

A STUDY OF CONSUMER PERCEPTION TOWARDS ONLINE SHOPPING WITH SPECIAL REFERENCE TO THE GROCERY PRODUCTS

Ms. Tanvi Vinod Bakale

*P. R. Pote Patil College of Engineering and Management, Amravati
bakaletanvi2001@gmail.com*

Prof. N.S. Kariya

*Assistant Professor, P. R. Pote Patil College of Engineering and Management, Amravati
nikhilesh.nsk@gmail.com*

Abstract

Being India a developing economy, online shopping in India is rapidly increasing due to the presence of multi-brand retail outlets in the country as well as the presence of several e-commerce platforms. Presently, the online shopping in India is currently growing at 5-6% of the total retail spending, considering the future growth prospects, several e-commerce marketers are expanding their businesses with new verticals of online grocery shopping in the country. Indian customers across the various segments are also interested in such online grocery shopping activities largely due to rising opportunities of internet connectivity and growing disposable income which contribute to the steady development in online grocery shopping. According to the recent report, the online grocery growth rate is ranging from 21% to 37% (CAGR). Considering this business opportunity the researcher is going to analyse the online grocery market in Amravati and thereby analysing the consumer behaviour with respect to online grocery shopping. The study also investigates the consumer perception towards online grocery shopping by analysing its influencing factors with respect to respondents of Amravati city. The study incorporates descriptive research design using a survey method to get the valid inferences about the present research problem.

Keywords: *online grocery shopping, consumer behaviour, consumer perception*

Introduction

This study explores how consumer preferences and behaviours are changing with online grocery shopping focusing on Amravati. As technology advances, more people will prefer shopping online due to its convenience, time-saving benefits, and wide product selection. Retailers will continue innovating by improving websites and apps, ensuring ease of use, accurate product details, and secure payments. Key factors influencing consumer choices include purchasing frequency, brand preferences, shopping motivations, and satisfaction. The study will analyse how age, gender, income, and education affect online grocery adoption. It will also examine challenges such as product quality concerns, delivery issues, and access to technology. With increasing urbanization and internet access, online grocery shopping is expected to grow, even in remote areas. The shift was further accelerated by the COVID-19 pandemic, making safety features like contactless delivery and online payments essential.

Businesses will focus on affordability, eco-friendly practices, and responsible sourcing to attract and retain customers. Subscription services and loyalty programs will help them stay competitive. The findings of this research will provide insights for retailers and policymakers to enhance the online grocery experience in Amravati and similar cities, highlighting the growing impact of digital platforms on consumer habits.

Review of Literature

Online grocery shopping is rising, driven by young urban shoppers seeking convenience and flexible payments. Trust in product quality is a concern, but deals, easy apps, and reliable delivery attract buyers. Clear product details and smooth logistics are essential for long-term success (Ms. Divya Arora, 2023). Online shopping is growing fast due to its convenience, but issues like product inspection, payment security, and delivery delays still concern buyers. Many struggle with returns and confusing websites, while some find it expensive. Future research will focus on shopping habits, gender preferences, and common challenges to improve the experience (Vaghela, 2014).

Online shopping is expanding due to convenience, but concerns about product quality, security, and delivery delays persist. Many shoppers face issues with returns and complex websites, while some find it costly. Future research will focus on customer preferences to enhance the shopping experience (Ankur Sharma, 2023). Online grocery shopping is expanding due to convenience, discounts, and free delivery. Age and gender influence shopping habits but don't affect overall satisfaction much. As time-saving becomes crucial, retailers must adapt to evolving customer needs (S. Sathiyaraj, 2015). Online grocery shopping is growing in India, offering convenience, especially for busy and mobility-challenged shoppers. Physical stores remain important for those who prefer seeing

products firsthand. Businesses will blend online and in-store shopping while improving security and ease (Ashish Kamble, 2022).

E-commerce is transforming retail in India, especially in smaller towns where organized stores are limited. By the end of the year, 60% of online shoppers will come from beyond the top eight cities, thanks to better internet access. Younger shoppers (20-25) prefer online shopping for its convenience, price comparisons, security, and wide product range (Dr. R. Shanthi, 2015). E-marketing has transformed business, with online shopping growing as retailers adapt to consumer needs. A study in Kanyakumari, Tamil Nadu, found that website design, convenience, security, and discounts strongly influence online shopping. While older people shop online less, education levels impact interest, but income has little effect (Dani, 2017).

