

# A Study on Consumer Preference for Online Grocery Shopping

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## Abstract

Online grocery shopping is a newly established e-commerce business. The report talks about the concept in general and how do you go about shopping groceries on the internet. It also explains the general preference, that is, amongst people who all prefer to shop groceries online. In addition, it also states the benefits and limitations of the said concept and how has it influenced so far. For this research, a questionnaire was drafted and passed around. The responses were then summarized and analyzed. The report also asserts that there are a few impacts of this e-commerce business. It has been observed that monetary saving, customer loyalty and cash free transactions are some of the major factors that are prominent amongst customers for online grocery shopping. In conclusion, online grocery services meet a number of consumer needs including providing products for niche markets or helping the time starved consumer shop for the mundane weekly groceries. With the advent of online grocery shopping services. There has been a big advantage for space people who are home-bound, handicap, sick or unwell or unable to move, who are able to utilize this service to the best. It is realized that the online shopping vendors are able to reach a vast area of customers where in the local supermarkets or markets have to be visited by people and people would not like to travel long distances for such kind of physical shopping.

**Keywords:** Online Shopping, Grocery, Supermarket, Business, Delivery, E-Commerce

is utilized where in versus or services are available to consumers through various online portals and websites. Consumers can visit these various websites view the different products and services available, the variety that is available within each of these categories, the prices across different platforms or websites, they can decide which product they want to purchase and further collectively place a request as in order these products over the online platforms. These products I then paid for either by using an online system or by cash on delivery. The products are there delivered at the doorstep of the customer.

Online shopping is also known as business to consumer online shopping brackets B to C. These various companies who offers such services also allow consumers to view pictures and photographs of their products, consumer is also able to view the specifications of a product, the Different brands that are available and the space features that come along with the product and the variation in prices.

After the year 2015 India has seen a boom in online shopping with several major companies setting shop on online platforms. They woo the customers to great extent by offering various discounts and offers. The Indian economy has also seen a change in online banking transactions which has brought an ease for online shopping. Today people across India can not only shop by using the computer at home but they are also able to shop on the go by using mobile phones and tablets.

With this boom in online shopping observed and watching the online markets grow we are also witnessing a change in the marketing and selling pattern of local shops and popular joints stores and agencies. These companies and organizations are also venturing into online shopping since they have realized that customers are wanting this

## INTRODUCTION

The early 21<sup>st</sup> century saw the boom in the use of Internet across the globe. This prompted the introduction of online shopping and has been growing ever since. Online shopping is a method where electronic commerce

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easy method of shopping. About a decade ago no one would have thought that a local grocery store would deliver goods to your home using a mobile application which is possible today.

It is also seen that customers today are more attracted towards online shopping, major reason being convenience. Apart from this these consumers or customers also viewed the availability of a broad range of selections, pricing strategies, information about the products and comparison between them on various platforms. They do spend time to choose their product with the best information and pricing available.

Online grocery shopping is also a noticeably big hit in India with people wanting products to be delivered at their doorstep and not wanted to go into the market. They are ready to place their trust and belief with the retailer they choose for their online grocery shopping and know that they can return their products in case they're not satisfied. This study aims to find out the reasons behind the preference of customers for online grocery shopping and services provided.

## REVIEW OF LITERATURE

Michelle A. Morganosky, Brenda J. Cude, 2013, "Consumer's response to online grocery shopping", in their study have assessed that there is a huge demand for online food shopping and groceries shopping. Their study mentions that most of the consumers were younger than the age of 55 years and mostly female customers. Most of the consumers felt that it was convenient and saved a lot of time which is why they prefer online shopping as compared to physical shopping in the market. The consumers also felt that more there was time spent on going physically to the market for purchasing as compared to the actual online grocery shopping which was less.

Bill Anchar, Pirkko Walden, Tawfik Jelassi, 2013, "Creating customer value in online grocery shopping", in their research have argued that there could be four diverse ways on how or which customer value can be created in online grocery shopping. But the chosen business model will set limits and to what extent the firm will be able to offer added services for the consumers. They also further mentioned that there are many practical problems and there are also assorted opportunities that can be highlighted in this method of shopping.

