

A STUDY ON CONSUMER SATISFACTION OF ONLINE GROCERY STORES IN INDIA

Fareed Shaikh¹ and Dr. Sanjay. G. Mishra²
Student¹ and I/C Principal (Guide)², Shree L.R. Tiwari Degree College, Thane, Maharashtra

ABSTARCT

Subsequently, society will continue to rely on internet shopping, which will allow it to remain a huge accomplishment later on. The accompanying apparatuses are utilized for addressing and investigating information: • Simple Percentage Method Data Representation: • Table • Percentage • Diagram • Charts IV. Different assessments have been directed to perceive the components impacting the customer devotion in online looking for food. Table 8: table appearance the number of respondent give the rating to quality/newness of item bought from online supermarket. Table 5: Table appearance the number of respondent are happy with web based shopping. This review is consequently done to comprehend the mindfulness about customer fulfillment of online supermarkets in India Sampling Unit: Sampling unit suggests that who are the respondents among the buying on the web items. Table 9: table appearance the number of respondents recommend these web-based basic food item application to other loved ones. Table 3: Table appearance clients most favored choice for doing shopping on internet based application. Park and Kim (2018) similarly recognized the thing information quality is critical part Influencing customer faithfulness towards electronic shopping. Fulfillment DETERMINANTS Item information quality means whether a web-based store gives revived, definite and Reliable information about its things. Nature of information impacts the customers Purchasing decision and reduces the chase cost (Madinios and Theodoridis, 2018; Park and Kim, 2018). Shopper SATISFACTION Consumer devotion will happen when a thing meets the Clients' suspicions. For this review, school going understudies over the age of 121, were taken by the comfort of the exploration review.

Keyword: Internet Shopping, Customer fulfillment, Consumer Satisfaction, Shopper Satisfaction, Food and Staple.

INTRODUCTION

Food and staple are the fundamental consistently need of any family. Fundamental food thing things join the consumable products that are purchased every now and again or on constant reason from supermarkets, when in doubt at ordinary stretches of time. By and large, ordinary food things are bought in set-up where the customer can examine the thing before buying. Online staple business is at emerging stage in India. The component of internet looking for food is that purchasers purchase staple things through retailers' destinations simply by tapping the mouse button for the important things and the subsequent transport of those organized ordinary food things at home. Now people in India are very little familiar with this kind of model. People in the country slant toward buying things like food, natural items, and vegetables by real assessment of cost and quality. Buyer devotion is the key part which is given a lot of importance in the current ferocious market in all customer related organizations. It appraises how things and organizations given by an association meet customer presumption. Buyer steadfastness is described as "the amount of customers, or level of outright customers, whose uncovered knowledge with a firm, its things or its organizations outperforms satisfaction targets. The impact of Covid has caused disturbing ripple effects among people globally. Councils are executing cross-country lockdowns to actually take a look at the transmission of this peril. People come out rarely for principal organizations like food, looking for food, etc. Be that as it might, people are feeling that it is progressively more difficult to escape their homes. To counter the solicitations of people, on-demand applications are flooding in this quarantine season. The food and staple movement market has impact significantly since the eruption of COVID19. These applications pass on food and staple to the doorsteps of people. People are inclined to use the application, demand their things, and get them passed on in a brief moment. The market is reacting to satisfy the necessities of the customers.

I. LITERATURE REVIEW

I. Consumer Satisfaction

Consumer loyalty will happen when an item meets the Clients' assumptions. Assuming that the item's real exhibition is superior to client's Assumptions. Clients will be glad and pleased. Then again, in the event that item's Execution is not exactly the client's assumptions. Clients will be disappointed. Disappointed Clients will spread this involvement in different clients moreover. Various examinations have been irected to recognize the elements influencing the consumer loyalty in web-based shopping for food. Different exploration studies have affirmed that accommodation, saw esteem, administration quality,

II. Satisfaction Determinants

Item data quality means whether an internet based store gives refreshed, exact and Reliable data about its item. Nature of data impacts the clients Purchasing choice and lessens the hunt cost (Madininos and Theodoridis, 2018; Park and Kim, 2018). Park and Kim (2018) likewise distinguished the item data quality is significant component Influencing consumer loyalty towards web based shopping. Exact and refreshed data ought to be given by the stores since purchasing on the web implies high danger.

