

Original Research Article

A study on Usage pattern and Issues faced by consumers using online grocery shopping

Abstract

The fastest-growing segment of the Indian retail market is e-retailing. E-commerce has been a benefit for customers throughout the pandemic. This study assists in identifying the problems that consumers encounter when shopping for groceries online at hypermarkets. It also analyses the consumer's usage patterns when it comes to online grocery shopping. The consumers using the online grocery shopping were contacted for the study. The purposive sampling method was used to identify 120 consumers. Primary data was collected from individual respondents by using a well-structured interview schedule. Simple percentage analysis, Garrett ranking techniques were used to analyse this study objective. The result findings from this study are, Trust on online retailers was the major issue faced by consumer while using online grocery shopping with Garrett score of (70.57). Nearly 39 per cent of consumers frequency of shopping using online grocery shopping was slightly frequently. And 38.3 per cent of consumer spending 5 to 10 hours for using online grocery shopping per month.

Keywords: *shopping, retailing, consumer, constraints, e-commerce*

Introduction

India is currently ranked as the fifth-largest market in the world for retail. The retail sector contributes 10% to India's GDP and generates for 8% of unemployment (**Retail industry report 2022**). India is the third-largest e-commerce market in the world (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**).

The major revolution in the retail industry is being generated by e-commerce, and this pattern is expected to last for the future. Retailers could use digital retail channels (E-commerce) to reach customers more effectively and save expenses. 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**). The pandemic has benefited from e-commerce (**Retail**

industry report 2022). The retailing sector in our country thus developing inherently via the opportunities offered despite of existing challenges (Supriya Udaykumar Mogale *et al.*). Generally, In India it has been recognised that any retail market store of about 50,000 sq. ft is known as hyperstores (Alka Sharma *et al.*). These stores usually have a wide duration of nearly three to five years. Such brilliant big – box stores focus on high-volume goods or products sales under a single roof. Online grocery delivery services, mostly in urban areas, are accessible throughout the world including well developed and developing nations. In general, mobile apps or e-commerce websites are used for online ordering. Several notable marketing brands like Spar, Big Bazaar, Godrej, D Mart facilitates effective online shopping for grocery items with maximum satisfaction of customers (Kavitha, R, 2018). The primary growth factors for the industry have been greater awareness, better or quicker access and shifting lifestyles among the people (Pramod H. Patil, 2017). Most people are now living in the era when people communicate and engage online and through other internet-based services (IBS) while still carrying out their routine activities at home and in the workplace (Nasir Ishfaq, 2021). Because consumers today prefer to seek out more variety than they did in past decades, their behaviour is more unpredictable (Hasliza Hassan *et al.*)

Objective of the study

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

Research methodology

Study area

Coimbatore city was chosen as a study area, due to the city's industrialization and modernization, the people's adoption of modern cultures, and the fact that Coimbatore has had more than only supermarkets and hypermarkets.

Data collection

120 respondents were taken in study area by using purposive sampling method. The primary data was collected through well-structured interview schedule. The consumers using the online grocery shopping were contacted for the study. The interview schedule consisted of demographic variables (Age, Gender, Education, and Income etc.), usage pattern and issues faced by the consumer towards online grocery shopping.

Study period

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

Statistical tools

For this study, simple percentage analysis and Garrett ranking technique was used for analysis the data.

Percentage analysis

Percentage analysis was used to analyses the demographic characteristics of the consumer such as age, marital status, educational qualification, income level, gender. Percentage analysis was used to calculate by this formula,

$$\text{Percentage analysis} = \frac{\text{Number of respondents}}{\text{Total number of samples}} \times 100 \text{ -----(1)}$$

Garrett ranking technique

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

$$\text{Per cent position} = \frac{100 \times (R_{ij} - 0.5)}{N_j} \text{ -----(2)}$$

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 %)