Torben Hansen, 2008, "Consumer values the theory of planned behavior and online grocery shopping", have mentioned in their study that there are various personal values, relations, norms, and behaviors that are involved while doing online grocery purchases. their study involves three categories of consumers namely consumers who have not done any online purchase, consumers who have brought something on the Internet but not groceries and thirdly consumers who have brought something on the Internet which includes groceries. Their study suggests that there are various personal values and attitude involved by consumer while purchasing grocery online.

Jason M. Carpenter, Marguerite Moore, 2006, "Consumer demographic store, attributes and retail format choice in the U.S. grocery market", have stressed that the US Grocery Market", provides food retailers operating in the United States with specific knowledge of the attributes that consumers consider most important when making food choices (e.g., cleanliness, price competitiveness, product assortment, courtesy of the working staff) and identifies the demographics of these consumers. The results reveal strategic marketing implications for grocery retailers operating in the US market. As competition in this area continues to grow and consumer demographics evolve in the US market, understanding the link between consumer size choices will be critical to the business performance of industry retailers.

Kenneth K. Boyer, G. Tomas M. Hult, 2005, "Extending the supply chain; integrity operations", their report is the result of a case study of four online ordering and home delivery grocery stores and 2,440 customers. Each store follows a different operating strategy, depending on where the customer's order is fulfilled (from an existing store or a dedicated distribution center) and the choice of delivery method (direct delivery to the customer's home/office or indirectly through customers or third-party collections). Planning provider). Customer survey data is used to evaluate the degree of integration between marketing and operations and the relationship with customer behavioral intentions. The results show that e-commerce, product quality and service quality have a significant direct impact on customer's repurchase intentions. There is limited support for technology as a moderating factor. Finally, the relationship between predictors and customer behavioral intentions varies from grocery store to grocery

store. This supports the view that store owners who use different operating strategies should focus on various aspects of their business and provide insights on where to direct their efforts.

Andrea Pozzi, 2009, "Shopping cost and brand exploration in online grocery", Investigate the difference between consumers' grocery shopping behaviors when shopping online and when shopping in physical stores. The author took the aid of technological devices to keep a track off the various purchases that were being done in the stores via the Internet. This enabled the author to compare the behavior of the purchase is being done by households with the same stores and identical items having similar prices. The author developed a consumer behavior model that allowed him to quantify each impact. He was able to find that all of this helped hamper the testing of new brands online. The counterfactual shows that changing the website design to remove potential barriers to retesting will increase brand exploration by 23%. More generally, contrary to the traditional wisdom that the Internet lowers barriers to entry, my work points to the characteristics of the online environment, which in some cases can make it difficult for new brands to enter.

Junhong Chu, Marta Arce-Urriza, José-Javier Cebollada-Calvo, Pradeep K. Chintagunta, 2010, "An Empirical Analysis of Shopping Behavior Across Online and Offline Channels for Grocery Products: The Moderating Effects of Household and Product Characteristics", In their study on the effects of purchasing household products and product characteristics across various parameters revealed that on analyzing qualities on family brand unwaveringness, size reliability and value affectability across on the web and disconnected channels for basic food item items. They investigated the shopping conduct of the very families that shop reciprocally in the on the web and disconnected stores of a similar staple chain in 93 classifications of food, non-food, tangible and non-tactile items. They found that families are more brand faithful, more size steadfast however less value touchy in the online divert than in the disconnected channel. Brand devotion, size reliability and value affectability are firmly identified with family and item attributes. Light online customers' show the most elevated brand and size loyalties, yet the least value affectability in the online

channel. Weighty online customers show the least brand and size loyalties, yet the greatest cost affectability in the online channel. Moderate online customers show the most exorbitant cost affectability in the disconnected channel. The online–disconnected contrasts in brand reliability and value affectability are biggest for light online customers and littlest for substantial online customers. The online–disconnected contrasts in brand steadfastness, size dependability and value affectability are bigger for food items and for tangible items

