

“Problems Faced by Customers during Online Grocery Purchase at Bengaluru City–A Study”

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Abstract: - Online Grocery Retailing is slowly developing and gaining its importance in the field of E-Retailing. But the online grocery retailing has not penetrated the minds of customers very successfully as expected. Therefore to identify the gap, the research title was developed and the survey was done with the objectives to know the level of awareness of the customers have towards Online Grocery Retailers, and further to know the various difficulties faced by customers in the process of online grocery purchase. Some of the major findings are 32% of respondents strongly agree that, the online grocery purchase is a complicated process, 37% of the respondents agree that, they face difficulties in returning the products, 34% of the respondents strongly agree that there is a lack of security in the process of online grocery purchase. Finally the study was concluded stating that there are certain problems faced by customers in online grocery purchase, if these problems are addressed the online grocery retailing will soon be very successful than traditional grocery retailing.

Key Words- Online Grocery Purchase, Online Grocery Retailing

I. MEANING OF RETAILER

The word Retailer has been derived from the French word “Retail” which means to sell in small quantities, rather than in gross. A retailer is a person who purchases a variety of goods in small quantities from different wholesaler and sell them to the ultimate consumer. He is the last link in the chain of distribution from the producer to the consumer.

II. RETAILING

Retailing consists of business activities involved in selling goods and services to consumers for their personal or household use. Retailing is the final stage in distribution process. With the popularity of internet, retailing is becoming popular using web site and a new form of e-tailing is also developing

III. ONLINE GROCERY RETAILING

Online Grocer refers to a grocery store that allows private individuals and businesses to purchase groceries and grocery products online. There is usually a delivery charge for this service.

IV. REVIEW OF LITERATURE

1. According to Parag Desai & Ali Potia paper on “Future of Grocery retailing in digital world” There is one thing that always stays the same in retail world is “Change”. New stores opens, others go out of the business. Retailers always go with experiments to with new strategy, which has given raised to the new strategy that is E-grocers. This is one of the most challenging sectors of the retail market today. Multiple companies have entered the e-grocer market. The study also identifies some of the reasons why an increasing number of consumers buy groceries online are common to all Internet purchases, including better prices, larger selection, convenience, and time savings. Home delivery of items purchased online is appealing to those for whom going out to shop is difficult for various reasons, such as physical disability, the need to care for small children, the lack of adequate or convenient transportation, and/or a busy lifestyle. Buying groceries and other products online unchains consumers from physically driving to and shopping in traditional stores. At the end it concludes stating that Grocery business operates on thin margins, and hence it is imperative that e-grocers identify the most efficient and effective ways for order fulfilment and delivery of the bulky and/or perishable items they sell. Despite of various barriers there is still a potential scope for development of online grocery retailing as the part busy life practices and growing technology.
2. According to Debasis Ghosh (Assistant Professor, Bengal College of Engineering and Technology) paper on “Why Indian E-Retailing Market is Still a Partly Success and a Partly Failure Story”- (2014) ISSN: 2168-9601 discusses that though India had 3rd largest online users database in the world but the conversion rate regarding online shopping was still very low till 2014. It was found mainly women and rural users were either not interested or afraid of online buying. With this few customers also believe that the traditional Feel and touch shopping experiences were absent, sometimes excess costs were incurred due to transaction costs. Privacy concerns of Indian online users, they were reluctant to expose personal details including credit and debit card details in virtual world. Concerns over durability and functionality of

the available online products, Price sensitiveness of Indian consumers, Bad experiences over past online shopping, Technological complexities regarding online system usage are reasons behind the hindrance of e-retailing. With this the study also has given suggestions like Online vendors should design such ecommerce portals which will offer more interactivity options, feelings, emotions and sense of enjoyments along with the detailed information about their offerings to gain popularity among Indian online users.

V. NEED FOR THE STUDY

The E-commerce is the playing a major role in the 20th century and the E-Retailing is one of the important branches of E-commerce. Online Grocery Retailing is slowly developing and gaining its importance in the field of E-Retailing. But the online grocery retailing has not penetrated the minds of customers very successfully as expected.

Therefore to identify the gap, I have chosen the topic *“A Study on Problems faced by Customers during online Grocery Purchase at Bengaluru city”*. To know the level of awareness of the customers have towards Online Grocery Retailers, and further to know the various difficulties faced by customers in the process of online grocery purchase.

VI. OBJECTIVES OF STUDY

1. To analyses the customer awareness towards Online Grocery Retailers.
2. To identify the various problems encountered by customers in the process of online grocery purchase.

VII. SCOPE OF STUDY

This study is restricted or limited to the online grocery purchasers of Bengaluru city. Further scope of the study is limited to identify the various problems faced by customers in the process of online grocery purchase.

