



A STUDY ON E-GROCERY SHOPPING TRENDS DURING LOCK DOWN IN BANGALORE

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Abstract

A Global catastrophe and an international crisis can either incapacitate a ‘Marketing Team’ or electrify and stimulate it to flourish and grow, and in the wake of the Covid -19 pandemic that is what has been given to be seen. If a company wants to stay “in the business,” during such times and subsequent times to follow, it has to do away with its “fundamentalist ways” of conducting its business and adopt new and improvised strategies in their styles of functioning across all the departments of its business. Every organization and person has the potential to come up with their own ways to go beyond and improve their output and subsequently improved results. The faster the people learn to beat the Covid -19 disease better are the chances for the businesses to sustain such crises. During the lock down period internet shopping has gained significant momentum and people are seen adopting e- grocery to shop for their households. This study is to deliver an outline of online-grocery shopping and to study the buyer’s attitude towards e-grocery shopping.

Key Words: *Catastrophe, Incapacitate, Flourish, E-Grocery, Momentum, Household.*

Introduction

E-Commerce an “online platform” which is a “virtual marketplace” that brings sellers and buyers together. E-Commerce stands to deliver benefits to both the Consumer as well as the Producer. The ‘Consumer’ stands to benefit from getting to choose from a wide range of products along with competitive prices and the comfort of shopping from their choice of a convenient place while the ‘Producer’ gets to reach a wider market which can be anywhere within the country and/or beyond the boundaries of the country. This expanded reach for the Producers offers the small and medium-sized enterprises a great advantage where they can leverage on “low cost and wide reach” of digital marketing and advertising resources offered by the online platforms. In the process, we see that E-Commerce has the potential to create various jobs along its entire supply chain. In such a scenario, businesses have to restructure their business models to the current economics and business practices. This restructuring of business models generates many winners as well as losers. When people stand to gain or lose, it necessitates the Governments to regulate and govern the growth of E-Commerce by implementing and enforcing appropriate policies, especially, to favour those whose livelihoods are compromised. E-Commerce over the years has been found to happen mainly as a Business-to-Business (B2B) e-commerce, Business-to-Consumer (B2C) e-commerce and Business-to-Government (B2G) e-commerce. It has also been observed that E-Commerce thrives when good infrastructure is provided aided by skilled and efficient labour as well as ethical business practices.

E-Commerce in India over the past decade has grown tremendously with the wide spread of internet services to the Tier-2 and Tier-3 cities as well as the villages. Since 2014, the Government of India has announced various initiatives like Digital India, Make in India, Start-up India and so on. Such timely implementation of programmes has supported the growth of E-Commerce in India. With a population of about 135 crores, it is poised to be the second largest E-Commerce market by the year 2030 owing to its young demographic profile and increasing incomes. It has been observed that people living in such remote places also are gathering information online and are using these online platforms to conduct businesses.

Research Design

Descriptive research methodology was used to collect data the data was collected by sending online questionnaires to the respondents. The sample size is 200.



Statement of Problem

The Indian grocery market is under evolution today bringing many changes in the selling and distribution procedure. There are umpteen statistical and economic researches on the customer satisfaction and loyalty towards physical store shopping and online shopping, but this research is focused on understanding the recent trend or shift towards the online grocery shopping by people in Bangalore due to the current Nationwide Lockdown.

Review of Literature

1. Vidhi Baheti and Leena Ajit Kausha, “The analysis of consumers’ attitude towards online grocery shopping - A case study in Indian context.” The International journal Research Publications, Volume: 05, Number: 7, November 2015.

Link:https://www.academia.edu/18209541/The_analysis_of_consumers_attitudes_towards_online_grocery_shopping_-_A_case_study_in_Indian_contextThis research displays that consumers' attitude towards online grocery shopping in India is influenced by four factors, namely, “Perceived - Cost,” “Convenience,” “Risk” and “Customer Usage.”