Manju Ahuja, Babita Gupta, and Pushkala Raman, 2003, "An Empirical Investigation of Online Consumer Purchasing Behavior", focuses on examining the factors and relationships that influence the browsing and shopping for behavior of people once they search online. Specifically, we tend to have an interest in individual consumers mistreatment business-to-consumer sites. we tend to also are fascinated by examining looking preferences supported varied demographic classes that may exhibit distinct buying attitudes and behaviors for sure classes of product and services. We tend to examine these behaviors within the context of each product and services. When an amount of decline in recent months, on-line looking is on the increase once more. By some estimates, total U.S. defrayal on on-line sales raised to \$5.7 billion in December 2001 from \$3.2 billion in June of a pair of 001. By these same estimates, the number of households looking on-line raised to eighteen. 7 million in December 2001 from thirteen. 1 million in June 2001. Shoppers spent a mean of \$304 per person in December 2001, compared with \$247 in June 2001. Per associate analyst at Forrester: "The proven fact that on-line retail remained stable throughout ... such social and economic instability speaks volumes regarding however well e-commerce is positioned to square up to a poor economy".

## OBJECTIVES

- To identify preference of online grocery shopping sites.
- To identify the popular grocery products purchased online
- To identify the advantages and dis-advantages of online grocery shopping
- To study the impact of online grocery shopping

## RESEARCH METHODOLOGY

The project has taken its frame from following methods.

The data mentioned under this project is concrete collection and the outcome of analysis of collected data.

### Method of Data Collection

#### Primary Data

The primary data required for the research was collected from various parts of Pune city using the following techniques:

- *Questionnaire*: A questionnaire with straight forward and relevant questions was drafted and circulated amongst 150 people from various pockets of Pune city with people who are using online method for shopping grocery materials and were asked to respond to the same taking into account the measurement needs & objectives of the study.
- *Personal interviews*: The researcher also conducted personal interview with various people who prefer to do online grocery shopping and are aware of the various processes and procedures involved in it.

#### Secondary Data

It was collected from published and unpublished literature of the “Changing Trends of Grocery Shopping”. Latest references available from the journals, newspapers, research publication and magazines, past records, and reports of the food establishment and internet.

#### Sample Technique

The population was more than 150 respondents between the age group of above 20 to 55 years.

All the samples were selected randomly from various areas of Pune city.

## DATA ANALYSIS

The data collected was analyzed and represented in charts for better understanding. The respondents were from various parts of Pune city.

### Use of Technology

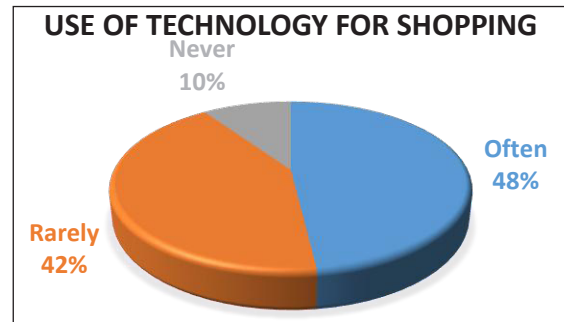


Fig. 1

Fig. 1 clearly states that maximum people often use technology for shopping. Just below that are the people who rarely use technology for shopping. And there are only very few people who haven't given it a try yet. As in the figure only 10% have never used technology for shopping.

### Frequency in Shopping

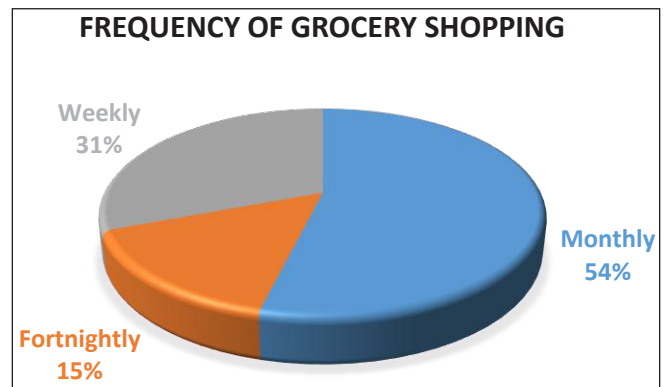
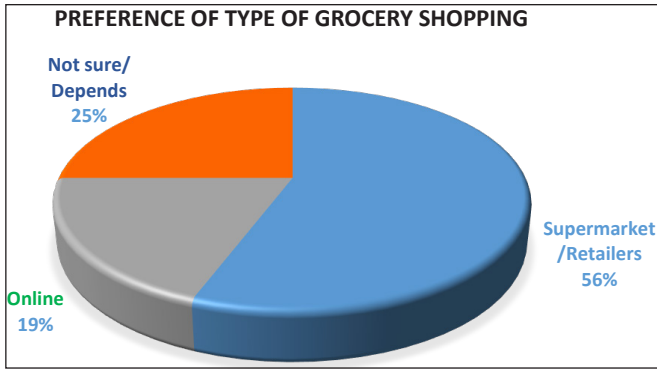


