

Online Grocery Shopping: A study of Customer Buying Behaviour in Covid 19 Pandemic Lockdown (A case study of Karad City)

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Abstract - The purpose of the study is to understand the factors influencing for online grocery shopping and also understands the demographic factors which influence the consumer to buy grocery online. The study has been conducted for Karad city. In this study exploratory research method is used. Online Survey has been conducted for data collection. In this collection of data, researchers got the customer records those which is using online grocery shopping. Technology plays very important role in online shopping and this study comes under ecommerce. In the Maharashtra state because of the covid pandemic situation lot of the customers used the online grocery shopping websites for to buy the product instead of going to market. In this collection of data researchers are showing that some of the major products which is purchased lot of times from customer using online grocery shopping website and also we shows factors like product choice, availability of products and delivery option.

Keywords- Online shopping, Technology, Ecommerce, data, demographic factors

I. INTRODUCTION

Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser or a mobile app. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers. As of 2021, customers can shop online using a range of different computers and devices, including desktop computers, laptops, tablet computers and smartphones. Online shopping has been rapidly growing business on internet although selling of grocery online, which has not followed the same growth pattern as compared to other products selling online like apparels, consumer durables, gadgets, books etc. The rapid growth of e-commerce industry was due to mainly with consumer choice and convenience. Whereas the growth of online grocery was totally changing in food market because of customer relationship. It provides the products benefits and making a service more convenient to customers that felt luxurious every day. Apart from product choice, quality, availability of products, prices, payment security, replacements of products etc. there are many other factors which motivate customers to go for online grocery shopping like to avoid visiting crowded places, don't want to go market, Traffic and car parking problem, carrying of heavy bags till door steps, Standing for longer waiting lines at cash counters etc.

II. OBJECTIVE

1. To study present status of and use of online grocery sites in Karad city
2. To study the factors responsible for online grocery shopping.

III. RESEARCH METHODOLOGY

Understanding the factors which influence customers for buying grocery online has been studied and investigated through primary and secondary data. The demographics of customer's showing monthly income of respondents, frequency of shopping like which product by many times from customer's, amount of money

spend on grocery shopping has been investigated with the help of primary data and Secondary Data. Researchers have collected the sample size from three colonies of Karad city randomly. The population of online customers are 1200 and researchers are used 20% from them ie 240 customers are selected randomly for study.

Research design- Exploratory research method is used to describe the characteristics of population of study which is used in research through observations and survey methods.

Primary Data- Primary data is collected through questionnaire method asking questions to customer which purchased the grocery using online grocery shopping websites

Secondary Data- The secondary data of the study is collected through various journals, reports, books, articles, magazines, research papers, websites etc.

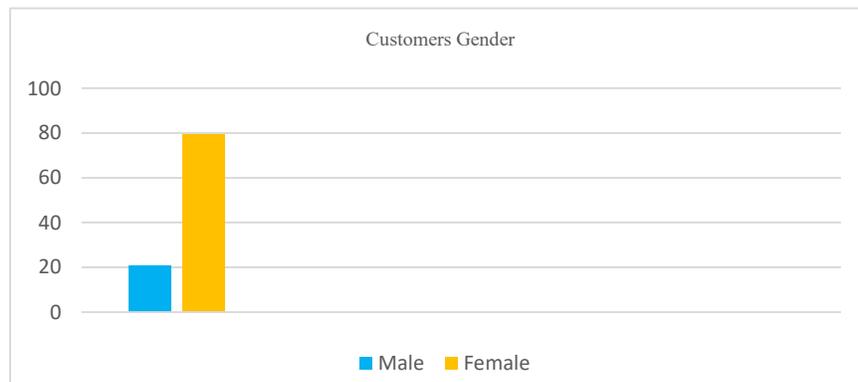
IV. DATA INTERPRETATION AND ANALYSIS

In this covid pandemic situation lot of people used the online shopping websites for to purchase the grocery product In this study we selected some few product which is very essential for the customer. This interpretation questionnaire format we are getting the data from 240 customer’s which is use the online shopping website regularly This questionnaire gives a view of customer behaviour using this method we are also getting the information of customer how much they are satisfied with the online shopping , using the tabular format we are showing the percentage of regularly purchased product by customer and also using this table we are know the consumer behaviour during this covid pandemic situation the questionnaire format is as shown below

Q.1 What is your gender ?

Table - 1 Customers Gender

Gender	Customers	Percentage
Male	50	20.83 %
Female	190	79.16 %
Total	240	100%



Graph - 1 Customers Gender

The above table shows the information about the customer gender.

