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Factors and Issues Influencing Consumer Attitude towards Online Grocery Shopping

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To assess the socio-economic profile, consumer experience towards online shopping, and identifies important issues affecting consumer preferences to buy groceries online in Surat city in India. The present study is based on primary data collected from 150 respondents of the Surat city of Gujarat state. This study regarding consumers' attitude towards online shopping is descriptive research. Considering the nature of the study, the primary data were collected with the help of a structured questionnaire. The questions are taken from previous literature on consumers' attitudes towards online shopping with a view to validate the research. The questionnaire consists of two main parts and one subpart, the first part is mainly focused on socioeconomic profile and online buying experience of online shoppers and the second part of the questionnaire will cover factors and issues that influence consumers to shop online. For data analysis, percentage analysis, simple and tabulation tools are used to understand the Attitude of the respondents for online shopping. Result of the studies shows that the majority of the Respondents who shop online are male in Surat city. Age indicates that there is a relatively strong negative correlation between age and attitude to online shopping, i.e. elderly people are not so keen to shop online. Maximum respondents are married and live in a nuclear family. Correlation is also done on Education to see the trend of online shoppers with different education levels. The result showed that which is a very high positive correlation between education and attitudes towards online shopping and would indicate that higher education makes online shopping more attractive. The majority of respondents under the service professional and income found Rs. 20,000 to 40,000. Household items are the major products purchased by respondents. the Customer has not shown much interest in dairy products, vegetables, and fruits, meat, and poultry, which indicates that the Customer does not have the confidence to buy perishable products through online grocery shopping. A high level of internet usage frequency indicates the potential of Online Grocery Shopping in India. The majority of the respondents prefer cash on delivery as a payment mode in online shopping. Among the various variables of perceived risk towards online grocery shopping, it is observed that the quality of the products delivered and slow website or application are the main obstacles to prefer online grocery shopping. This study is one of the very few attempts that examined attitudes toward online shopping in Surat city (Gujarat). Importantly, it revealed the drivers of online shoppers' attitudes in Surat. National and international online retailers planning to expand their operations to Surat Region have now valuable empirical evidence concerning the determinants of online shopping attitudes and online shoppers' behavior in Surat upon which e-marketing strategies can be formulated and implemented.

Introduction

A major role is played by the internet in connecting to information and people. The Internet has significantly helped to shorten the distance between people and their prospects, hence given birth to online services and ventures. Online shopping is trending in the world giving increased output every year. Virtual marketplaces are catering to all kinds of consumer needs be they tangible or intangible, standardized or general and durable or perishable. Computer appliances, books, and accessories lead the market share for online shopping being the standardized goods. Whereas products like groceries is still struggling to attain popularity for consumers opting to purchase online *[3]*.

Online shopping is an easy solution for busy life in today's world. In the past decade, there had been a considerable change in the method of customer's shopping. Despite consumers' continuation to buy from a physical store, the users or buyers feel very convenient for online shopping. Online shopping saves crucial time for modern people because they get so busy that they cannot or unwilling to spend much time shopping.

The E-commerce sector in India is rapidly growing at a very quick pace in the new days and up to this present day. The Indian online grocery market is primarily driven by rapid urbanization, along with significant growth in the e-commerce industry. In line with this, there is increasing acceptance for online grocery platforms in India, owing to the rising consumer awareness regarding the associated convenience, along with increasing digital literacy and improved internet accessibility across the country.

This relentless growth of E-commerce is changing the way people assume, search, perform and bring up a yield. The emerging online grocery shopping is being increasingly adopted by many consumers' in urban areas. Many factors encourage people to shop for groceries online, but it is not known what factors influence them to go for online buying of groceries.

The Indian Online Grocery Market is projected to grow from around $569 million in 2018 to $3.6 billion by 2024. Some of the major company working the Indian Online Grocery Market includes Innovative Retail Concepts Pvt. Ltd. (Bigbasket), Grofers India Private Limited (Grofers), Amazon Retail India Pvt. Ltd. (Amazon Pantry & Amazon Now), Pay tm E-Commerce Pvt. Ltd. (Paytm Mall), Jio Mart and others.

Materials and Methods

Research design: Descriptive Research Design

Area of study: Surat city

Sources of data: The data have been collected from primary as well as secondary sources to meet the objectives of the study.