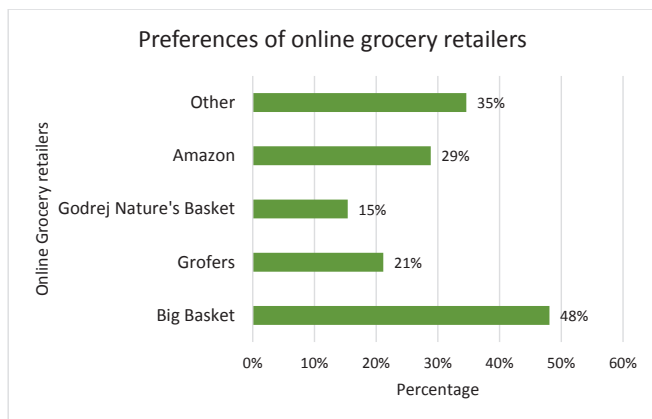
Fig. 2

Fig. 2 describes the frequency at which people do their grocery shopping (including perishable goods). Most of the people prefer to shop groceries on monthly basis. This group can include students, employees etc. Next are the people who shop on weekly basis. This group of people mainly include families or housewives. Lastly, only a few of them shop groceries fortnightly.



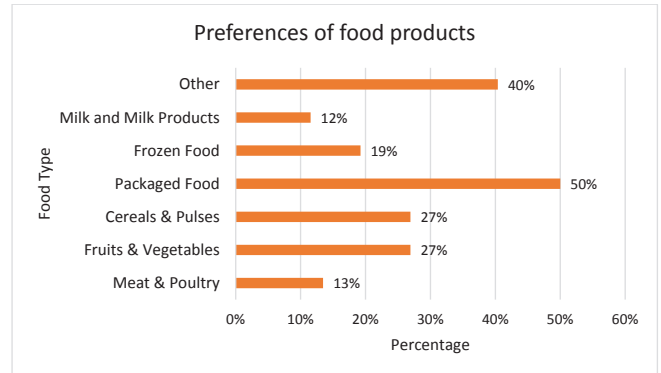
**Fig. 3**

Fig. 3 distinctly notifies that maximum people prefer to buy their groceries from supermarkets or retailers. Followed by people who have a neutral opinion about grocery shopping. They prefer both the options up to an extent. After which, people who only prefer buying groceries online.



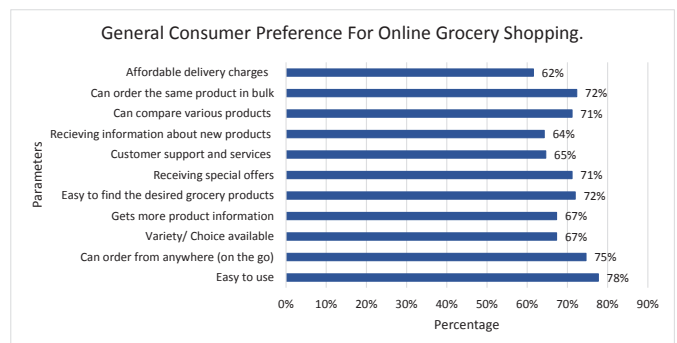
**Fig. 4**

Fig. 4 denotes the preferences of online grocery retailers. The most preferred online retailer is Big Basket, after which comes Amazon Pantry. Most consumers use different retailers every time they shop online and hence come under the “Other” option. Followed by Grofers and Godrej Nature’s Basket.



