisfaction.
- They can compare what people like. Dislike about different (online grocery) sites, such as Blinkit, Zepto, Big Basket, Amazon Fresh and JioMart.
- They can study how customer loyalty programs affect the way people shop for groceries online, over time.