A Study on Consumer Intention and Using Communication Technology towards Online Grocery Shopping

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Abstract

Online shopping has grown to the huge extent over the year throughout the world. The importance of online business is increasing and making it more fast and convenient for consumers. The purpose of this study aims to identify the customers' expectations on risk factors, product varieties for OGS. And to study the technological barriers faced by consumers in terms of integration and usage of ICT. The data was collected through a Big Basket customer questionnaire of 196 respondents from Tiruppur. The studies is descriptive sampling technique is used to select the respondents. The data gathered are analyzed and interpreted with the help of Descriptive statistics, multiple correlation analysis and multiple regression analysis. The result of the study portrays that preference of the customers are shopping online as it is a great advantage they can able to shop at any time as per their convenience, as well as it saves time and the information given about the product on the site is sufficient.

1. INTRODUCTION

A consumer is no longer restricted to a place for shopping; he can visit any corner of the World for shopping virtually with the help of Internet. Internet usage in these days is not only restricted as a networking media, but it also has a role as marketing and transaction medium for the public. Online Shopping has resulted into the increase in sales to consumers which portray benefits of Internet shopping. It provides various benefits to both business and consumers. According to Laura Zatz, "Online shopping allows shoppers to avoid abundant in-store marketing and enticing food stimuli, which encourages us to add items to our basket that we didn't plan to purchase". Online customers must have access to the Internet and a valid method of payment in order to complete a transaction, such as a credit card, an Interact-enabled debit card, or a service such as PayPal. Online grocery shopping paves a threat to the traditional bricks-and mortar retailers in various sectors, and having lesser impact on food retailers. But this is changing – online grocery is coming of age.

2. STATEMENT OF THE PROBLEM

Online grocers face number of challenges. The major challenge is lack of handy experience in

consumer demands. Online market has developed its space in virtual world but is this market worth for all kinds of products specially the perishable grocery products. Thus there is need to study consumer perception towards the online grocery market. The marketers need to analyze and understand what their consumer actually want and what they perceive about their online service.

3. SCOPE OF THE STUDY

Online shopping plays a vital role in the busy world. Consumers' perceptions and expectations about online shopping should be considered by e-marketers to attract more new online consumers. Various studies have been done in the field of online shopping, but the study on the perceptions and expectations of college students, who form the bulk of the internet users is unique in nature and it is a new investigation altogether. Thus, the nature of the present study is of great importance. This research is unique because it focuses on investigating the consumers' perceptions and expectations towards online shopping. The study broadly aims at examining the perceptions of the consumers in terms of the consumers' preference, decision making, perceived risk and satisfaction.

4. OBJECTIVES OF THE STUDY

➢ To identify the customers' expectations on risk factors, product varieties for OGS.
➢ To study the technological barriers faced by consumers in terms of integration and usage of ICT.

5. REVIEW OF LITERATURE:

RamkishenYelamanchili (2021), conducted the study on "consumer attitude towards online grocery shopping in covid pandemic". The object of the study is the COVID19 pandemic has thrown challenges across the world, which were unprecedented. Sudden lockdowns forced people to stay indoors due to the spread of the virus. Customers were looking for innovative options to shop, staying in the comfort of their homes. OGS, through the e-commerce platforms, took advantage of this situation. . The authors

tested the proposed framework by using regression analysis and collected a sample of 380 using convenience sampling. The data was analyzed with the help of the ANOVA, factors analysis and percentage analysis. The findings of the study have implications for the Indian retail industry. Limitations and future research are also discussed. The research gap identified by the researchers was that no studies were conducted to gaugethe impact of the pandemic on OGS.

Nikita Kashyap (2020)5, "Online Grocery Shopping in India: Anticipating Trends Post-Pandemic". The object of the study to study the factors that influence a consumer's choice to continue shopping even after the pandemic and To study the areas that online shopping portals should work upon to enhance the number of consumers opting for online grocery shopping, with special reference to India. The research is conducted based on the quantitative analysis of the primary data. The respondents were asked to select the factors that mattered to them the most while shopping online out of a list of factors that the previous researchers in the current fiend have considered relevant. A thorough analysis of the above results shows that the two most important factors that are likely to make consumers stick with online grocery shopping even after the end of the pandemic are easy accessibility of products on online websites, and flexibility and efficiency of time, in comparison with physical shopping.

6. RESEARCH DESIGN

A Research Design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with the economy in procedure. The research design adopted for the studies is descriptive design. The researcher has to describe the present situation in order to know the behavior of the consumers. The study based only on the opinion and expectation of BIG BASKET ONLINE SHOPING Customers. Total number of sample taken for the study is 196 respondents from Tiruppur area. The data were collected through a questionnaire during period 2023- 24.

