



10. A Study on Women Professionals' Attitude in Delhi-NCR in Online Grocery Shopping

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ABSTRACT:

Online grocery shopping has become one of the essential methods for grocery shopping. E-commerce growth has created new avenues for conducting business. This article aimed to understand the behaviour of professional women in Delhi-NCR towards shopping for groceries online. The sample was taken of women professionals from different sectors randomly selected. The analysis was done with the help of a Univariate analysis for percentage distribution. To examine if there was a correlation between demographics and whether or not people preferred online grocery shopping, a chi-square test was used. At the 5% level of significance, we conducted a one-sample t-test to examine the impact of several factors on the convenience and cost-effectiveness of grocery shopping online. efficient, risky, and rewarding. SPSS 25 was used for the analysis. From the article, it could be understood that working women are likely to choose online grocery shopping more than offline shopping as it is easy.

KEYWORDS:

women professionals, online grocery shopping.

Introduction of the Paper:

One of every home's most important and frequent tasks is grocery shopping. Regardless of the economy of the country, people still buy groceries. People may cease going on trips, eating out, seeing movies, etc., but they still need to buy things like bread, fruits and vegetables, oils, and other fundamental necessities. However, individuals are reluctant to invest their time and energy in grocery shopping due to the busyness of modern life. Grocery shopping is typically associated with being time-consuming and stressful.

Along with the congested traffic and lengthy workdays, many individuals shun grocery shopping. According to Anckar et al. (2002), "consumers generally despise grocery shopping; they desire to complete the chore as quickly as feasible".

According to a study by “Peapod.com”, one of the biggest online grocery stores, people dread grocery shopping almost as much as going to the dentist (Huang and Oppewal, 2006). Fortunately, the invention and growth of e-commerce have created new avenues for conducting business. Consequently, online grocery buying is growing in popularity (Ankar et al., 2002). Businesspersons understood the possibilities of developing Internet supermarkets due to the expanding Internet connectivity, customer, and the popularity of electronic purchasing. In the Indian online grocery business, several e-grocers have developed, including BigBasket.com, AaramShop.com, and others.

Innovations might be continuous, dynamically continuous, or discontinuous, according to (Wu and Teng, 2011). Importantly, discontinuous innovation entails the development of a new product as well as a sizable shift in consumer behaviour. It might be argued that buying groceries through online Mode is a “discontinuous innovation” (Hansen, 2005), as it requires a radical shift in consumer behaviour (Robertson, 1967).

People shopping online forego the opportunity to interact with others while shopping at supermarkets and examine the quality of the groceries before making a purchase. Suppose online grocery shopping is to expand beyond its present "niche" position. In that case, retailers must understand the factors that motivate consumers to alter their purchasing habits and the degree to which the online shopping experience encourages adoption. (Honea & Dahl, 2005). Customers' opinions of a new product or service directly affect how quickly it will be adopted. For instance: Consumers who are short on time are more likely to accept online grocery shopping because of their perceived convenience.

Although consumers are frequently shopping at more stores. (Corbitt et al., 2003) observed that "these same consumers consistently tell us they are time-pressed and want more convenience-oriented and added value offerings that will save them time." Customers (Huang and Oppewal 2006) argue they will value the benefits of online grocery shopping in light of the desire mentioned above for convenience and the increasing prevalence of Internet use. Since the middle of the 1990s, researchers have expressed varying views on whether or not foods are appropriate for online shopping. According to several academics, grocery shopping will soon present a significant commercial opportunity (Advisors, 2014). However, some people disagree with the idea that grocery shopping may be successfully done online (Ankar et al., 2002).

The article aimed to understand the women professionals' attitudes and behaviour regarding online shopping for grocery items. The objective is analysed from the perspective of women living in the area of Delhi-NCR.

H₀₁: The women professional does not prefer online grocery shopping

H₀₂: When comparing the age distributions of professional women, there is no correlation between the two groups' preferences for doing their weekly food shopping from home.

H₀₃: There is no importance of ease of navigation for the women professionals for online grocery shopping.

Method:

The article was based on primary data, which included women professionals in Delhi-NCR, and data was acquired using a Google form. Data gathering involved the use of convenience sampling. The questionnaire asked about people's demographics, preferences for grocery shopping, various features of online grocery shopping, preferred brands for online grocery shopping, and issues women professionals had while shopping online. In addition to these, the questionnaire asks respondents why they do not purchase groceries online. Three hundred eighty women professionals answered the questionnaire in total.