**Fig. 5**

Fig. 5 clearly states what type of food the consumers prefer buying online. Of the given seven food types to choose from, the product that is highly consumed online is packaged food (ex. biscuits, chips, snacks etc.). And the product that is rarely consumed online is milk and milk products. Two food groups have achieved the same responses by the consumers, which are “cereals & pulses” and “fruits and vegetables”.



**Fig. 6**

Fig. 6 describes the general consumer preference for online grocery shopping. The most agreed factor is that online grocery shopping (applications/sites) are easy to use. Due to the increase in technology and constant updates, it has now quite hassle free for the customers

to sort out, select and buy their desire products online. However, customers are still not satisfied by the delivery charges charged by the companies; making it the least agreed factor.

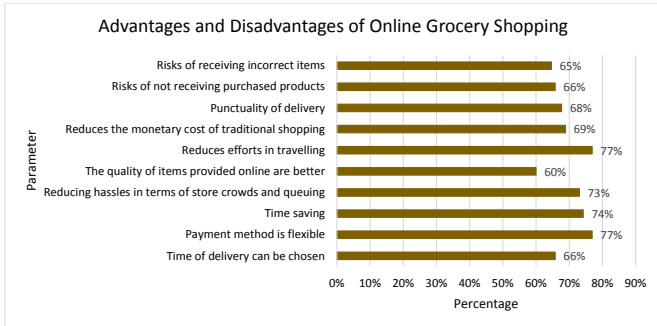


Fig. 7

Fig. 7 shows the advantages and disadvantages of online grocery shopping from the consumers’ point of view. Consumers mostly agree that online grocery shopping reduces efforts of travelling to the supermarket and buying groceries. Whatever is need gets delivered to their doorstep effortlessly. People are also satisfied by the options given for the modes of payment (credit card, Paytm, BHIM, GPay, CODs, etc.). However, consumers’ have least agreed to the factor; the quality of items provided online are better. Given customers rarely have a chance to touch and feel product and service online before they make decision to buy, assumptions of the quality being not good are made, as the prices shown are quite low from the maximum retail price.

## RESULTS AND DISCUSSION

### Use of Technology

India is one of the fasted developing countries and one of those countries who have taken on to the internet by leaps and bound. Should we say thank you to the COVID-19 pandemic which made people move towards the use of technology for shopping and people have stuck with it today as well. In an article ‘How Indian Companies Are Using Technology to Reach New Consumers’ by Vijay Mahajan (*Harvard Business Review*, 15<sup>th</sup> Oct 2020), states that most of the successful companies have taken up to technology to reach out to millions of Indians not only in urban areas but the far fledged rural regions as well. He further mentions about the use of e-commerce platforms

which have brought about ease in business between the company and consumer.

Digital transformation in the last half a decade has seen tremendous growth in online shopping as well and there a considerable shift seen towards the same. People have realized that their hand held device has the power not only to purchase but monitor, track and pay for their goods but also avail post-delivery benefits as well.

### Frequency and Preference of Online Shopping

The marketing around the digital environment, customer’s buying behavior may not be influenced and controlled by the brand and firm, when they make a buying decision that might concern the interactions with search engine, recommendations, online reviews and other information. With the quickly separate of the digital devices environment, people are more likely to use their mobile phones, computers, tablets and other digital devices to gather information. In other words, the digital environment has a growing effect on consumer’s mind and buying behavior. In an online shopping environment, interactive decision may have an influence on aid customer decision making. Every customer is aware of being interactive with their online purchases and their review does play a big role for a potential buyer of similar product.

A couple of important factors in online shopping are Risk and Trust which are important determinants in digital framework of shopping. Customer consider to switch between e-channels, because they are mainly influence by the comparison with offline shopping, involving growth of security, financial and performance-risks In other words, a customer shopping online that they may receive more risk than people shopping in stores. There are three factors may influence people to do the buying decision, firstly, people cannot examine whether the product satisfy their needs and wants before they receive it. Secondly, customer may concern at after-sale services. Finally, many customer fear the non-understandable terms of used in the online selling of goods. Based on those factors customer perceive risk may as a significantly reason influence the online purchasing behavior.