Primary data: Primary data were collected using survey method with the help of questionnaire.

Secondary data: Secondary data were used from various sources like company websites and journals, news articles, research papers.

Instrument for data collection: Considering the nature of the study, the primary data were collected with the help of structured questionnaire.

Sampling method: Non Probability - Purposive Sampling Method.

Sample size: 150 Respondents

Analytical tools: For data analysis, percentage analysis, simple and tabulation tools are used to understand the Attitude of the respondents for online shopping.

Results and Discussion

To Study the socio-economic profile of online grocery shoppers of Surat city

The following data show the socioeconomic profile of the respondents

Gender profile of respondents

The table 1 shows that Out of 150 Respondents 57% of the Respondents were male and 43% of the Respondents were female. This shows that the majority of the Respondents who shop online were male in Surat city.

Age profile of respondents

The table 2 shows that, maximum 33% of the respondents under the age group of 20-29 years shop online, 23% of the respondents under the age group of between 40-49 years, 19 % of the Customer were age group of 30-39 years, 13% of the respondents were age group of below 19 years, 11 % of the respondents were age group 50-59 years and of and the rest 1 % of the Customer were age group of above 60 years.

This means that majority who shop online fall in the age group of 20-29. It is concluded that the young aged people have positive attitude towards online grocery shopping as compared to middle and old aged people.

Marital profile of respondents

The table 3 shows that 67 % of respondents who shop online were married while only 33 % of respondents were single.

Family type of respondents

The table 4 shows that 73 % of the respondents who shop online live in Nuclear family while 27 % of the respondents live in Joint family. This shows that majority of the respondents who shop online live in Nuclear family.

Education profile of respondents

The table 5 shows that 46 % of the Customer were under-graduates, 33 % of the Customer were HSC,13 % of the Customer PG, 7% Customer were SSC Or below, and the rest 1% are others. It is concluded that the Qualification of the respondent influence the attitude towards online grocery shopping. It is noted that the Customer carries the Graduate and HSC qualification is more inclined towards online grocery shopping.

Profession of respondents

The table 6 shows that 46 % of the Customer were under-graduates, 33 % of the Customer were HSC,13 % of the Customer PG, 7% Customer were SSC Or below, and the rest 1% are others. It is concluded that the Qualification of the respondent influence the attitude towards online grocery shopping. It is noted that the Customer carries the Graduate and HSC qualification is more inclined towards online grocery shopping.

Monthly household income of respondents

The table 7 shows that 35 % of respondents who shop online fall in the income group of 20,000 to 40,000 monthly household incomes while only 3% of respondents fall in the income group of more than Rs 100,000 income. This shows that majority of the respondents who shop online fall in the income group of Rs. 20,000 to 40,000

Frequency of grocery shopping

The table 8 shows that 43% of the respondents were weekly purchasing online followed by, 21% of the respondents were fortnightly, 17% of the respondents monthly, and 13% of respondents were daily rest 6% of the respondents were quarterly purchasing from online shopping.

Frequency of grocery shopping

The table 9 shows that the highest 29 % of the respondents were monthly expenditure between Rs. 5001 to Rs. 7500 and lowest only 1 % of the respondents were monthly expenditure more than Rs.15, 000.

Number of responses for different product categories

Respondents were also asked to choose the product category preference during online grocery shopping. They were allowed to choose multiple responses based on the options listed in Table 10. Household items were the major products purchased by respondents 110 Responses followed by personal /baby care product 102 responses and beverages 64 responses. However, the Customer has not shown much interest in dairy products, vegetables, and fruits, meat, and poultry, which indicates that the Customer does not have the confidence to buy perishable products through online grocery shopping [Table 10].

Year of experience using online grocery shopping

The table 11 shows that among the 150 respondents, 59% respondents were up to 2 to 3 years, 24% respondents were up to 1 year and 17% respondents were more than 3 years' experience of using online grocery shopping.

Average time spent on internet access

The table 12 shows that 35% of the respondents used the internet 1-2 hours every day for personal usage followed by 32% Customer for 2-3 hours, 24% of the respondents used the internet less than 1 hour and 9% used more than 3 hours. This high level of internet usage frequency indicates the potential of Online Grocery Shopping in India.