Client assistance alludes to the inclination of representatives to help the clients and settle their Issue. Representatives ought to be very well mannered and humble while treating the clients (Chang and Chen, 2019). Different examinations have affirmed the impact of administration quality on client Fulfillment. Ranjbarian et al. (2019); Trong et al. (2021); Guo et al. (2019); Dharmesti and Nugroho (2019) had accepted assistance quality as one of the develop in their review to recognize the impact of administration quality on consumer loyalty. Liu et al. (2021) observed client assistance as an significant element to impact the consumer loyalty. Workers should help the clients as ahead of schedule as conceivable on the grounds that disregarding client anxiety might cause client disappointment. Clients are relied upon to be fulfilled when administrations a moment and administration quality is high (Dharmesti and Nugroho, 2019).

III. RESEARCH METHODOLOGY

Research Design: This research is based on exploratory study as well as descriptive study. The Descriptive research is here carried out to describe about the phenomenon. This study is hence done to understand the awareness about consumer satisfaction of online grocery stores in India

Sampling Unit: Sampling unit implies that who are the respondents among the Buying online products.

Sample Size: Sampling size is 103 for convenience i.e. 103 students filled the questionnaire for the survey.

Sampling Technique: Convenience sampling technique was used in this research. For this study, college-going students above the age of 121 were taken according to the convenience of the research study.

Sampling design: The exploration configuration utilized for the review is graphic. Unmistakable examination studies are those, which are worried about portraying the attributes of a specific individual or gathering. The examinations worried about explicit forecast with portrayal of realities and qualities concerning individual gathering or circumstance are largely instances of expressive exploration studies.

Data collection source: The study is based on both secondary and primary data. The secondary information was collected from different published materials vis. Books, Journals, magazines & websites etc. and primary data was collected by communicating with respondents through a structured questionnaire. The study was done with the help of primary data using the questionnaire as a tool to assess the investment and its behavior. Since the basic aim of the survey is to allow each and every person to list his or her opinion on mutual fund awareness and their interest. A closed ended questionnaire was also prepared with several characteristics of attributes to analyze and assess the relative importance of each of the statement on a five-point Likert scale.

Statistical Tools: There are various statistical tools which are used in analyzing data. The following tools are used for representing and analyzing data:

- Simple Percentage Method

Data Representation:

- Table
- Percentage
- Diagram
- Charts

IV. OBJECTIVES

1. To analyze how effect of free factors on clients' fulfillment
2. To propose approaches to online general stores to make customers more satisfied.
3. To observe the fulfillment level of the client for online buys.

V. DATA ANALYSIS

Table 1: Gender of the Respondents

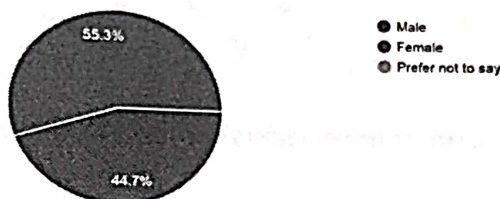
Gender	No. Of Respondents	Percentage
Male	46	44.7%
Female	57	55.3%
Total	103	100.00%

Source: Primary Data

INFERENCE:

- > The above table indicates that, 44.7% of respondents are male and 55.3% of respondents are female.
- > Thus the Majority 53.3% of the respondent fall under female category.

4. Gender
103 responses



1.1 Diagram showing gender of respondents

Table 2: Knowledge about how many respondent used this services.

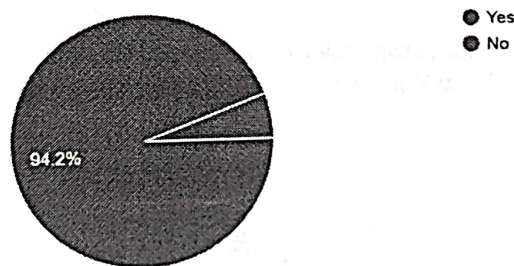
Option	Frequency	% Response
Yes	94	94.2%
No	6	5.8%
Total	103	100%

Source: Primary Data

- > From the above table we can infer that 94.2 % respondents have used this online services, 5.8% respondents don't used online application for shopping.