Online retailers has place much emphasis on customer trust aspect, trust is another way driving customer’s behavior in digital environment, which can depend on customer’s attitude and expectation. Indeed, the company’s products

design or ideas cannot meet customer's expectations. Customer's purchase intention based on rational expectations, and additionally impacts on emotional trust. Moreover, those expectations can be also establish on the product information and revision from others.

One of the leading global Business Data Platform *statista.com*, April 2020, share their statistics on the market-share of online grocery retailers of India which clearly indicates that Big Basket, Amazon and Grofers are three major companies ruling the online grocery business. Big Basket takes more than one thirds of the market share in India in the year 2019. This is clearly visible in the analysis mentioned above which shows similar output. To add to it the same year saw India crossing 100 billion rupees in the market value of online groceries.

### Preference of Online Grocery Shopping

Internet shopping has been widely accepted as a new way of buying different types of merchandise and services. It's become an additional in style method within the web world. It conjointly provides the client additional info and selections to check products and its worth, extra selection, extra convenience and it is easier to seek out something online. Due to the trending feverish lifestyles and daily schedules, one might not realize the time to travel out for grocery shopping, Operating or working time, staff or folks living in extreme climate wouldn't realize it favorable going out on weekly or fortnightly basis for grocery shopping full stop next line.

So, the question arises why I like online grocery? People lean towards buying basic want online, once contrasted with looking from a local food market. There are various parameters that point out towards the answer to this question.

### Affordable Delivery Charges

One advantage of looking online is having the ability to quickly search out deals for things or services provided by many various vendors. Shipping prices scale back the worth advantage of online merchandise, although counting on the jurisdiction, a scarcity of excise tax could atone for this will stop shipping a few range of things, particularly from another country is far more costlier than creating the larger shipments bricks and mortar retailers order. Some retailers supply free shipping

on sufficiently massive orders. Another major advantage for retailers is that the ability to chop-chop switch suppliers and vendors while not disrupting users looking expertise.

### Ordering the Same Product in Bulk

Sometimes, retailers cannot offer a similar product in additional amount or units. However, online grocers don't have such limitations. One would be able to order a similar product in bulk amounts whenever one needs so, without any major hassles.

### Comparing Various Products

A retailer's look might not offer a spread of merchandise of a similar class or genre. However, online grocers offer people with info describing the mercantilism product Ann helps want to compare and select the simplest appropriate requirements.

### Notifications about New Products

Generally, the web grocer's takedown the contact numbers and or email ID through the check-out. This may be a medium for them to send a word across concerning new product launches, oncoming sales and offers that one should be able to avail.

### Customer Support and Service

Customer service is one amongst the structure process that firms perform considering the growing competition and for attracting entrepreneurial opportunities for increasing profit and higher access to the market and increasing the client satisfaction and loyalty level will stop client support is typically offered by phone calls, or online formatted set of inquiries to build it easier for the guest. Giving additional personalized suggestions and services is additionally a section of this.

### Special Discount/Promotional Offers

Retail market is growing in a very high rate atmosphere everywhere in the planet. Retailers presently use every kind of promotional activities so as to show a discrepancy within the market. This feature additionally facilitates promotional tools like coupons, one on one, discounts,

group or team offers etc. Providing such promotional offers to the shoppers could build them loyal to a selected set off merchandise or to a web trafficker.

### **Ease of Finding Desired Product**

Usually, the web vendors offer the purchasers with the research engine inside the appliance or something that will enable computing, making it even easier to seek out the specified item, rather than spending a lot of time in searching that particular item.

### **Variety/Choice Available**

As mentioned earlier, a distributor cannot guarantee you with selection or selection of merchandise inside a similar class or perhaps totally different class of goods. Online vendors have facilities like “suggestion tab” where in goods or products associated with your current search square are shown which are similar to the one that is being searched for. Thus one will be able to select from and assorted choices and build a cart.