2. Pankaj Jain, “STUDY ON FEASIBILITY OF GROCERYWEBSITE IN LUDHIANA CITY”, International Journal in Management and Social Science, Vol.04 Issue-05, May 2016.**Link:**https://www.academia.edu/27383919/STUDY_ON_FEASIBILITY_OF_GROCERY_WEBSITE_IN_LUDHIANA_CITY_

After the detailed analysis it is found that there is a wide opportunity for grocery websites. Consumers are ready to purchase online when websites offer them with various offers, cash back & discounts.

3. Mr. Krunal K. Punjani, “A STUDY ON FEMALE CONSUMERS’ PERCEPTION TOWARDS ONLINE GROCERY SHOPPING WITH SPECIAL REFERENCE TO KALYAN-DOMBIVLI CITY”, International Journal of Research in Finance and Marketing (IJRFM), Vol. 7 Issue 4, April – 2017.**Link:** <http://euroasiapub.org/wp-content/uploads/2017/05/14FMApril-4780-2.pdf>

Online grocery provides comfort, ease, privacy and saves time, but still some home makers and employed females (40% respondents) prefers to get their grocery from physical stores due to many factors like trust, opportunity to bargain, credit facility and self-satisfaction of checking products physically before the actual purchase. Among those who prefer online platform, majority of them are within the age groups of 26 to 55 years. Due to their busy schedule, employed female’s forms majority within the occupation chart of taking up online grocery shopping.

4. P. Minu Graceson and Dr. Ambili A.S, “A COMPARITIVE STUDY ON THE EFFECTIVENESS OF LAST MILE DELIVERY IN e-commerce GROCERY INDUSTRY, CHENNAI (With Special Reference to Grofers.com & Big Basket.com)”, International Journal of Core Engineering & Management (IJCEM), Volume 3, Issue 3, June 2016.

Link: <http://ijcem.in/wp-content/uploads/2016/07/A-COMPARITIVE-STUDY-ON-THE-EFFECTIVENESS-OF-LAST-MILE-DELIVERY-IN-e-COMMERCE-GROCERY-INDUSTRY-CHENNAI.pdf>

The study found that many e-grocers in Chennai are shut down because they do not have delivery. System Grofers and big basket have overcome this limitation with effective strategy formulation to sustain in the industry. This paper makes the quantitative study of various delivery modes’ competitiveness by studying “last mile” activities’ operation efficiency in various scenarios.



5. Mr. Sabari Shankar R and Mr. Naresh k Kumar S, “A Descriptive Analysis of Consumer Perception on Online Grocery Shopping”, International Journal of Research and Scientific Innovation (IJRSI), Volume V, Issue III, March 2018.

Link: <https://www.rsisinternational.org/journals/ijrsi/digital-library/volume-5-issue-3/14-18.pdf?x49905>

This study has found facts like married unemployed homemakers feel the delight of real time shopping which is not there in online grocery shopping. Online grocery shopping is mostly used by the employed and the professionals who don't have time make purchases in retail stores and which suits their busy schedule

Objectives of Research

- (i) The main aim of the research is to find the “intention” of the consumer while purchasing groceries online.
- (ii) To study the various points of view of the buyers while purchasing groceries online.
- (iii) To identify the problems faced by the consumer while purchasing groceries online.
- (iv) To evaluate the consumption pattern of the consumers of groceries while buying groceries online.
- (v) To foresee the long-term trend of purchasing groceries online and provide relevant recommendations.

Type of Research

A quantitative research was conducted to find the importance of” situational factors” which initiate e-grocery shopping among 200 respondents (consumers) in Bangalore.

Data Collection Tool

The data collection tool adopted for this research is “**Online Questionnaire**” to collect the primary data. The questionnaire is sent to the respondents via online Mails. This method was adopted bearing in mind the lockdown situation imposed in the country due to COVID-19 as well as online mailing being one of the safest, fastest and inexpensive methods of data collection.

Sample Size: The sample size taken for the research is of 200 respondents in Bangalore.

Scope & limitation of research: Scope: To determine the factor/s influencing the customers to opt for purchasing groceries online. To delineate the various features on the website that encourages the consumers to buy groceries online from their website. To find out if the e-grocer provides user-friendly methods to purchase groceries online.