5. Have you used the services of online grocery stores like Jio-Mart, D-mart, Grofers, Reliance Fresh, Big-basket, Amazon Pantry etc. ?

103 responses



2.1 Diagram showing how many respondents used this service.

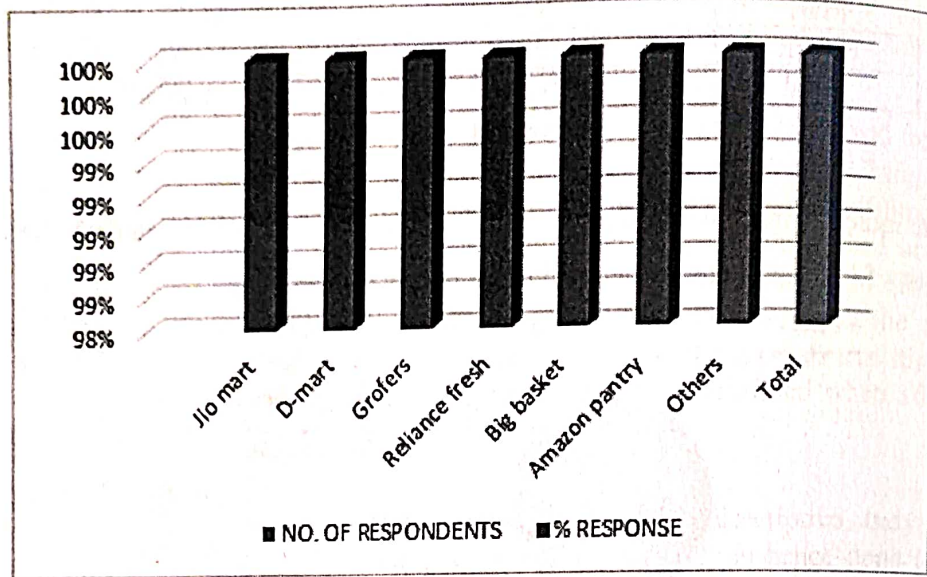
Table 3: Table showing customers most preferred option for doing shopping on online application.

Shopping option	No. Of Respondents	% Response
Jio mart	22	21.4%
D-mart	74	71.8%
Grofers	13	12.6%
Reliance fresh	9	8.7%
Big basket	27	26.2%
Amazon pantry	26	25.2%
Others	17	16.5%
Total	103	100%

Source: Primary Data

INFERENCE:

➤ From the above table it can be inferred that, due to the high rate of option, customers are attracted towards D-mart option compared to other options.



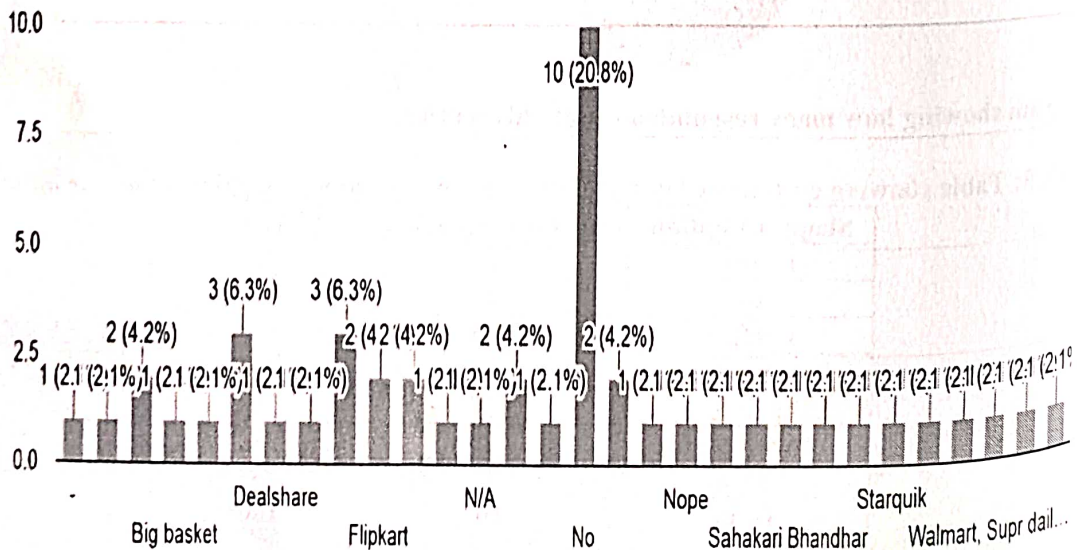
3.1 Diagram showing how many respondents are attracted towards the option

