

Original Research Article

A study on Consumer **usage pattern** of online grocery shopping app

Abstract

E-retailing is the emerging sector in Indian retail industry. During pandemic E-commerce has been a boon to consumers. This study helps to identify the issues faced by the consumer towards online grocery shopping app in hypermarket and also it identifies the consumer usage pattern of consumer towards online grocery shopping. Coimbatore was chosen as the study area and **120 samples were identified by using purposive sampling technique**. Simple percentage analysis. Garrett ranking techniques was also used to analyses this study objective. **The result found that major issue faced by the consumer was trust on online retailers**. The study found that consumer used the online grocery **shopping app was two to three times a month**.

Keywords: *online grocery shopping, retail, constraints*

Introduction

In global retail industry, India is the world's fifth-largest market in the global retail industry. The retail industry contributes 10 percent to India's GDP and it provides eight percent of employment (**Retail industry report 2022**). India is the world's third-largest e-commerce market (First is China followed by US). The term "online grocery shopping" refer to purchasing groceries via the internet and have them delivered to your home (Burke, 1998). E-commerce is driving the most significant change in the retail market, and this trend is expected to continue in the coming years. Retailers could take advantage of digital retail channels (E-commerce) to save money by reaching the customers easily. E-commerce has changed the way of people to do shopping all around the world. Because of the surge in online users in developing countries (India), its influence shows more visible (**Chatterjee, 2016**). There are currently 225 million online shopping buyers, but it is anticipated that by 2025, there will be 530 million users (**Chandra, 2021**). During the pandemic, e-commerce has been a boon (**Retail industry report 2022**). But consumers were facing many problems while using online grocery shopping app. So, this study attempts to find the major issues faced by consumer towards online grocery shopping app.

Objective of the study

The objective of the study was to identify the usage pattern of consumer using online grocery shopping app and to identify the issues faced by consumer while using online grocery shopping app.

Research methodology

Study area

Coimbatore was purposively chosen as a study area, because it is industrialized and modernized city as well as peoples in Coimbatore life style was adopting modern cultures and also it contains more than hypermarkets and supermarkets.

Data collection

120 samples were taken in study area by using purposive sampling techniques. The primary data was collected through well-structured interview schedule.

Study period

The period of study taken during March 2022 to June 2022.

Statistical techniques

For this study, simple percentage analysis and Garrett ranking technique was used for analysis the data. Percentage analysis was used to analyses the demographic characteristics of the consumer such as age, marital status, educational qualification, income level, family type. Percentage analysis was used to calculate by this formula

$$\text{Percentage analysis} = \frac{\text{Number of respondents}}{\text{Total number of samples}} \times 100$$

Garrett ranking was used to analysis the issues faced by consumer towards online grocery shopping app in hypermarket. The following formula was used to analyses the Garrett ranking technique.

$$\text{Per cent position} = \frac{100 \times (R_{ij} - 0.5)}{N_j}$$

Where,

R_{ij} = Ranking given to the i^{th} attribute by the j^{th} individual

N_j = Number of attributes ranked by the j^{th} individual

Result and Discussion

Table 1 Demographic characteristics of respondent's consumers

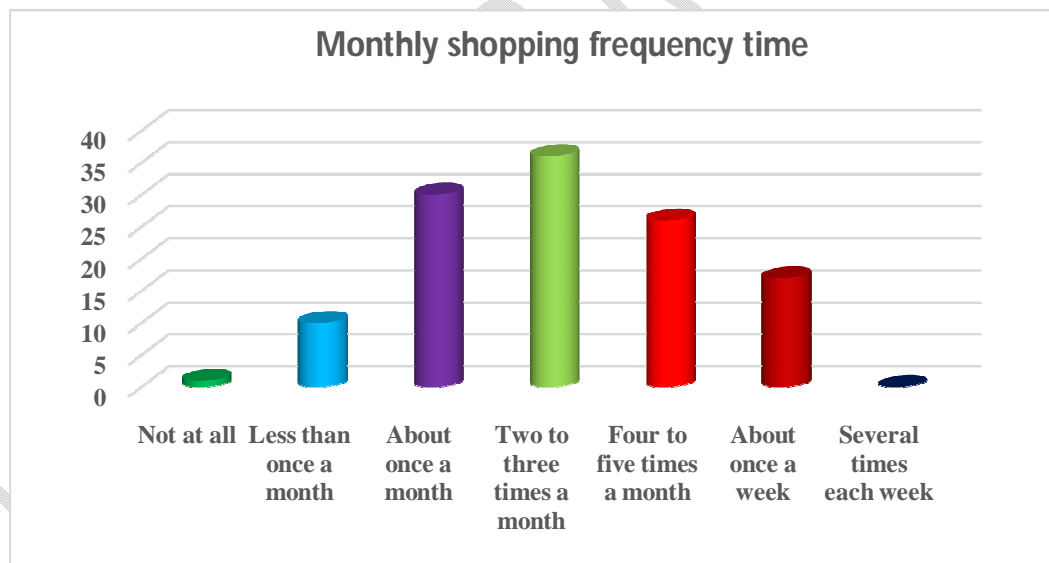
Gender	No of respondents (n=120)	Percentage (100%)
Male	69	57.5 %
Female	51	42.5 %
Age		
15-24	3	2.5 %
25-34	58	48.3 %
35-44	51	42.5 %
45-54	8	6.7 %
Marital status		
Married	91	75.8 %
Unmarried	29	24.2 %
Educational status		
Higher secondary	23	19.1 %
Graduation	71	59.2 %
Post graduate	26	21.7 %
Annual income level of consumer		
Low (0 – 680000)	50	41.6 %
Medium (680001 – 1360000)	56	46.7 %
High (1360001 – 2060000)	14	11.7 %