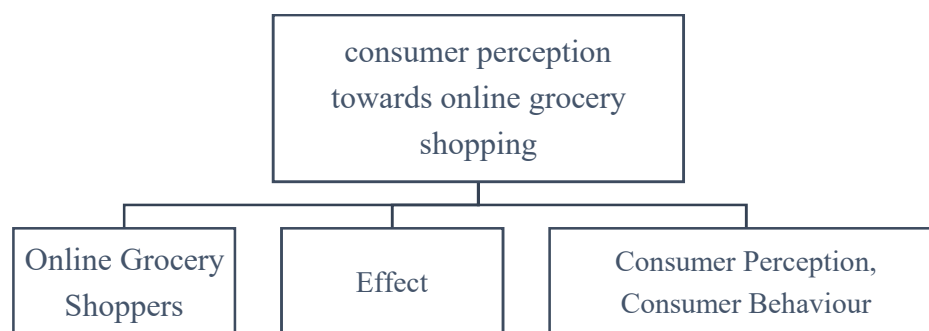
Research Problem & Objectives of the Study

The rapid growth of e-commerce has significantly transformed the shopping habits of consumers. Consumers are also buying the grocery products from the online retailer like Flipkart and Amazon. Despite the rapid growth of e-commerce in

groceries, many consumers still prefer traditional brick-and-mortar stores also but the consumers will gradually shift towards online shopping, showing greater inclination in future that's why consumers perception will change towards online grocery shopping. The people will think about they are provided reasonable quality of goods at affordable prices, offers home delivery and saves time so the without wasting of time people will buying the goods through e-commerce platform. People's intention will increase towards online shopping particularly in case of grocery products. That's why researcher has taken this topic to study the consumer perception about online grocery shopping.

The research study is focused on achieving the following objectives:

1. To study the consumer perception towards online grocery shopping.
2. To study the consumer behaviour with respect to online grocery shopping.
3. To analyse the factor influencing online grocery shopping among consumers in Amravati city



Research Methodology

This study will focus on understanding how people perceive online grocery shopping in the future. The researcher will use the descriptive research design to conduct this research. Questionnaire method will be used to collect the data from respondents. The researcher will be collected data secondary data from the previous studies, reports, journals,

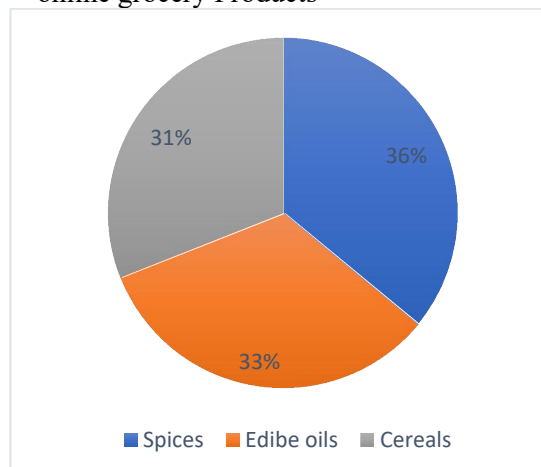
magazines and articles. The researcher will use Graphs, charts and diagram will be used to show the data clearly, and statistical methods like mean, median, mode will be used to analyse it. The Universe of this study will residents in Amravati. The data will be gathered from 100 respondents of Amravati city. A simple random technique will be used to collect the data from the respondents.

Data Analysis and Interpretation :-**7.1 Analysis of products the consumers buy the most in Amravati city.**

Table no.1 Respondents who buy the online grocery Products

Categories of grocery Products	No. Respondents	Percentage
Spices	36	36%
Edible oils	33	33%
Cereals	31	33%
Total	100	100%