Mode of payment

The table 13 shows that 32% of respondents purchase the product through cash on a delivery basis, followed by 27% of respondent's payment done by online banking transfer, 22% of respondent's payment done by credit card. 18% of respondents used a debit card for online shopping payment and at least 1% of respondents used other modes of payment. This shows that the majority of the respondents prefer cash on delivery as a payment mode in internet shopping.

To identify important issues affecting consumer preferences to buy grocery online

Fear/Issues factors

The table 14 shows that among the various variables of perceived risk towards online grocery shopping it is observed that the quality (Rank 1) of the products delivered is the most significant variable perceived by the customers. So, online grocers should make sure that they provide customers with fresh groceries. Consumers hesitate to buy groceries as they doubt the product quality. At the same time customers are also concerned about the other variables i.e. refund on bad quality (Rank 2) & Delay Del of order (Rank 3), On the other side the study indicates that the consumers are also worried about Extra

Delivery Charges (Rank 4) it is observed in this study that majority of the people would not mind paying extra delivery fee for groceries and value services followed by Delivery of products without add on in scheme/offers (Rank 5) and Difficult ordering Process (Rank 6). Some other issues money transfer out of stock items (Rank 7), Hacking of Personnel information (Rank 8) & Mismatching of items ordered (Rank 9), Problem in Transferring Money have (Rank 10) and Difference from actual image (Rank 11) the least important among the consumers to influence their attitude towards online grocery shopping.

Technical issues

The please omit above, below, left and right to indicate the table; use the numerical number (Table 15) table shows that the mean and rank of factors related to perceived technical issues that are influencing the attitude of the customer for online grocery shopping on different parameters. Customers perceived that Slow Websites or applications (Rank 1)) were the main obstacles to prefer Online grocery shopping, followed by the Transfer of Money Problem (Rank 2)). However, the customer found that the Internet Accessibility problem (Rank 3) Unfamiliarity of Website or application (Rank 4)) and Forget Password (Rank 5) also seem to be obstacles for the preference of online grocery shopping.

Though, Complicated Design of website or application, (Rank 6), Speed of Internet (Rank 7) compulsory User ID (Rank 8) does not have that much influence on consumer's attitude towards online grocery shopping in terms of perceived technical barriers and customer least bother about the No Mob Apps (Rank 9) in terms of the perceived technical barrier.

Table.1 Gender profile of respondents

Gender	Frequency	Percentages (%)
Male	86	57
Female	64	43
Total	150	100

Table.2 Age profile of respondents

Age	Frequency	Percentages (%)
Below 19 Years	19	13
20-29Years	49	33
30-39 Years	29	19
40-49 Years	35	23
50-59 Years	16	11
60 Above	02	01
Total	150	100

Table.3 Marital profile of respondents

Marital	Frequency	Percentages (%)
Married	101	67
Unmarried	49	33
Total	150	100

Table.4 Family type of respondents

Family type	Frequency	Percentages (%)
Nuclear	110	73
Joint	40	27
Total	150	100

Table.5 Education profile of respondents

Education	Frequency	Percentages (%)
SSC or below	10	7
HSC	50	33
UG	68	46
PG	20	13
Other	2	1
Total	150	100

Table.6 Profession of Respondents

Education	Frequency	Percentages (%)
House Wife	19	13
Service	51	34
Business	39	26
Retired	5	3
Student	29	19
Professionals	7	5
Total	**150**	**100**

Table.7 Monthly household income of customer

Monthly Household income	Frequency	Percentages (%)
Less than Rs. 20,000	13	9
Rs. 20,000 – Rs. 40,000	52	35
Rs. 40,000 – Rs. 60,000	40	27
Rs 60,000- Rs. 80,000	25	16
Rs 80,000- Rs. 1,00,000	15	10
More than 1,00,000	5	3
Total	**150**	**100**

Table.8 Frequency of grocery shopping

Characteristics	Frequency	Percentage (%)
Daily	19	13
Weekly	65	43
Fortnightly	32	21
Monthly	25	17
Quarterly	9	6
Total	**150**	**100**