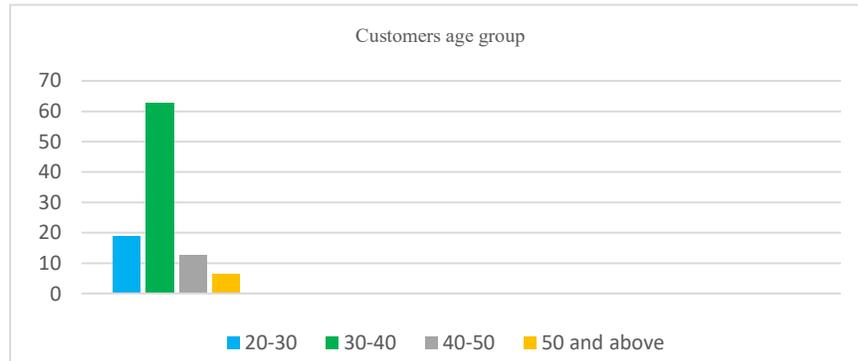
The above graph shows there are 20.83 % are male respondents and 79.16% are female respondents who participated in the survey and helps to give a bigger and clear picture on shifting of the consumer behaviour.

It is interpreted that the majority of female customers are participated in the study.

Q.2 What is your age group ?

Table - 1 Customers age group

Age group	Customers	Percentage
20-30	45	18.75 %
30-40	150	62.5 %
40-50	30	12.5 %
50 and above	15	6.25 %
Total	240	100 %



Graph - 1 Customers age group

The above graph shows information about the different age group of respondents.

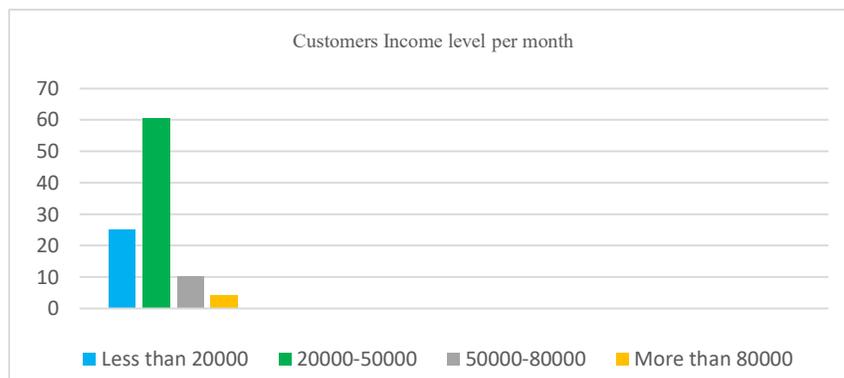
As shown in the above graph, 62.5 % are between the 30-40 age group, which are the maximum number of respondents who participated in the survey and next to the maximum number of respondents are 20-30 of age group and 12.5 % are between the 40-50 of age group and the least amount of respondents are 50 and above of age group.

It is concluded that majority of the customers are from age group of 30 to 40.

Q.3 What is your income level per month ?

Table - 2 Customer Income level per month

Income level per month	Customers	Percentage
Less than 20000	60	25 %
20000-50000	145	60.41 %
50000-80000	25	10.41 %
More than 80000	10	4.16 %
Total	240	100 %



Graph - 2 Customers Income level per month

Table No.3 and the above graph shows the income level per month of respondents.

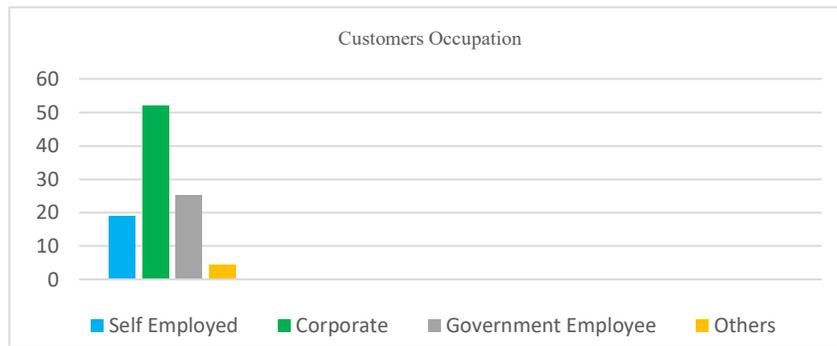
It is found the maximum number of respondents customers have 20000-50000 income which are 60.41 % of respondents and next 25 % respondents has income level less than 20000 and 10.41 % respondents has income level of between 50,000-80,000 and the least the number of respondents has which are only 4.16 %.