Graph no. 1. Respondents who buy the online grocery Products



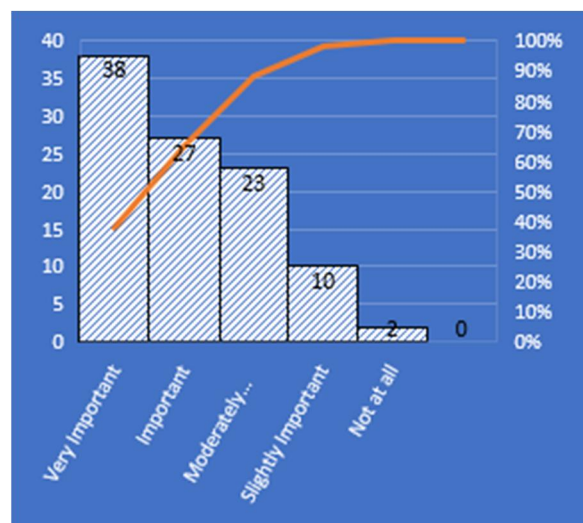
The table shows that 36% of respondents buy spices, making it the most popular grocery category. Edible oils are chosen by 33%, showing their importance in cooking. Cereals are also bought by 31% of respondent. The numbers show a balanced demand for spices, oils, and cereals. People buy these products as essential grocery items for daily use. Overall, the online grocery sector for these items appears stable and well-distributed.

7.2 Analysis of customer review that very important for shaping the perception of the consumers in Amravati city.

Table no. 2. Respondents Of customer Review

Graph no.2. Respondents Of customer Review

Customer Review	No. Respondents	Percentage
Very Important	38	38%
Important	27	27%
Moderately Important	23	23%
Slightly Important	10	10%
Not at all	2	2%
Total	100	100%



Customer reviews play a crucial role to shaping the perception of the customers, with 38% of people considering them very important. Another 27% find them important, meaning most customers rely on reviews before purchasing. 23% see them as moderately important, showing a balanced view where reviews matter but aren't the only factor. Meanwhile, 10% think reviews are only slightly important, and 12% don't consider them at all. This suggests that while reviews strongly influence many online shoppers, Businesses should focus on maintaining positive reviews to attract more customers.

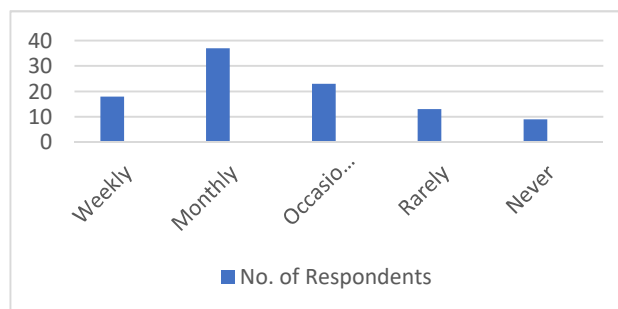
7.3 Analysis of that how often consumers buy the online grocery products.

Table no. 3. Respondents of that often buy the online grocery products

Online grocery shopping	No. Respondents	Percentage
Weekly	18	18%
Monthly	37	37%
Occasionally	23	23%
Rarely	13	13%
Never	9	9%
Total	100	100%

Most people 37% of people shop for groceries online monthly, while 18% do so weekly. 13% buy occasionally, and 23% rarely shop online. 9% never use online grocery services. This shows that most people prefer shopping online either regularly or occasionally.

Graph no. 3 Respondents of that often buy the online grocery products

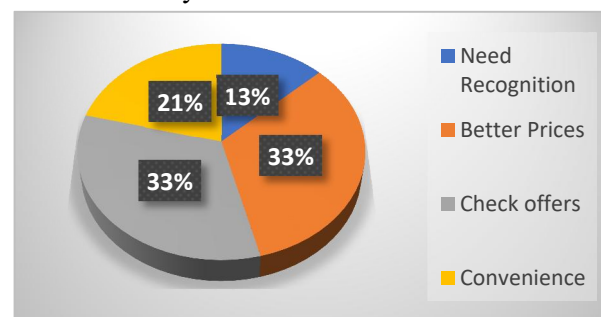


7.4 Analysis of primary reason of consumer who are buy online grocery products

Table no. 4 Respondents primary Reason to Buy Online Grocery Products

Primary Reason to buy online Grocery	No. Respondents	Percentage
Need Recognition	13	13%
Better Prices	33	33%
Check offers	33	33%
Convenience	21	21%
Total	100	100%