Table.9 Frequency of grocery shopping

Average monthly expenditure	Frequency	Percentage (%)
Less than Rs.2500	30	20
Rs. 2500- Rs. 5000	40	26
Rs. 5001- Rs. 7500	43	29
Rs. 7501- Rs. 10,000	26	17
Rs. 10001- Rs.15,000	10	7
More than Rs .15,000	1	1
Total	**150**	**100**

Table.10 Number of responses for different product categories

Different product categories	No of responses
Personal/Baby care products	102
Dairy Products	45
Vegetable & Fruits	40
Household Items	110
Meat & Poultry	36
Sweets & Snacks	52
Beverages	64

Table.11 Year of experience using online grocery shopping

Time	Frequency	Percentages (%)
Up to 1 year	36	24
2-3 year	88	59
More than 3 year	26	17
Total	**150**	**100**

Table.12 Average time spent on internet access

Time	Frequency	Percentages (%)
Less than 1 hour	36	24
1-2 Hours	53	35
2-3 Hours	48	32
More than 3 hours	13	09
Total	**150**	**100**

Table.13 Mode of payment

Mode of Payment	Frequency	Percentages (%)
Credit card	33	22
Debit card	27	18
Cash on delivery	48	32
Online banking transfer	41	27
Other	01	01
Total	**150**	**100**

Table.14 Fear/Issues factors

Sr.No	Measurement Items	1	2	3	4	5	CS	Mean	Rank
01	**Refund on spoil items**	88 (88)	42 (84)	12 (36)	7 (28)	1 (5)	241	1.61	2
02	**Problem in Transferring Money**	73 (73)	40 (80)	25 (75)	5 (20)	7 (35)	283	1.89	10
03	**Delivery of products without add on in scheme/offers**	75 (75)	44 (88)	22 (66)	7 (28)	2 (10)	267	1.78	5
04	**Difference from actual image**	69 (69)	50 (100)	15 (45)	7 (28)	9 (45)	287	1.91	11
05	**Out of Stock items**	68 (68)	49 (98)	25 (75)	8 (32)	0 (0)	273	1.82	7
06	**Hacking of Personnel information**	61 (61)	61 (122)	23 (69)	3 (12)	2 (10)	274	1.83	8
07	**Delay Del of order**	91 (91)	35 (70)	15 (45)	5 (20)	4 (20)	246	1.64	3
08	**Extra Delivery Charges**	85 (85)	42 (84)	10 (30)	8 (32)	5 (25)	256	1.71	4
09	**Mismatching of items ordered**	70 (70)	50 (100)	18 (54)	7 (28)	5 (25)	277	1.85	9
10	**Quality of Products**	100 (100)	35 (70)	10 (30)	2 (8)	3 (15)	223	1.49	1
11	**Difficult ordering Process**	71 (71)	51 (102)	16 (48)	10 (40)	2 (10)	271	1.81	6

Table.15 Technical issues

Sr.No	Measurement Items	1	2	3	4	5	CS	Mean	Rank
01	**Speed of Internet**	82 (82)	32 (64)	19 (57)	7 (28)	10 (50)	281	1.87	7
02	**Unfamiliarity of Website or application**	75 (75)	50 (100)	15 (45)	9 (36)	1 (5)	261	1.74	4
03	**Transfer of Money Problem**	91 (91)	31 (62)	15 (45)	9 (36)	4 (20)	254	1.69	2
04	**Complicated Design of website or application**	80 (80)	42 (84)	13 (39)	12 (48)	3 (15)	266	1.77	6
05	**Slow Websites or application**	90 (90)	40 (80)	10 (30)	3 (12)	7 (35)	247	1.65	1
06	**Internet Accessibility**	79 (79)	50 (100)	10 (30)	7 (28)	4 (20)	257	1.71	3
07	**User ID**	80 (80)	40 (80)	10 (30)	3 (12)	17 (85)	287	1.91	8
08	**No Mob Apps**	70 (70)	50 (100)	10 (30)	10 (40)	10 (50)	290	1.93	9
09	**Forget Password**	75 (75)	43 (86)	28 (84)	1 (4)	3 (15)	264	1.76	5

This study investigated Surat (Gujarat, India) consumers' attitudes toward online shopping and their intention to adopt this kind of shopping in the future. The study considered the factors that most influence customers' decision to shop online. The results indicate that the main factors influencing Surat consumers' behavior toward online shopping are: age, education, household income, product categories, internet accessibly, online payment and quality of product, Website and application. In addition, human resources and shopping experience were associated with both attitudes toward online shopping and intention to shop online, consistent with previous studies [7].