7. CONSUMERS' PREFERENCE IN ONLINE SHOPPING

Online shopping sustains not just because of increasing new comers but by sustaining old customers. Several studies show that the percentage of regular online shoppers is less than virgin online shoppers. The following table gives a clear picture about the frequency of shopping online by the consumers. The proposed model of the researcher to verify the intrinsic and extrinsic relationship among the consumers' preference variables encounter in the research is given below.

Today, the market value of online groceries across the country was estimated to be over one trillion Indian rupees in 2024. With favourable government policies and rising demands in the market, the market is predicted to outgrow itself in the coming years. The preference for online grocery delivery skyrocketed during the COVID-19 pandemic. After all, online grocery shopping is convenient, safe, and adheres to social distancing standards. All these make consumers throng to online grocery platforms for their daily needs. With a large section of the workforce working from home and a general apprehension to venture out, online grocery shopping has become more of a necessity than a luxury.

Table-1: Consumers' Preference

Innovative Features	Attractive ness	Price Value	Easy shopping	Quality time
Product search tools	Gift registry	Broad selection	More convenient	Accurate information
Wish lists	Live online customer support	Better price	Avoid pollution/crowd	7*24hrs. accessibility
Online product reviews	No need to drive far	Best sellers list	Easier, saves time	Mobile apps, Easy to handle
Online coupons	Less cost of shopping	Club reward programs	Featured sale item page	Variety of products

Table-2. Frequently of shopping online

	Factors	Frequency	Percent
Frequently of online shopping	Once in a month	34	17.3
	Offers\ Festival Shopping	79	40.3
	New Product	53	27.0
	Whenever Necessary	30	15.3
	Total	196	100.0

Source: primary data

The above table.2 shows that 17.3 per cent of respondents said that once in a month, 40.3 per cent of the respondents said that offers/ festival shopping, 27.0 per cent of the respondents said that new product and 15.3 per cent of the respondents said that whenever necessary towards frequently to do online shopping. Thus the majority of the respondents said that offers\ festival shopping towards frequently to do online shopping.

8. RISK FACTORS IN PRODUCT VARIETIES FOR OGS

Product risk is assessed by identifying how vulnerable a product is to money laundering and terrorist financing based on the product's design. Product risk should be assessed periodically and when significant changes are made to product offerings, including the development of new products, services, or technologies.

Table-3: Risk Factor - Regression Analysis

Risk Factors	Regression Coefficients	T Values	P Value
Quality of Products	0.209	2.599	0.01
Refund of Money on Spoil Items	0.051	0.637	0.525
Hacking of Personal and Credit/Debit Card Information	-0.016	-0.21	0.834

Risk Factors	Regression Coefficients	T Values	P Value
Delivery Of Expired And Near To Expiry Items	0.038	0.487	0.627
Difference Of Actual Items From Shown In Images	0.091	1.172	0.243
Delay Delivery Of Order	0.097	1.196	0.233
Difficult Ordering Process	-0.148	-1.91	0.058
Extra Delivery Charges	-0.083	-1.07	0.286
Hacking Of Credit/Debit Card Information	-0.074	-0.908	0.365
Lack Of Time To Shop	-0.1	-1.23	0.22
Long Queues And Caring Of Heavy Bags	-0.013	-0.158	0.875
Transport/Traffic Problems	-0.028	-0.35	0.727
Parking Problem	0.034	0.413	0.68
Avoid Shopping With Children	0.043	0.537	0.592
User Friendly Website	0.101	1.242	0.216
Easy Ordering Process	-0.044	-0.556	0.579
Adequate Search Option	0.042	0.5	0.618
Comparison With Other Products & Brands	-0.03	-0.354	0.723
Display Images Of Products	0.067	0.827	0.409
Access To Last Shopping List	0.027	0.324	0.746
Same Day Service	-0.004	-0.046	0.963
Pick From Store During Drive Through	0.022	0.282	0.778
More Convenient Delivery Time Option	-0.139	-1.729	0.086
Free Delivery	-0.074	-0.905	0.367

Discount/Offers Alerts Through Messages	-0.037	-0.452	0.652
Loyalty/Bonus Scheme	0.109	1.334	0.184
Customer Care Services	0.003	0.032	0.974
Tracking Of Order	0.104	1.311	0.192
Cash On Delivery	0.071	0.873	0.384
Net Banking	0.212	2.529	0.012
Debit/Credit Card Payment	-0.154	-1.865	0.064
Mobile Payment	0.044	0.552	0.581

Source: primary data

Dependent Variable: Payment Method Prefer For Online Shopping R=0.452 R2=0.204 F Value = 1.309