Graph no. 4 Respondents primary Reason to Buy Online Grocery Products



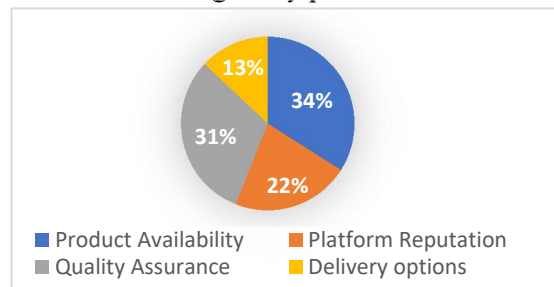
The main reasons people buy groceries online are better prices (33%) and checking offers (33%), showing that discounts and deals attract most shoppers. 21% prefer online shopping for its convenience, making it a popular choice for those who value ease. 13% shop online based on need recognition, buying only when necessary. This highlights that pricing and offers are key factors driving online grocery shopping, followed by convenience.

7.5 Analysis of influencing factor to choose online grocery platform .

Table no. 5 Respondents influencing factor to choose online grocery platform

Influencing factor to choose platform	No. Respondents	Percentage
Product Availability	34	34%
Platform Reputation	22	22%
Quality Assurance	31	31%
Delivery options	13	13%
Total	100	100%

Graph no. 5 Respondents influencing factor to choose online grocery platform



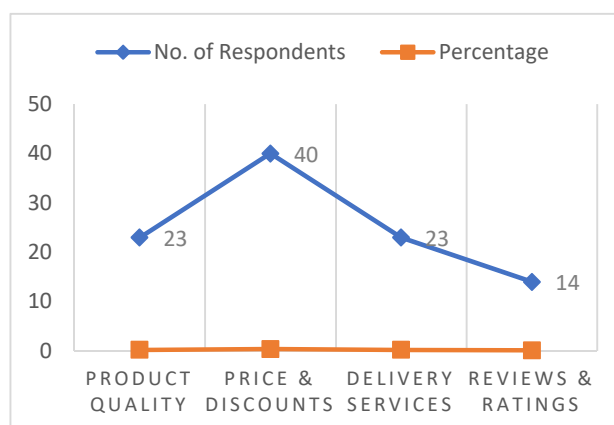
When it comes to online grocery shopping, product availability is the biggest deciding factor, influencing 34% of shoppers. Quality assurance follows closely behind, with 31% of respondents prioritizing fresh and reliable products. Platform reputation also plays a crucial role, as 22% of buyers prefer trusted and well-reviewed services. Meanwhile, only 13% focus on delivery options.

7.6 Analysis of Attitude of the consumers towards online grocery shopping.

Table no.6 Respondents influencing factor that impact on consumer attitude

Factor Influence consumer Attitude that the	No. Respondents	Percentage
Product Quality	23	23%
Price & Discounts	40	40%
Delivery Services	23	23%
Reviews & Ratings	14	14%
Total	100	100%

Graph no. 6 Respondents influencing factor that impact on consumer attitude



When it comes to online grocery shopping, price and discounts matter the most, influencing 40% of consumers. Product quality and delivery services are equally important, each affecting 23% of shoppers. Reviews and ratings play a smaller role, impacting only 14% of buyers. This suggests that price and discounts is the top priority, while Delivery services and quality also hold significant weight.

Findings, Suggestions, & Conclusions :-

After Conducting this research data analysis, the following Conclusions, suggestions and Recommendations were drawn by the researcher:

Spices (36%), edible oils (33%), and cereals (31%) are the most purchased grocery items. Customer reviews influence most buyers, with 38% finding them very important. Monthly (37%) and weekly (18%) shopping are the most common habits. Pricing and discounts (33%) are the main reasons people shop online. Product availability (34%) and quality (31%) are key deciding factors. Price and discounts (40%) influence purchases the most, followed by quality and delivery.

Businesses should offer better discounts and competitive prices to attract shoppers. Ensuring product availability and quality will help retain loyal customers. Encouraging positive reviews can build trust and boost sales. Reliable and fast delivery should be prioritized to enhance customer satisfaction. Providing exclusive deals for frequent shoppers may improve retention. User-friendly platforms can enhance the shopping experience and increase sales.

The online grocery market is stable and growing, with pricing as a key motivator. Customers value affordability, quality, and convenience in their

shopping decisions. Product availability and positive reviews play a crucial role in attracting buyers. Reliable delivery services can further improve customer experience and trust. Businesses focusing on pricing, quality, and customer satisfaction will succeed. Offering discounts and maintaining good reviews will drive long-term growth.

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