It is concluded that majority of the customers are ranges from 20000 to 50000 income.

Q.4 What is occupation ?

Table - 3 Customers occupation

Customers occupation	Customers	Percentage
Self Employed	45	18.75 %
Corporate	125	52.08 %
Government Employee	60	25 %
Others	10	4.16 %
Total	240	100 %



Graph - 3 Customers occupation

The above graph reveals the information about the different occupation of the customers.

It is observed from the graph the greatest number of respondents are corporate customers with 52.08 % participation in the survey and 18.75 % are self employed and 25 % are government employees and 4.16 % are others. It is interpreted that the majority of the customers belong to corporate sectors.

Q.5 Have you purchased essential goods online before covid-19 pandemic lockdown ?

Table - 4 Customers online purchased essential goods before lockdown

Customers opinion	Customers	Percentage
Yes	180	75 %
No	60	25 %
Total	240	100 %



Graph - 4 Customers online purchased essential goods before lockdown

The above graph shows percentage of customers used to buy before covid 19 pandemic lockdown period.

It is seen from the above graph that 75 % of respondents have bought goods online before lockdown and 25 % respondents haven't even considered buying goods online.

It is concluded that the majority of the customers buy the products/goods before covid19 pandemic situations.

Q.6 Have you purchased goods online during the lockdown period ?

Table - 5 Customers purchased goods online during the lockdown

Customers opinion	Customers	Percentage
Yes	205	85.41 %
No	35	14.58 %
Total	240	100 %



Graph - 5 Customers purchased goods online during the lockdown

The above graph shows the information about buying behaviour of the customers during Covid 19 pandemic period.

It observed from above table that whether customers have ordered essential goods online or not during the pandemic lockdown due to the COVID-19 situation. So as in the graph, it shows that 85.41 % of respondents say that they have bought essential goods online and only 14.58 % say that they haven't ordered any essential goods online during lockdown period.

It is concluded that majority of customers buy grocery products in covid19 pandemic period and in comparison even in pandemic situation it increases.

Q.7 Why do you purchase goods by online ?

Table - 6 Customers opinion for purchase goods by online

Customers opinion	Customers	Percentage
For convenience	135	56.25 %
Better Discount	50	20.83 %
Other reasons	20	8.33 %
No specific reasons	35	14.58 %
Total	240	100 %



Graph - 6 Customers opinion for purchase goods by online

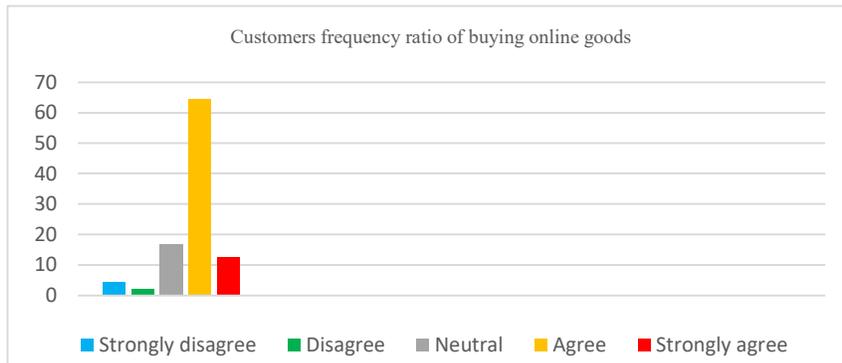
The above graph reveals information about the reasons to buy in lockdown situations. Also it seen from respondents that, before they buy online goods, what is the thing which triggered them to use online platform rather than buying goods through offline retailers and according to above graph shows 56.25 % respondents says that they buy online goods for Convenience whereas 20.83 % says that they buy online groceries for a better discount, 14.58 % respondents say that they don't have any specific reason behind on buying goods online and only 8.33 % respondents say that there are some other reasons which convince them to buy goods online.

It is interpreted that most of the customers buy the grocery products for their convenience purpose.

Q.8 Has covid 19 pandemic lockdown increased your frequency of buying online?

Table - 7 Customers frequency ratio of buying online goods

Customers opinion	Customers	Percentage
Strongly disagree	10	4.16 %
Disagree	5	2.08 %
Neutral	40	16.66 %
Agree	155	64.58 %
Strongly agree	30	12.5 %
Total	240	100 %



Graph - 7 Customers frequency ratio of buying online goods

The above graph shows that during the pandemic lockdown, the tendency of buying online goods has increased or not.