The regression analysis the above table that represents the value of R square (R2 0.204 or 20per cent) which indicates that independent variables explain only 20 percent of the variation in the dependent variable. As the F value shows 1.309 (sig =0.491) which is not significant and hence the model is not fitted. The estimated co-efficient value of all the independent factors, the factors 'quality of products'(Co.eff = 0.209), followed by 'refund of money on spoil items'(Co.eff = 0.051), 'delivery of expired and near to expiry items'(Co.eff = 0.038), 'difference of actual items from shown in images'(Co.eff = 0.091), 'delay delivery of order'(Co.eff = 0.097), 'parking problem' (Co.eff =0.034), 'avoid shopping with children' (Co.eff = 0.043), 'display Images of products ' (Co.eff =0.042), 'user friendly website' (Co.eff = 0.101) are positively related to with dependent variable and the corresponding p value indicates the regression co efficient is insignificant. The factor 'hacking of personal and credit/debit card information' (Co.eff = - 0.016), 'difficult ordering process' (Co.eff = -0.148), 'extra delivery charges' (Co.eff = -0.083), 'hacking of credit/debit card information' (Co.eff = -0.074), 'lack of time to shop'(Co.eff = -0.013), 'discount/offers alerts through messages' (Co.eff = -0.037), 'debit/credit card payment' (Co.eff = -0.154) these shown that the coefficient value is negatively related to the variable.

9. INFORMATION AND COMMUNICATION TECHNOLOGY

As the Internet plays gradually a more crucial role to connect information and people, the pressure has continued to rise on markets which have already employed online services, and especially on markets to which selling products online is novel. The Internet provides quick and easy comparison of many different types of products. Indeed, some standardized goods are generally considered to be more successfully sold on the Internet (e.g. CDs, Computer appliances, books, Fashion accessories), whereas products like groceries are still not widely popular among online consumers.

In academy, most extant academic literature assumes that young people are the major market for ICT use. India's e-commerce sector is expected to reach INR 4,416.68 billion in 2024, with an annual online said they had an enjoyable experience and would most probably do it again in the future. Therefore, it is important for the online grocery retailers to provide their customer with seamless shopping experience from ease of making purchase to successful delivery and ensure customers' satisfaction to guarantee the competitiveness of the industry. The growth of new websites, purchase of all the products under a single roof and new consumption pattern have made online marketers to concentrate much to cater to growth rate of 11.45per cent to reach INR 7,591.94 billion by 2029. The UPI transactions touched INR 125.94 trillion in 2022, with a user base exceeding 800 million. By 2029, e-commerce users are expected to reach 501.6 million.The increasing use of smart phones, tablets and broadband, 4G/5G, growing acceptability of online payments has led to developing a strong consumer base which is likely to increase further.

Table 4: Technological barriers that can impact consumers preferences for online shopping

ICT FACTORS	No Easy Availability Of Internet Connection	Speed Of Internet	Un- Familiar To Grocery Shopping Web – Sites	Complicated Designing Of Web	Heavy Web-Sites	Lack of Mobile Applications	Compulsion of Creating User Id	Recover Forgotten Pass	Transferring Money
No Easy Availability Of Internet Connection	1								
Speed Of Internet	-0.064	1							
Un-Familiar To Grocery Shopping Web –Sites	-0.122	-0.005	1						
Complicated Designing Of Web- Sites	-0.111	-0.117	0.012	1					
Heavy Web-Sites	.187**	-0.047	-0.094	0.093	1				
Lack Of Mobile Applications	-0.063	0.062	.167*	-0.081	0.111	1			
Compulsion Of Creating User Id	0.041	0.1	0.027	-0.105	-0.062	0.043	1		
Recover Forgotten Password	-0.006	0.129	-0.01	.159*	0.027	0.033	0.113	1	
Transferring Money	0.136	-0.024	0.001	0.068	.255**	.210**	-0.023	0.132	1

**. Correlation is significant at the 0.01 level(2 tailed).

*. Correlation is significant at the 0.05 level(2-tailed).

The table 4 indicates that out of 198 respondents, co-efficient of correlation between no easy availability of internet connection and complicated design of web- sites with taste is 0.111. It is below 1. So there is positive relationship between these two factors, speed of internet and lack of mobile application having positive relationship with coefficient of 0.062, heavy websites and difficult process to recover forgotten password having positive relationship with coefficient of 0.27 and problems in transferring money and unfamiliarity to grocery shopping web-sites having positive relationship with coefficient of 0.001.

11. CONCLUSION

The emergence of the Internet for the past few years has brought to the development of online grocery shopping in the world and changed consumers' pattern habit in purchasing groceries. However, those who used to shop grocery through the needs of online buyers without any compromise. It can be concluded from the study that majority of the online shoppers agree the most with having expectation of the following features in online shopping: ease of internet use, time saving, anytime and place and free product delivery. It is suggested that the online buyers should have fully aware of the trusted and fake online sites as well they should be careful in financial transaction.

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