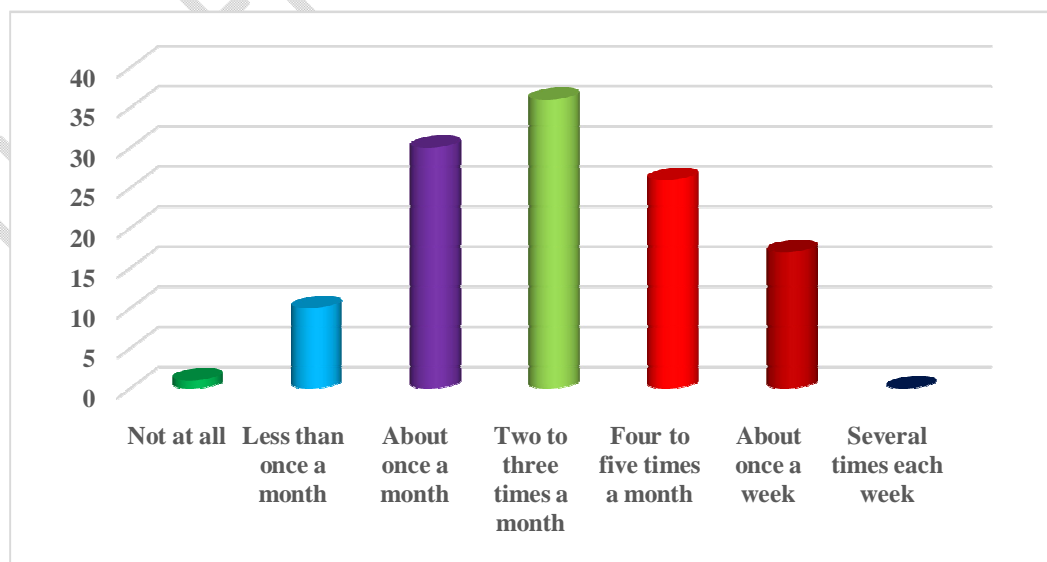


Fig 1 Times do you shop using online grocery shopping during a month

The Fig 1 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 %).

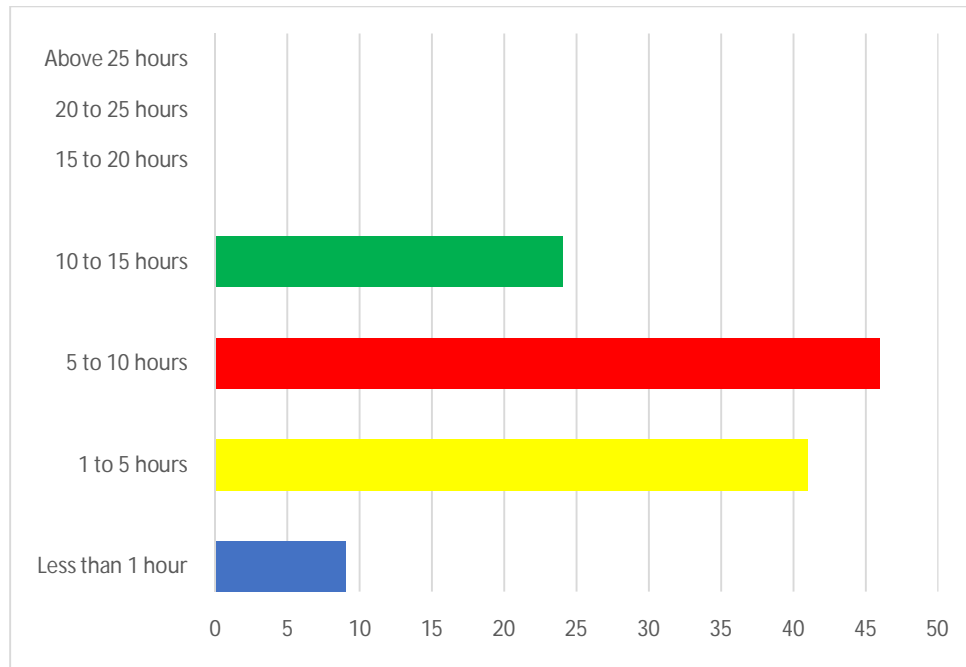


Fig 2 Hours do you spend for shopping using online grocery shopping app every month

The Fig 2 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.

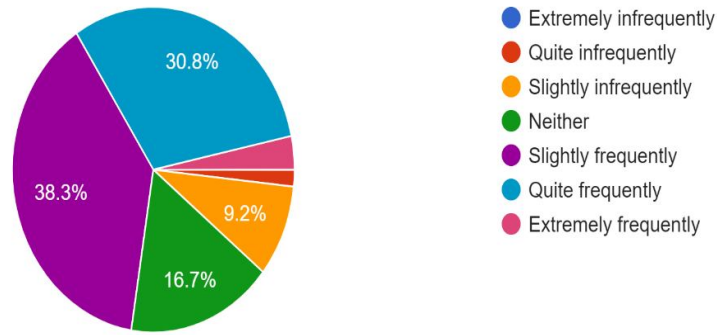


Fig 3 Frequently do you shop using online grocery shopping

The Fig 3 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 2 Issues faced by consumers while using 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 2 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

The majority of people (around 30 percent) use online grocery shopping for their two to three monthly grocery purchases. Trust on online retailers was the main problem that consumers faced when using online grocery shopping had a Garrett score of (70.57). The frequency of online grocery shopping was slightly frequent, used by about 39% of consumers. And 38.3% of consumers spend 5 to 10 hours every month doing their grocery shopping online. The majority of respondents' consumers (57.5%) were men between the ages of 25 and 34. (48.3 percent). Out of 120 responders, 91 were married (almost 75.8%), and the majority were graduates (59.2 percent). The majority of consumers earn an average amount each month (46.7 percent).

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.

Consent

As per international standard or university standard, respondents' written consent has been collected and preserved by the author(s).

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