Table 4: Table showing respondent shopped from other online application

Other online apps	Count
Big basket	1
Dealshare	1
Filpkart	2
Sahakari bhandhar	1
Starquik	1
Walmart	1
Super dail	1
zomato	5
Swiggy	6
instamart	1
Fresh to home	1

INFERENCE:

➤ From the above table it can be inferred that, respondents shopped from other online application name are basket, Dealshare, Filpkart, Sahakari bhandhar, Starquik, walmart, super dail, zomato, Swiggy, instamart fresh to home etc.



4.1 Diagram showing how many respondents shopped from other online application.

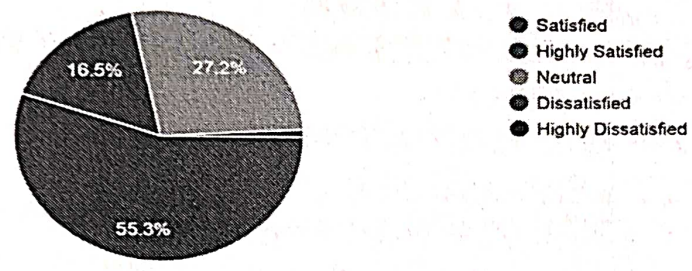
Table 5: Table showing how many respondents are satisfied with online shopping.

Response Category	Frequency	% Response
Satisfied	57	55.3%
Highly Satisfied	17	16.5%
Neutral	28	27.2%
Dissatisfied	0	0%
Highly Dissatisfied	1	1%
TOTAL	103	100%

INFERENCE:

- > From the above table, we can understand that good number of respondent think online shopping service is good.
- > Rest very few respondent doesn't satisfied with online shopping

8. How satisfied are you with the services of online grocery stores ?
 103 responses



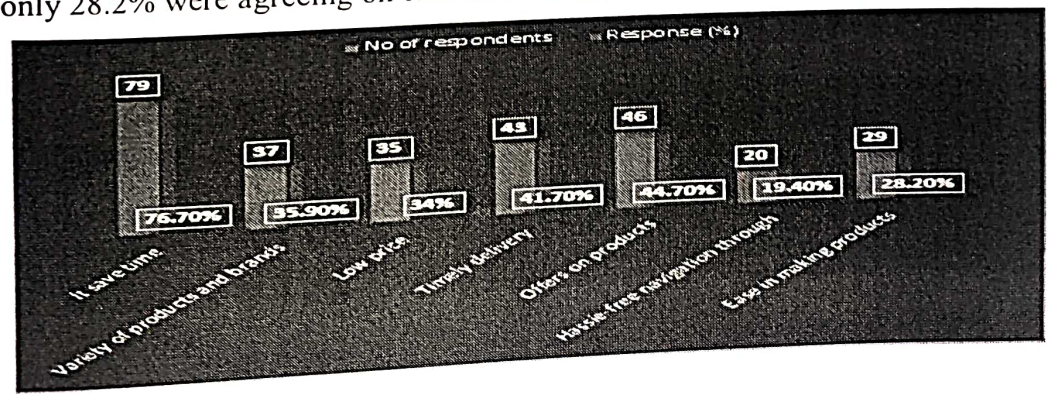
5.1 Diagram showing how many respondents are satisfied with online shopping.