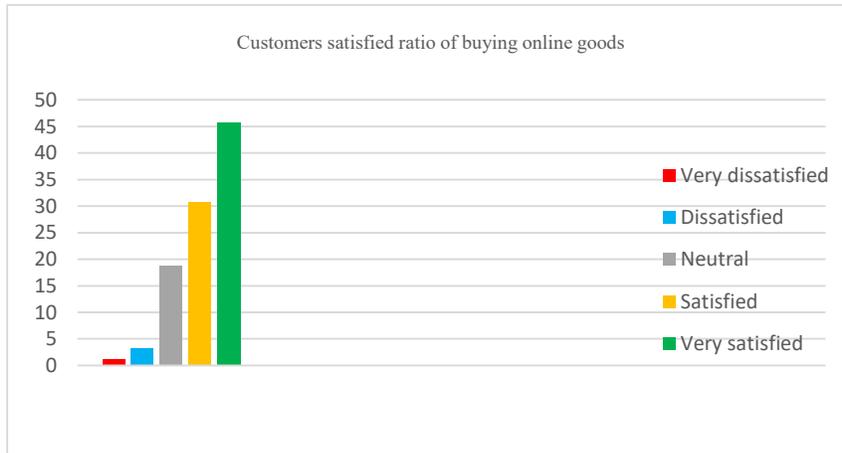
It is found from table that maximum number of respondents ie 64.58 % says that they agree that during this lockdown they prefer to buy goods online, 12.5 % respondents strongly agree on this, 16.66 % says that they are neutral on this, which means they are not sure on this whether the frequency of buying goods online, 2.08 % respondents disagree on this and only 4.16 % respondents strongly disagree that it lockdown period doesn't increase the frequency of buying goods online.

It is concluded that the tendency of buying online goods has increased in covid19 pandemic situation.

Q.9 Are you satisfied on buying essential goods online rather than buying through retail shops?

Table - 8 Customers satisfied ratio of buying online goods

Customers opinion	Customers	Percentage
Very dissatisfied	3	1.25 %
Dissatisfied	8	3.33 %
Neutral	45	18.75 %
Satisfied	74	30.83 %
Very satisfied	110	45.83 %
Total	240	100 %



Graph - 8 Customers satisfied ratio of buying online goods

Table no.9 shows the information about the customer satisfaction due to buying online goods.

The above graph shows that 45.83 % respondents are very satisfied buying essential goods online, 30.83 % are satisfied, 18.75 % respondents give the neutral response which means that they are not either satisfied nor dissatisfied from buying the goods online , 3.33 % respondents are dissatisfied and only 1.25 % respondents says that they are very dissatisfied from buying the essential goods online.

It is concluded that the majority of the customers are satisfied with online buying grocery goods.

Findings and suggestions -

- 1) It is found that the female gender customers are more as compared to male customers
- 2) It is suggested that awareness about grocery products in male gender customers should be increased.
- 3) It is found that majority of the customers from age group ie30-40 is buying online
- 4) It is suggested that awareness among other age category group about online purchase of grocery products should be increased
- 5)It is found that for the benefit of customers online purchase is best and secure way.
- 6) It is found that the customers are satisfied with the online purchase of the grocery products.

V. CONCLUSION

It is concluded that the most important aspects of those customers who have never bought anything goods before have shown interest in buying through online shopping website. As in the above charts shows that over 16% sharp jump in the new customers who freshly signed up to buy goods through an online platform. And over 90% of customers are satisfied with buying goods through online. These number clearly shows that many of the new customers are shifting towards the online platforms to buy goods by online. Not only the number of new customers has been increasing but also the satisfaction level is also increasing dramatically. These are because

of several reasons like, the person is fear to buy goods offline due to the COVID-19 virus. So they trust more in the E-commerce industry rather than buying goods through offline kirana stores. It's been 2 months since the lockdown period has started and the hike of the new customers is tremendous. According to some article demand for the goods was so high that it's difficult for the E-Commerce companies to fulfill the demand of the customers. Through this paper, we get the idea that more and more customers are keeping on adding themselves and becoming a member of the online E-commerce platform. Many of them believe that the E-commerce industry is going to replace the traditional way of shopping like offline retailers. This clearly indicates that many customers are going to rely on the online platforms to buy goods rather than buying offline. COVID-19 helps E-commerce to generate more customers because everything was lockdown and people were scared to step out from their house, so they preferred to buy goods online and many of the new customers also joined. As per the survey not only new customers have joined to buy the Essential goods but the satisfaction level also has increased and most of the customers are going to spend more on ordering more goods online rather than going for offline Kirana. The respondents say that the e-commerce industry played a vital role during the lockdown period and most of the customers said that they are kept on buying essential goods online even after the lockdown.

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