VIII. RESEARCH DESIGN

Type of the Study	Descriptive
Sources of data collection	1. Primary Data: Questionnaire with the help of interview. 2. Secondary Data: Published article
Sampling Design	
Sampling Unit	Online grocery buyers in Bengaluru City
Population size	Cannot be defined
Sampling Size	100
Sampling Procedure	Convenience Sampling
Contact Method	Interview with the help of Questionnaire

IX. LIMITATIONS OF THE STUDY

- The study is restricted to the geographical location of Bengaluru city.
- The outcome of the study is restricted to the customers who buy groceries online

X. ANALYSIS

Sl. NO		Response	Count	Percentage
1	Lack of support in choosing	Strongly Agree	24	24
		Agree	26	26
		Cannot Define	20	20
		Disagree	14	14
		Strongly Disagree	16	16
		Total	100	100
2	Lack of product information	Strongly Agree	28	28
		Agree	20	20
		Cannot Define	22	22
		Disagree	12	12
		Strongly Disagree	18	18
		Total	100	100
3	Complicated purchase process	Strongly Agree	32	32
		Agree	28	28
		Cannot Define	18	18
		Disagree	12	12
		Strongly Disagree	10	10
		Total	100	100
4	Difficulties in payment & Payment failures	Strongly Agree	22	22
		Agree	26	26
		Cannot Define	32	32
		Disagree	8	8
		Strongly Disagree	12	12
		Total	100	100
5	What I got is not What I ordered	Strongly Agree	22	22
		Agree	26	26
		Cannot Define	22	22
		Disagree	20	20
		Strongly Disagree	10	10
		Total	100	100

6	Absence of personal quality check (Intangibility)	Strongly Agree	31	31
		Agree	26	26
		Cannot Define	16	16
		Disagree	18	18
		Strongly Disagree	9	9
		Total	100	100
7	Difficulty in returning the product	Strongly Agree	18	18
		Agree	37	37
		Cannot Define	25	25
		Disagree	7	7
		Strongly Disagree	13	13
		Total	100	100
8	Hidden Charges	Strongly Agree	22	22
		Agree	19	19
		Cannot Define	38	38
		Disagree	14	14
		Strongly Disagree	7	7
		Total	100	100
9	Delay in Delivery	Strongly Agree	28	28
		Agree	31	31
		Cannot Define	20	20
		Disagree	11	11
		Strongly Disagree	10	10
		Total	100	100
10	Lack of security	Strongly Agree	34	34
		Agree	22	22
		Cannot Define	17	17
		Disagree	16	16
		Strongly Disagree	11	11
		Total	100	100

XI. FINDINGS OF RESEARCH STUDY

- 26% of the respondents agree that, they have lack of support in choosing
- 28% of the respondents strongly agree that, there is lack of product information
- 32% of respondents strongly agree that, the online grocery purchase is a complicated process
- 32% of respondents cannot define, the difficulties in the payment & payment failure as a problem
- 26% of the respondents agree that they get something, than what they have ordered
- 31% of the respondents strongly agree that, there is an absence of personal quality check
- 37% of the respondents agree that, they face difficulties in returning the products
- 38% of respondents cannot define hidden charges as the problem of online grocery purchase
- 31% of respondents agree that, that there will be delay in delivery
- 34% of the respondents strongly agree that there is a lack of security in the process of online grocery purchase

XII. CONCLUSION

Finally the study can be concluded stating that there are certain problems faced by customers in online grocery purchase like there is lack of information, lack of support in choosing the product, delay in delivery etc if these problems are addressed the online grocery retailing will soon be very successful than traditional grocery retailing.

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ANNEXURE
QUESTIONNAIRE

Dear Respondents,

I Vinith H.P, Asst.Professor Dept. of Management Studies, Adhichunchanagiri Institute of Technology, Chikkamagaluru. Undertaking the Research Titled “*A Study on Problems faced by Customers in online Grocery Purchase at Bengaluru city*”. Requesting you to provide your valuable time & response for the below questions.

PART-A

Personal Information

- 1) Name of the respondent:
- 2) Address:
- 3) Age:
 - a) Below 20 [] b) 21 to 35 [] c) 36 to 50 [] d) 50 and above []
- 4) Educational qualification:
 - a) Post graduation [] b) Graduation [] c) Under graduation [] d) SSLC and below []
- 5) Occupation:
 - a) Employed [] b) Self Employed [] c) Student [] d) Others []
- 6) Monthly Income level
 - a) 10000 & Less [] b) 10001-15000 [] c) 15001-25000 [] d) more than 25000 []

PART-B

Questions Related to problems faced by Customers in Online Grocery Purchase

- 7) Since how long you are purchasing grocery through Online
 - a) less than 6 Months [] b) 6-11 Months [] c) 1-2 years [] d) more than 2 years []

Sl.No	Problems	Strongly Agree	Agree	Cannot Define	Disagree	Strongly Disagree
8	Lack of support in choosing					
9	Lack of product information					
10	Complicated purchase process					
11	Difficulties in payment & Payment failures					
12	What I got is not What I ordered					
13	Absence of personal quality check (Intangibility)					
14	Difficulty in returning the product					
15	Hidden Charges					
16	Delay in Delivery					
17	Lack of security					

Signature

Thank You