The result of the study by Dahiya (2012) concluded that online shopping in India is significantly affected by various demographic factors like age, gender, marital status, family size and income. Youth is the major segment using internet shopping (Sharma and Mehta, 2014). The ratio of male respondents is very high in online shopping (57 %). 33 % of the respondents under the age group of 20-29 shop online while only 1 % of the respondents under the age group of the above 60-year shop online this indicate that correlation results of age indicated that there is a quite strong correlation between age and attitude towards online shopping, *i.e.* elderly people are not so keen to shop online. This will help online retailers to make strategies according to different age brackets. 67 % of respondents who shop online are married while only 35.4% of respondents are Unmarried. 73% of the respondents who shop online live in a nuclear family while 27 % of the respondents live in the joint family. 59 % of the respondents who shop online are under and postgraduates while only 41 % of them are HSC, SSC, or below qualification. The result showed that which is a very high positive correlation between education and attitudes towards online shopping and would indicate that higher education makes online shopping more attractive. 34 % of respondents under service profession shop online while 5% respondent who is professionals shop online 35 % of respondents who shop online fall in the income group of Rs. 20,000 to 40,000 monthly household incomes while only 3 % of respondents fall in the income group of more than Rs. 100,000. 49% of the respondents are weekly purchasing grocery from online. 29 % of the customer having a monthly expenditure of Rs. 5001 to Rs.7500 on purchasing grocery from online. Household items are the major products purchased by respondents. (110 Responses). Respondents (40 Responses) have not shown much interest in dairy products, vegetables, and fruits, meat, and poultry, which indicates that respondents do not have the confidence to buy perishable products through online grocery shopping. 59% of People have experience of 2 -3 years of online shopping. 35% of the respondents 1-2 hours every day using the internet for personal usage. The internet as a global medium is quickly gaining interest and attractiveness as the most revolutionary marketing tool [8]. 32 % of the respondents prefer cash on delivery payment method. Among the various variables of perceived risk towards online grocery shopping it is observed that the quality of the products delivered is the most significant variable perceived by the respondents. Respondents are also concerned about the other variables i.e. refund on bad quality and delay Del of order.

Respondents perceived that Heavy Website is the main obstacle to prefer online grocery shopping, followed by Transfer of Money Problem However, the customer found that Internet Accessibility problems. One of the most influencing and attractive factor influencing consumers to shop online is website design/features [9]. Similar result was observed by Chandini and Nagendra (2018).

This research shows that online shopping is becoming more popular day by day with the increase in the usage of the internet. Perception towards online shopping is a changing phenomenon in India. With the use of internet, consumer can shop anywhere, anything and anytime with easy and safe payment option (Sharma C, 2015). Perception towards online shopping is getting better in Surat. Understanding customer's needs for online selling has become a challenge for marketers. Especially understanding the consumer's attitudes towards online shopping, making improvements on the factors that influence consumers to shop online will help marketers to gain a competitive edge over others. Besides that, this study also identified that men are more likely to shop groceries online and the major online grocery shoppers are the young consumers 20-29 years age group, and these might be because they are more tech-savvy and driving the online market rather than older consumers. Online grocery shopping in Surat was still relatively small as compared to other metro city of India. The entry of e-commerce is low in India as compared to markets like the United States and the United Kingdom but is growing at a much faster rate with a large number of new entrants (Malhotra, 2014). However, those who used to shop grocery online said they had an enjoyable experience and would most probably do it again in the future. Therefore, it is important for online grocery retailers to provide their customers with a seamless shopping experience from ease of making a purchase to successful delivery and ensure customers' satisfaction to guarantee the competitiveness of the industry.

Limitation of study

The survey and research has been done based on whatever information provided by the respondents. The respondents were reluctant to answer some questions, as they took them as personal and consequently increasing the possibility of error. The project work was required to be completed in 3 months. So the limited time available and therefore only limited respondents (150) were included in study. The project was mainly focused on survey of Surat district so the outcome of the project cannot be applied for other places due to demographic and geographic differentiation.

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