### **Feasibility on Ordering**

Online vendors today operate 24 by 7 in contrast to brick and mortar stores. They are not shut throughout the night, and anytime access is available to these online windows. They do not have specific operating hours as a local store might have giving a choice an option for the consumers to place orders on the go.

### **Ease of Use**

This kind of issue is something that is obvious since it has become a daily routine for many people to keep searching for what they would like to buy using online medium. Anything that reduces the hassles of insured grocery shopping is taken into account in online shopping method making it simple and easy.

## **Positive and Negative Aspects of Online Grocery Shopping**

Due to rapid climb of technology, business organizations have converted from the normal method of selling goods to electronic method of selling these goods. Almost every business organization has devolved into using

Internet as another option to conduct their operations. One also has to understand that these online organizations don't have a lot of issues of space to display their merchandise whereas they just require to put up photographs of their merchandise on their website. This enables the potential customers to analyze the various products with the various aspects that is mentioned and then could decide to go in for purchase. However, listed below are some benefits or concerns while shops for groceries online.

### **Risk of Receiving Incorrect Items**

Sometimes, even after revising the place order one might receive an item which was not ordered or might be altered. Such cases are taken up with the customer support. Nevertheless, the customer thinks that it was a waste of his or her time and would hesitate to place an order online next time or to choose that product the next time.

### **Risks of Not Receiving the Purchased Product**

Sometimes, there are chances of the disappearance of the shopping site itself which is very common on the social media will stop receiving the purchased item would not be possible at all will stop in addition to this web payments aren't much secured. Therefore it's essential for marketers and retailers to concentrate to the present issue to spice up the expansion of ecommerce will stop the rate of cyber-crimes has been increasing and customers personal and bank details are misused which has raised a very big issue on the privacy of the customers will stop.

### **Punctuality of Delivery**

Ease of receiving the product at the doorstep is one of the major reasons that this mode of E-commerce has been successful. The Internet provides a fast and straightforward thanks to purchase a product, some people like it better to use this technology only during a limited way. Issues with long duration off material procuring and the vendor having improper inventory management may end up in delays of receiving the orders. Although one might spend 15 to 20 minutes in preparing their order and finishing up by paying it online the delivery might take a few hours to a couple of days as well. This depends on what the online partner has promised to the customer. Delays end up in frustration and deters the customers from visiting this particular shopping site again.

### **Reduces the Monetary Cost of Traditional Shopping**

To attract customers to buy online, e-retailers and marketers offer discounts to who these customers to complete purchases on their website. Due to the elimination of maintenance, real estate cost, the retailers are ready to sell the products with attractive discounts and huge price reductions through their online portal. That is why we often find that the online products have a lesser price than the actual market price will stop.

### **Reduces Efforts in Traveling**

One can utilize the extra time that they will save from traveling to the local store or the supermarket or to the local market to buy groceries for the family since the online vendors will deliver the products at the doorstep. This results in the saving of the additional expenses that that would be incurred in traveling.

### **The Quality of Items Provided Online**

As one goes to the local grocery store one is able to visually see the product, touch, smell and also sometimes taste the product which is entirely absent in the online process of grocery purchasing. This means that the customer is actually buying the product by its face value and not knowing exactly what is going to be delivered. The attractive media may also entice the customer to purchase it without realizing that the product might not be actually useful for them. This underlines that the media scene might not be actually what it is.

### **Reducing Hassles in Terms of Store Crowd and Queuing**

When a customer goes to the local supermarket or stores it is expected that they would be standing in a cube for their billing process or sometimes even during the purchase process. With Online shopping this is entirely absent they could sit anywhere in their house, office, travel time etc and use this simple, easy and convenient method of online grocery shopping. Another advantage lies with the carrying of the shopping wait in the grocery stores or market which is entirely absent in online shopping where in the products are delivered at the doorstep.

### **Timesaving**

From listing of groceries, to buying it to traveling and going to a supermarket consumes a lot of valuable time. The online vendors who now give personalized services save this hassle of listing and budgeting. The website or mobile application saves your list as a default, and suggests you products related to your needs. Your purchase history also helps you during the next purchases where in you are suggested that you might be missing certain products in your purchase list.