The table 1 shows that majority of respondent's customers were male (57.5 %) and belong to the age of 25 – 34 categories (48.3 %). Among 120 respondents, 91 were married (75.8 %) and majority of respondents were graduated people (59.2 %). Majority of consumers have medium level of monthly income (46.7 %)

Table 2 Monthly shopping frequency timetowards online grocery shopping

S.no	Frequency of purchase	No of respondents
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1.	Not at all	1 (0.8%)
2.	Less than once a month	10 (8.3 %)
3.	About once a month	30 (25 %)
4.	Two to three times a month	36 (30 %)
5.	Four to five times a month	26 (21.7 %)
6.	About once a week	17 (14.2 %)
Total		120 (100 %)



(Fig 1 Monthly shopping frequency time towards online grocery shopping)

The Fig 1 and Table 2 shows that frequency of purchasing times in a month, Majority of people (30 %) purchasing grocery in two to three time in a month through online app followed by about once a month (25 %), four to five times a month (21.7 %), about once a week (14.2 %), less than once a month (8.3 %), not at all (0.8 %).

Table 3 Hours spending for online grocery shopping per month

S.no	Frequency	No of respondents
1.	Less than 1 hour	9 (7.5 %)
2.	1 to 5 hours	41 (34.2 %)
3.	5 to 10 hours	46 (38.3 %)
4.	10 to 15 hours	24 (20 %)
Total		120 (100)

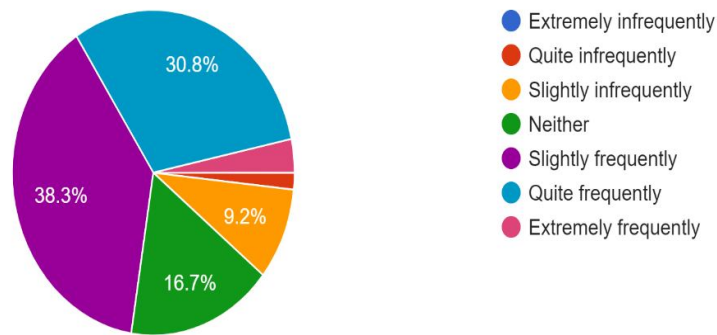
The Fig 2 and table 3 indicates the hours spending for online grocery shopping per month, Majority of consumer (38.3 %) spending 5 to 10 hours for online grocery shopping per month followed by 1 to 5 hours spending for online purchase per month, 10 to 15 hours spending for online purchase per month, less than 1 hour spending for online purchase per month.



(Fig 2 Hours spending for online grocery shopping per month)

Table 4 Shopping frequency in online grocery shopping app

S.no	Frequency	No of respondents
1.	Quite infrequently	2 (30.8 %)
2.	Slightly infrequently	11 (38.3 %)
3.	Neither	20 (16.7 %)
4.	Slightly frequently	46 (9.2 %)
5.	Quite frequently	37 (1.7 %)
6.	Extremely frequently	4 (3.3 %)
Total		120 (100 %)



(Fig 3 Shopping frequency in online grocery shopping app)

The Fig 3 and Table 4 shows that majority of customers shopping frequency towards online grocery shopping was slightly frequently with percentage of 38.3, followed by quite frequently (30.8 %), neither (16.7 %), slightly infrequently (9.2 %), quite infrequently (1.7 %), extremely frequently will tiny fraction of percentage (3.3 %).

Table 5 Issues faced by Consumer towards online grocery shopping

S.no	Issues faced by consumer	Garrett score	Rank
1.	Trust on online retailers	70.57	1
2.	Custom check on goods and services	68.36	2
3.	Unsolicited email from online retailers	62.01	3
4.	Security of credit cards	59.1	4
5.	Disclosure of personal information	57.57	5
6.	Adequacy of consumer protection laws and regulations	53.5	6
7.	Difficulty in returning the product	38.9	7
8.	Delay in delivery	37.03	8
9.	Lack of product information	36.96	9

The table 5 shows that Issues faced by Consumer towards online grocery shopping. Trust on online retailers was the major issue faced by consumer towards online grocery shopping with Garrett score of **70.57** followed by Custom check on goods and services (68.36), unsolicited email from online retailers (62.01), security of credit cards (59.1), disclosure of personal information (57.57), adequacy of consumer protection laws and regulations (53.5), difficulty in returning the product (38.9), delay in delivery (37.03), lack of product information (36.96).

Conclusion

Majority of people (30 %) purchasing grocery in two to three time in a month through online grocery shopping. Trust on online retailers was the major issue faced by consumer towards online grocery shopping. Majority of customers shopping frequency towards online grocery shopping was slightly infrequently. And Majority of consumer spending 5 to 10 hours for online grocery shopping per month.

Recommendation

Online retailers should offer their clients an effective delivery service, especially for items bought for special occasions and perishable items that must be delivered to the

customers on time because they are easily damaged. The retailers should enhance ingredient information in website.

Reference

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