Table 6: All these aspect are showing in this table

Aspect	No of respondents	Response (%)
It save time	79	76.7%
Variety of products and brands	37	35.9%
Low price	35	34%
Timely delivery	43	41.7%
Offers on products	46	44.7%
Hassie-free navigation through	20	19.4%
Ease in making products	29	28.2%

INFERENCE

- > From the above table it can be inferred that, of the 79 respondents 76.9% said it save time, 36.9% of the 37 respondents said there is variety of products & brands, for low price among 35 people 34% of the people agreed, 41.7% of the 43 respondent agreed for timely delivery among 46 people 44.7% like the offers on products only 19.4% among 20 respondents were in favour of hassie free navigation through, among 29 respondents only 28.2% were agreeing on ease in making products.



➤ 6.1 Diagram showing how many respondents are not satisfied with online shopping.

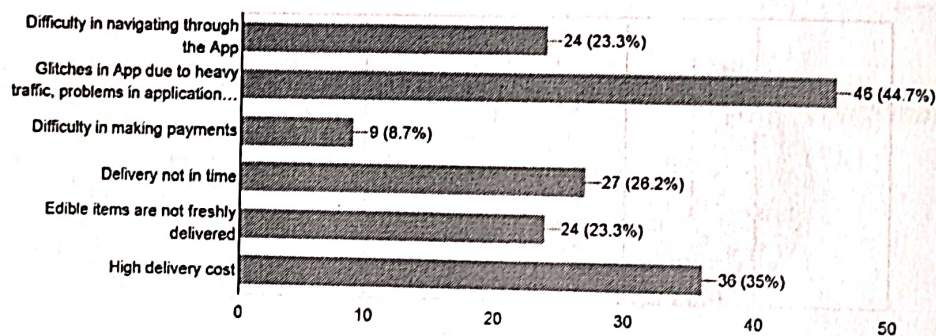
Table 7: All these aspect are showing in this table

Aspect	No of respondents	Response (%)
Difficulty in navigation through the app	24	23.3%
Glitches in app due to heavy traffic problems in application	46	44.7%
Difficulty in making payment	9	8.7%
Delivery not in time	27	26.2%
Edible items are not freshly delivered	24	23.3%
High delivery cost	36	35%

INFERENCE:

From the above table it can be inferred that, of the 24 respondents 23.3% said it difficult in navigation through the app, 44.7% of the 46 respondents said there is Glitches in app due to heavy traffic problems in application for difficulty in making payment among 9 people 8.7% of the people disagreed, 26.2% of the 27 respondents were disagreed for delivery not in time 23.3% among 24 people dislike edible items are not freshly delivered only 35% among 36 respondents were doesn't like the high delivery cost.

10. What aspects of online grocery shopping do you dislike the most ?
 103 responses



➤ 7.1 Above Diagram showing all aspects are showing

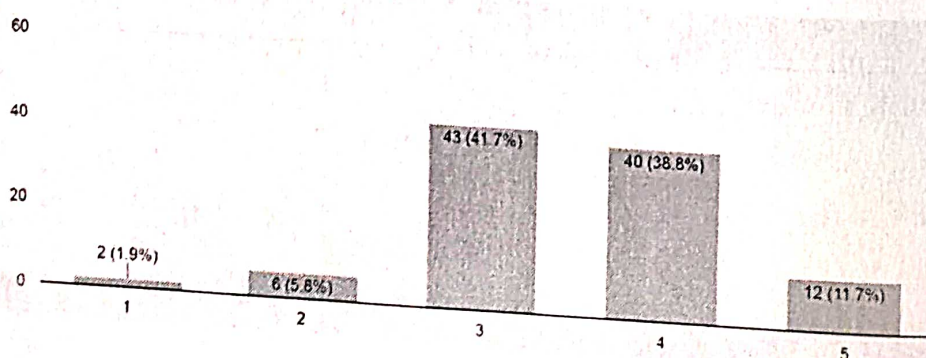
Table 8: table showing how many respondent give the rating to quality/freshness of product purchased from online grocery store.

Customers rating	Frequency	Percentage
1	2	1.9%
2	6	5.8%
3	43	41.7%
4	40	38.8%
5	12	11.7%

INFERENCE:

➤ Customer rating for quality/freshness of product purchased from online grocery stores are customers give the frequency is 2 and percentage is 1.9%, customer give 2 the frequency is 6 and percentage is 5.8%, customer give 3 rating the frequency is 43 and percentage is 41.7%, customer give 4 rating the frequency is 40 and percentage is 38.6%, customer give 5 rating the frequency is 12 and percentage is 11.7%.