The percentage distribution of various demographic factors, the inclination for online shopping, purchasing frequency, and monthly spending on online food shopping have all been shown by Univariate analysis. A T-test was conducted to demonstrate the factors affecting online grocery shopping of professional women. The study analyses the relationship between women's place of residence and their preferences in terms of grocery purchases made through online stress. In order to achieve this aim, crosstabulation with chi-square is used.

To determine whether various factors have an impact on online grocery purchasing, one sample t-test is utilised. Additionally, many graph types are employed to depict results visually. For this investigation, a 5% level of significance is used. Excel and SPSS 25 are used for all types of analysis.

Results and discussions:

Table 1 displays the sample's demographic features. 38% of responders are under the age of 40. More married respondents than single respondents make up the sample. Only 35.7% of respondents make more than Rs.50,000 every month. One can infer from **Table 2** that a more significant proportion of women professionals choose to purchase groceries online. So, the first hypothesis is rejected as it can be seen that women professionals prefer online grocery shopping.

Table 1: Features Based on Demography

| Features | | Percentage | Rate of recurrence |
|-----------------------|---------------------|-------------------|---------------------------|
| Age | Less or equal to 40 | 38.4% | 140 |
| | 40 and above | 63.56 | 240 |
| Marital status | Single | 36.7 | 118 |
| | Married | 63.33 | 262 |
| Monthly Income | Less than 50,000 | 64.3 | 244 |
| | More that 50,000 | 35.7 | 136 |
| Total Value | | | 380 |

Table 2: Women's Inclinations for Purchasing Grocery

| Inclinations | Percentage | Rate of recurrence |
|--------------|------------|--------------------|
| Online Mode | 72.8% | 265 |
| Offline Mode | 27.2% | 115 |
| Total | 100 | 380 |

Features and Inclinations towards Online Shopping to Purchase Grocery:

Tables 3-5 show associations between background features and desire for online grocery shopping. Online grocery shopping is preferred by 84.56% of persons over the age of 30, compared to 40.4% of people under 30. So, the second hypothesis is rejected here as higher age groups are going online shopping. Online purchasing is less popular among single people than married people. Married professionals prefer online purchasing by 66.33% compared to single people (38.7%). Most professional women are likely to go more online shopping. Table 4 shows the percentage of rate of reoccurrence for purchasing groceries through online Mode. Most women go for weekly online grocery shopping as compared to others. Table 5 indicates the per cent dedicated to expenditure every month for purchasing grocery and food items through Online Mode. It showed that most women professionals do expenditure more than the amount of 2000.

Table 3: Relationship between Features and Preferences of Purchasing Grocery through Online Mode

| Features | | Percentage | Rate of reassurance | "Chi-square" (p-value) |
|-----------------------|---------------------|------------|---------------------|------------------------|
| Age | Less or equal to 30 | 40.4% | 140 | <0.001 |
| | 30 and above | 84.56 | 240 | |
| Marital status | Single | 38.7 | 118 | <0.001 |
| | Married | 66.33 | 262 | |
| Monthly Income | Less than 50,000 | 64.3 | 244 | 0.172 |
| | More than 50,000 | 72.7 | 136 | |
| Total | | | 380 | |

Table 4: Percentage of Rate of recurrence of Buying Grocery Online

| Rate of recurrence of shopping | Percentage | Rate of recurrence |
|--------------------------------|------------|--------------------|
| Everyday | 4.5 | 18 |
| Three times a week | 7.2 | 32 |
| Two times a week. | 30.4 | 76 |

| Rate of recurrence of shopping | Percentage | Rate of recurrence |
|--------------------------------|------------|--------------------|
| Once a week | 57.9 | 174 |
| Total Value | 100 | 300 |

Table 5: Distributed percentage of Monthly Expenditure of Purchasing grocery through Online Mode.

| Expenditure (INR) | Percentage | Rate of recurrence |
|-------------------|------------|--------------------|
| <500 | 4 | 12 |
| 500-1000 | 27.1 | 78 |
| 1001-1500 | 19.7 | 67 |
| 1501-2000 | 19 | 53 |
| Above 2000 | 30.2 | 90 |
| Total | 100 | 300 |

Influencing Factors of Buying Grocery through Online Mode:

In **Table 6**, the descriptions of the variables that influence online grocery shopping are presented. According to 47% of professional women, the most critical aspects are pricing, compared to 8% who think it does not matter. Only 6.8% of professional women believe that ease of navigation has no bearing on online buying, according to 49% of these women. Only 1.8% of professional women believe that social distance has no bearing on Internet shopping, compared to 52.2% who believe it is the most significant issue. According to **Table 7**, every aspect significantly impacts online shopping. Their hypothesis is also rejected as ease of navigation is important.