Limitations: This research was conducted during the nationwide lockdown imposed due to COVID-19. The research is done in a limited demographic area i.e. Bangalore. It studies only the consumer perception and not the retailer’s perception. Resource and Time constraint due to COVID-19.

Data collection and analysis: (Data analysis is the process of gathering and classifying the collected data to find out helpful conclusions from it. The process of data analysis practices analytical and logical reasoning to gather required information from the data. The fundamental purpose of data analysis is to find meaning in data so that the derived information can be used for making informed decisions. There are several methods for data analysis, mostly based on two fundamental areas: quantitative data analysis and qualitative data analysis methods.)

Table No.1 Showing Gender of the Respondents

Particulars	In percentage
MALE	40.7%
FEMALE	59.3%



Interpretation: From the above figure we can interpret that out of the responses received only 40.7% of male population order groceries online whereas the majority of 59.3% females purchase groceries online in Bangalore

Table no.2 showing age of the respondents

Particulars	In percentage
17-20	5.3%
20-25	43.3%
25-30	19.3%
30 Above	32.1%

Interpretation: From the above table we can interpret that 43.3% of the groceries purchased online is by the age group of 20-25 which is the highest percentage of the respondents, following by 32.1% is the age group of 30 and above and 19.3% by the age group of 25-30 and the last is the age group of 17-20 which purchases 5.3% groceries online in Bangalore.

Table no .3 showing occupations of the respondents

Particulars	In percentage
Student	29.3%
Homemaker	18%
Employed	38.7%
Any other	14%

Interpretation: From the above table we can interpret that 38.7% of the groceries purchased online is by the occupation of Employed which is the highest percentage of the respondents, following by 29.3% is the occupation of Student and 18% by the occupation of Homemaker and the last is occupation of Any other which purchases 5.3% groceries online in Bangalore.

Table no.4 showing which online app the respondents use to purchase their groceries

Particulars	In percentage
Big Basket	28.7%
Grofers	10.7%
Nature's Basket	13.3%
Amazon Pantry	28%
Flipkart Supermart	11.3%
Paytm Mall	8%

Interpretation: From the above table we can interpret that 28.7% of the groceries purchased online is on the app Big Basket which is the highest percentage of the respondents, following by 28% is the app Amazon, 13% by the app Nature's Basket, 11.3% by the app Flip kart Super mart, 10.7% by the app Grofers, and the last is 8% by the app Paytm Mall which is used to purchase groceries online in Bangalore.

Table no 5 showing how the respondents knew about the online grocery shopping

Particulars	In percentage
Friends	28.7%
Social media	50%
Television	14%
Banners/Pamphlets	7.3%



Interpretation: From the above table we can interpret that 50% of the respondents know about online grocery shopping through Social Media which is the highest percentage of the respondents, following by 28.3% through Friends, 14% know through Television and the last is Banners/Pamphlets having 7.3% through which the respondents know about online grocery shopping in Bangalore.

Table no.6 showing the reason for the shift to online grocery shopping

PARTICULARS	IN PERCENTAGE
Lockdown	32.7%
Discounts	13.3%
Better quality	12.7%
Time saving	12%
Home Delivery	22.7%
Offers	6.6%

Interpretation: From the above table we can interpret that in Bangalore 32.7% of the respondents began purchasing groceries online during Lockdown which is the highest percentage of the respondents, following by 22% of the respondents it for the Home Delivery option, 13.3% of the respondents purchase groceries online for Discounts, 12.7% opt because of Better Quality, 12% for Time Saving, and the last is 6.6% of the respondents purchase groceries online because of Offers.

Table no.7 showing the opinion of the respondents on the technology used in the online grocery shopping

particulars	in percentage
Complicated	12.6%
Simple	60.7%
Feasible	26.7%

Interpretation: From the above table we can interpret that in Bangalore while purchasing groceries online 60.7% of the respondents feel that the technology used by the website is Simple which is the maximum percentage of the respondents, following by 26.7% of the respondents find the technology to be Feasible and the rest 12.6% of respondents find the technology as Complicated while purchasing groceries online.