11. How would you rate the quality/freshness of products purchased from online grocery stores ? (1 being lowest in rating and 5 means highest)
 103 responses



➤ 8.1 Diagram showing how many respondents give rating to online shopping.

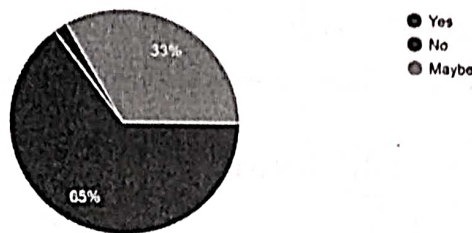
Table 9: table showing how many respondents suggest these online grocery apps to other family and friends.

Respondents suggest to other people	Frequency	Percentage
Yes	67	65%
No	34	33%
Maybe	2	1.9%
Total	103	100%

INFERENCE

➤ From the above table we can infer that 65% respondents gave suggestion to family and friends, 33% respondents do not give any suggestion to family and friends and 1.9 % of respondents are not aware if they give suggestion or not.

12. Would you suggest online grocery shopping to your friends and family ?
 103 responses



9.1 Diagram showing how many suggests these online grocery apps to other family and friends.

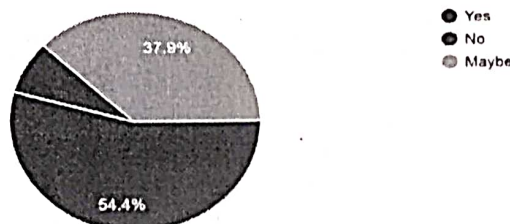
Table 9: table showing gained popularity in India during Covid they still prefer using their services once Covid situation ends

Customers Still Prefer Their Services Once Covid Situation End.	Frequency	Percentage
Yes	56	54.4%
No	39	7.8%
Maybe	8	37.9%
Total	103	100%

INFERENCE

➤ From the above table we can infer that 54.4% respondents still refer online shopping after the Covid situation end, 7.8% respondent doesn't go for online shopping after Covid situation end and 37.9% respondent still don't know that they want to continue or not.

13. Considering that online grocery stores gained popularity in India during Covid. would you still prefer using their services once Covid situation ends ?
 103 responses



9.1 Above Diagram showing Customers still prefer their services once Covid situation end.

CONCLUSION

Internet shopping is turning out to be more famous step by step with the expansion in the usage of World Wide Web known as www. Understanding client's requirement for online selling has become challenge for

advertisers. Extraordinarily understanding the consumer's attitudes towards web based shopping, improvement in the elements that influence consumers to shop on the web and chipping away at factors that influence purchasers to shop online will assist advertisers with acquiring the strategic advantage over other competitors. In the end, approaching web based shopping has genuinely reformed and influenced our general public overall. The utilization of innovation has opened new entryways and opportunities that empower for a more advantageous way of life today. Assortment, speedy service and scaled down costs were three huge manners by which web based shopping influenced people from everywhere the world. In any case, this idea of internet shopping prompted the possibilities of misrepresentation and security clashes. Tragically, it has shown that it is possible for hoodlums to control the framework and access individual information. Luckily, today with the most recent highlights of innovation, measures are being taken in order to prevent programmers and crooks from improperly getting to private databases. Through protection and security approaches, web specialists are doing their best to put a finish to this dishonest practice. Thusly, society will keep on depending upon online shopping, which will permit it to stay a gigantic achievement later on.

REFERENCE

1. https://www.researchgate.net/publication/349861266_Online_Grocery_Shopping_Factors_Influencing_Customer_Satisfaction
2. <http://www.jctjournal.com/gallery/210-sep2019.pdf>
3. <https://pdfcoffee.com/study-on-consumer-satisfaction-towards-online-grocery-stores-during-covid-19-pandemic-pdf-free.html>
4. <https://jespublication.com/upload/2019-V10-I12-109.pdf>