Table 6: Analysis of “Factors” Influencing Purchase of Grocery through Online Mode

| Factors | Crucial Factors | Important Factors | Less important | Least Important |
|---------------------------------|-----------------|-------------------|----------------|-----------------|
| Better Price Availability | 118(46.9%) | 107(42%) | 20(8.1%) | 18(7.1%) |
| Easy to Navigate | 94(36.9%) | 130(48.8%) | 23(9%) | 18(6.8%) |
| Variety in Product Availability | 94(36.1%) | 138(54.1%) | 8(3.1%) | 19(6.7%) |
| Recommendations from Friends | 28(10.2%) | 84(32.2%) | 69(27.1%) | 78(30.6%) |
| Same Day Delivery | 94(36.1%) | 122(43.1%) | 34(12.9%) | 20(7.8%) |
| Social Distancing since Covid | 134(52.2%) | 105(41.2%) | 15(5.1%) | 6(1.8%) |
| Delivery Fee | 72(27.1%) | 109(42%) | 51(20%) | 29(11%) |

Table 7: Factors' Description through the " T-Test " results indicating its contribution to online purchase of Groceries.

| Factors | t | df | p-value |
|--------------------------------|----------|-----------|----------------|
| Better Pricing | 38.3 | 299 | <0.001 |
| Easy to Navigate | 35.5 | 299 | <0.001 |
| Variety of products | 49.6 | 299 | <0.001 |
| Recommendations from Friends | 16.7 | 299 | <0.001 |
| Fast Delivery | 33.1 | 299 | <0.001 |
| Social Distancing during Covid | 61.6 | 299 | <0.001 |
| No or minimum delivery Charges | 24.8 | 299 | <0.001 |

Choice of Brand Choice:

Table 8 displays the companies working women prefer when grocery shopping online. With 79.43% of the market, When it comes to online stores, everyone knows and loves Big Basket. Amazon Fresh is the second most popular brand, picked by 71.29 per cent of female consumers. Nature's Basket is the least popular grocery store brand, with 12.55 per cent of the market share.

Table 8: Choice of Customers for Brands when Purchasing Grocery Online

| Brands | Percentage | Rate of recurrence |
|----------------------|-------------------|---------------------------|
| Big Basket | 79.43 | 202 |
| Grofers | 61.75 | 178 |
| Dmart Ready | 42.78 | 108 |
| JioMart | 42.78 | 108 |
| Amazon Fresh | 71.29 | 194 |
| Nature's Basket | 13.55 | 34 |
| Flipkart Supermarket | 14.69 | 42 |

Issues with Purchasing Groceries through Online Mode:

Table 9 shows the per cent of respondents experiencing various issues while shopping online. The most common issue with Internet buying is no product availability. 45.3% of all women professionals said the problem was the delay in delivery, and 5.1% of women professionals experienced issues with their payments. 18.2% of women professionals are dissatisfied with the way they are treated. Only 1.8% of women professionals express dissatisfaction with the money they are charged for delivery.

Table 9: Problems Faced by Customers in making Online Purchase of Groceries.

| Problems | Per cent | Frequency |
|--|----------|-----------|
| Unavailability of Products | 46.2 | 128 |
| Unexpected Quality | 42.8 | 108 |
| Issues with the expected time of Delivery | 45.3 | 120 |
| Unavailability of return/exchange | 33.4 | 89 |
| Glitches in Payment | 5.1 | 7 |
| Bad Customer Service | 18.2 | 43 |
| Glitches in the mobile App | 7.8 | 19 |
| Unavailability of services in some locations | 4.1 | 10 |
| Higher charges for Delivery | 1.8 | 6 |

Conclusion:

The findings of this research have implications for the e-commerce, government, and professional women of India in their efforts to improve the convenience and efficiency of online grocery shopping in the Indian context. With online grocery shopping, this study will enhance customer intention behaviours and provide insights to grocery retail service providers for their everyday operations. The article reveals that buying groceries online has become the choice of professional women as they find it easy. The popularity of buying groceries online has increased significantly, which this fact helps to explain. The survey found that the appeal of free or low-cost shipping and returns, discounts, a large range, user reviews, and peer recommendations among working-class women was strongest. Every demographic variable in this survey significantly influenced their preference for online grocery shopping, except wealth.

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