Table No.8 Showing What Affects the Respondent’s Satisfaction While Shopping Groceries Online

Particulars	In Percentage
Design of app	8%
Discount offers	47.3%
Advertisement	13.3%
Variety of products	31.3%

Interpretation: From the above table we can interpret that in Bangalore 47.3% of respondents feel that while purchasing groceries online Discounts and offers affects their satisfaction which is the maximum percentage of the respondents, following by 31.3% of the respondents consider that the Variety of Products affects their satisfaction, 13.3% of the respondents consider it is the Advertisement that affects their satisfaction and the remaining 8% of respondents find that Design of the App affects their satisfaction while purchasing groceries online.

Table no.9 showing how long it takes to deliver the respondent’s order

PARTICULARS	IN PERCENTAGE
Within a day	16.7%



More than 1 day	42.7%
More than 2 days	29.3%
More than 3 days	11.3%

Interpretation: From the above table we can interpret that in Bangalore for 42.7 % of the respondents it takes More than 1 day for the delivery of their online groceries which is in the majority percentage of the respondents, following by 29.3% for whom it takes More than 2 days, 16.7% of them receive their groceries Within a day, lastly for 11.35% of the respondents it takes More than 3 days for the groceries to be delivered.

Table .10 Showing the Method of Payment Used to Pay the Grocery Bill

PARTICULARS	IN PERCENTAGE
Net Banking	11.3%
Credit/Debit Card	47.3%
E-wallets (Paytm wallet/Amazon wallet)	12.1%
Cash on Delivery	29.3%

Interpretation: From the above table we can interpret that in Bangalore 47.3% of the respondents purchase their groceries online using Credit/Debit Card which is the maximum percentage of the respondents, following by 29.3% purchase groceries by Cash on Delivery as their payment option, 12.1% pay their online grocery bill through E-wallets (Paytm wallet/Amazon wallet), last but Not least only 11.3% of the respondents purchase their groceries online using Net Banking.

Findings

1. The majority i.e. 59.3% online grocery buyers were female.
2. It is found that the majority i.e. 43.3% of the groceries purchased online was by the age group of 20-25.
3. Most of the respondents i.e. 38.1% who purchase groceries online are employed.
4. It is observed that majority i.e. 28.7% of the groceries purchased online was on the app Big Basket.
5. It is noted that 50% of the respondents were aware of online grocery shopping option through Social Media.
6. It is observed that 32.7% of the respondents began purchasing groceries online only during Lockdown 22% of the respondents opted for online buying as it provided Home Delivery option, 13.3% of the respondents purchase groceries online for Discounts, 12.7% opted because they have an opinion that online buying provides o better quality goods, 12% for Time Saving, and 6.6% of the respondents purchase groceries online because online option provides lot of Offers.
7. It is observed that while purchasing groceries online 60.7% of the respondents feel that the technology used by the website is Simple.
8. It is noted that 42.7 % of the respondents expressed that it took more than 1 day for the delivery of their online groceries.
9. It is observed that 47.3% of the respondents purchase their groceries online using Credit/Debit Card.
10. It is found that 34.7% of the respondents have been charged extra a few times for the home delivery.

Conclusion

Online grocery industry is one of the growing industries in Bengaluru. The study discovers that, it is the females who are shopping for groceries online in greater number than the males. This research also shows that Online grocery shopping is gaining popularity among people in Bengaluru specially the younger generation who are under the age category of 20-25 years, graduates and employed professionals who get to know about the company through social media handles with the frequency of the purchase majorly being once in 3-4 weeks. The major reason for purchasing groceries online is due to the Lockdown imposed due to Covid-19 having 32.7% of the respondents. The majorities of the respondents purchase 3 different categories and spends between Rs.1500-



Rs.2000 on every transaction, Credit/Debit Card being the most used method to pay their grocery bill. In Bangalore it takes more than 1 day for the respondents to receive their online order of groceries and 34.7% of them have been charged extra a few times.

Therefore, it can be said that, the online grocery shopping in Bengaluru is under speedy growth and has massive acceptability by the consumers and that there is also a huge opportunity for the e-grocers to acquire even more consumers post the Lockdown as there is a need to maintain social distancing to avoid spread of COVID-19.