### **Flexible Payment Methods**

In the last few years this has been a blessing for most of the online shopping patrons. This is one of the prominent factors that attracts people towards online grocery shopping. Listed below are some of the popular payment methods:

- Debit/credit card
- Cash on delivery
- Electronic wallets
- EMI's
- Gift cards
- BHIM

### **Time of Delivery**

This is also one of the major reasons why consumers prefer online shopping. Due to the hectic schedule, work commitments/timings, other reasons customer has the option to choose the delivery time/period that they would prefer for their grocery order to be delivered at their doorstep. The online vendors also have taken into cognizance this issue and provide customers with various delivery time options.

### **Impact of Online Grocery Shopping**

Online grocery searching and looking has enjoyed a steady growth and it's expected that this channel can still grow and will grow exponentially within the coming years. Whereas, online searching has attracted abundance of analysts interest, examinations of online grocery searching/shopping because of the vast variety

and availability of merchandise, and frequency of the searching activity. Every person is trying to create their own pattern and method for searching their desired goods and products using the online shopping technology. Let us view a few important factors that impact consumers during this process.

### Brand Information

Customers buying from the local shops or supermarkets would not know much about brands or labels as they are already in a hurry of getting out of there. Online vendors provide complete information of the brands they are selling along with the nutritional facts of the product they are about to buy.

### Cash Free Transactions

Due to the recent demonetization in the country, cashless transactions were more preferred. People did not want the hassle of keep the exact change amount when the delivery arrives. In addition, robberies were very discouraged as the transactions did not happen in hard cash.

### Hassle Free Transaction

The whole agenda of online services is to make things hassle free. Even though shopping online is easy, the checkout process may try one's patience, as it is a matter of privacy and security of our transaction processes. Indeed, after some improvements the online vendors have made sure that the whole experience is much easier.

### Customer Loyalty

If a customer is fully satisfied with the services that a particular vendor has provided, He might not go for any other vendor. He would make sure of purchasing goods and services from the same vendor, repeatedly. In addition, he might also recommend the same to his acquaintances. This would lead in the sales and profit of the vendor.

### Monetary Saving

Consider that one visit to a supermarket has some cost. This cost includes fuel for travelling, the actual bill and the extra packaging charges (carry bags etc.). On the other hand, when an individual shops for groceries online, these costs are drastically cut down, resulting in

monetary savings.

### Better Utilization of Time

An ample of time is needed when it comes to grocery shopping. It is easier for people having others doing this job for them. Online grocery shopping stands as an excellent option for them as it takes only few clicks to delivery your grocery to your doorstep.

### Controlled Spending Habits

We as customers often get tempted to buy things, which are not necessary, or on the list. Sometimes we end up spending much more than we had budgeted. Nevertheless, in the case of online grocery shopping, it can be avoided. We tend to buy only those things, which are required and necessary. This ensures that we do not spend more than the budget.

## CONCLUSION

Online grocery shopping is a much recent concept and the report is based on general preference of it. General concept of an online grocer is either a brick-and-mortar supermarket or grocery store that allows online ordering, or a standalone e-commerce service that includes grocery items.

After research, it was found that online grocery vendors are gaining popularity in the e-commerce businesses. The main motto of it is to delivery fresh groceries to your doorstep.

Following are some conclusions of the research:

- Online grocery shopping is an e-commerce business.
- The concept of online grocery shopping isn't familiar to many people as it has come up much recently.
- Considering the preferences of online grocery shopping, people having hectic lifestyles prefer this method. It is much efficient than manually going to a supermarket and buying groceries.
- Online groceries shopping is hassle free. It is as simple as buying clothes or any other appliances online. After selecting whatever is needed, you check-out and do the payment.
- In addition, you can save your time which would be needed to go to a supermarket.

- It can also result in monetary saving. Online vendors offer you rates which are below the maximum retail price.
- Considering all the above points, people are now getting aware of this concept and leaning towards it.
- Lastly, we can conclude that in the coming few years we can see a much bigger picture of this industry. It will be a common recommended method of shopping online.

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