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EFFECTS OF ASSORTED FACETS OF ONLINE GROCERY STORE ON EXPECTATIONS FULFILLMENT, ATTITUDINAL ASPECTS OF CONSUMERS AND REASONS FOR DIVERTING CONSUMERS FROM SHOPPING FROM MALL TO SHOPPING FROM ONLINE GROCERY STORE

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ABSTRACT

E-commerce plays vital role in the fulfillment of demands and needs of today's smart consumer. Variety of products is available on single click on website. Because of internet penetration numbers of consumers are prefer online shopping and this number is increasing every day. Combination of E-commerce and internet era results in large number of online buyer. Online shopping is not only covering electronic items, cloths, jewelry items but also it is covering grocery products; it is resulting in shift of consumer preference from traditional buying from local stores or mall to online grocery store shopping. This research is focusing on required attributes of online grocery items, attitudinal aspects of consumers' effecting on their buying behavior and finally various negative features of shopping from mall and its impact on consumer buying preference. For comprehending demands and needs of consumer primary data is collected from 100 respondents from Aurangabad city. Data analysis was carried out by using ANOVA test.

Key words: E-commerce, online grocery store, attitudinal aspects

Introduction

Shopping is inevitable part of life. People need to purchase number of things right from cloths, electronic items, furniture, baby products to grocery items. Previously consumers had the only alternative of going in the market or stores and purchase products without exact comparison about price, quality and attributes of product. But that time has gone and now consumers are more empowered because of E-commerce. E-commerce opens the door of wide range of online stores along with comparison of prices, discounts, offers, complete information about products. Online grocery store is imperative part of E-commerce. There are number of attributes of online stores like availability for 24 hours, they are open on all days of week, hassle free, discounts and offers. On other hand attitude of consumer towards shopping is also changing in the form that if they can buy product from home and they can save time, money and energy then it is more preferable for them. According to Economic Times number of consumer who buys products online was 69 million in 2016 in India and it predicted that this number will increase in high speed in coming future.

Review of literature

Research paper opens with the explanation of time pressure and its impact on shopping behavior of consumer. With the help of eight different facets like anytime online shopping, easy to place order etc. researcher concluded that respondents were not agree that placing a purchase order require less time, even respondents were not satisfied with home delivery. (Noor 2011) An empirical study on the online grocery shopping has been done by researcher. Theory of planned behavior is mentioned in the paper. This research is divided in three parts; first is about attitude construct, second is subjective norms construct and final is perceived behavioral control constructs. Theory of planned behavior is applicable to understand the behavioral intention of consumer while shopping online. (Randive 2015). E-commerce is an emerging aspect of Indian economy. As numbers of people are using mobile phone and internet it is effecting on number of online buyer. There are several benefits of online grocery shopping, it consist that online shopping can be done from remote area, during free time of lunch break one complete online shopping, it is also advantageous for them who do not have car, Cash on delivery, free shipping etc. and these are certain parameters because of which people prefer online shopping (Sharma 2015) There are five different e-grocery business models, it includes integrated model, the third party shipper model, the drop shipping model, the delivery only model, the multi channel model. This research serves objective of understanding intention of customers at the time of purchasing through online stores. It has been observed that for saving time people are going for online shopping and also they are satisfied with the quality of the product. (Budhiraja 2016) Consumer preference towards online grocery shopping this is the basic objective of study. Researcher covered number of aspects in the given study like, user friendly website, adequate search option, payment option. Researcher concluded that discount, verities of products, free home delivery are the reasons of consumer purchasing from online grocery store. (Sathiyaraj 2015)

Objectives

1. To analyze the impact of various attributes of online grocery store on the fulfillment of expectations of consumer from purchasing.
2. To comprehend attitudinal aspects' effect on consumes' buying preference from online grocery store
3. To understand how negative features of shopping from mall can divert consumers towards online grocery store

Hypothesis

H1. There is no significant relation between attributes of online grocery store and the fulfillment of expectations of consumer from purchasing.

H2. There is no significant relation between attitudinal aspects and consumes' buying preference from online grocery store.

H3. There is no significant relation between negative features of shopping from mall and shifting consumers' preference from mall to online grocery store.

Research methodology

Researcher has selected exploratory research design for this study. Primary data is collected from 100 respondents of Aurangabad city with the help of structured questionnaire. Random sampling method used for selecting respondents. For better understanding of data and analysis of data ANOVA test is used. MS Excel is used for data analysis. Focal point of this study is to assess the impact of various attributes of online grocery store on the fulfillment of expectations of consumer from purchasing, one more component of this research is to understand attitudinal aspects' and its effect on consumes' buying preference and finally researcher worked for understanding negative features of shopping from mall and its effect on shopping decision of consumers.

Results and Discussions**Table No.1 :Needed attributes in online grocery store**

S.No.	Do you think that following attributes need to be present while purchasing from online grocery store	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
1	Good packing	59	34	7	0	0
2	Good quality product	99	1	0	0	0
3	Checked expiry date	100	0	0	0	0
4	Fresh product	99	1	0	0	0
5	User friendly website	89	10	1	0	0
6	List should be available along with product category	95	5	0	0	0
7	Less price than local market	99	1	0	0	0

Table No.2 : Attitudinal aspects' effect on consumes' buying preference

S.No.	Particulars	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	Consumer prefer Online grocery shopping because it is helpful for Saving time	13	63	20	4	0
2	Consumers get attracted towards Online grocery shipping because of discount offers	26	68	6	0	0
3	Consumers like Online grocery shopping because of its Combo offers	32	39	23	6	0
4	Saved time can be spend as a quality time with family	63	26	11	0	0
5	Online grocery shopping can be done in any climatic condition	59	39	2	0	0
6	Online grocery shopping is easy because consumer need not to prepare list	19	62	15	4	0
7	Because of home delivery option consumers feel comfortable while purchasing from Online grocery store	61	33	6	0	0
8	Consumer like to get online payment profit(cash back from online payment)	36	46	15	3	0

Sr. No.	Do you agree that following are the negative features of shopping from mall and for avoiding it online grocery store is a good option?	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	Need to go for security check	23	46	31	0	0
2	Need to keep bags on counter	14	29	39	18	0
3	Shopping in throng	29	47	15	9	0

4	Unplanned shopping	36	51	12	1	0
5	Pulling or pushing trolley	41	39	16	4	0
6	Need to carry weight	73	16	11	0	0
7	Standing in queue for bill payment	29	63	8	0	0
8	Vehicle parking problem	86	14	0	0	0

Table No. 4 ANOVA test results

Needed attributes in online grocery store	Source of Variation	SS	df	MS	F	P-value	F crit
	Between Groups	44909.7	4	11227.43	149.4144	0.00	2.6896276
	Within Groups	2254.29	30	75.14286			
	Total	47164	34				
Attitudinal aspects' effect on consumes' buying preference	Source of Variation	SS	df	MS	F	P-value	F crit
	Between Groups	14843.8	4	3710.938	26.69053	0.00	2.6414652
	Within Groups	4866.25	35	139.0357			
	Total	19710	39				
Negative features of shopping from mall	Source of Variation	SS	df	MS	F	P-value	F crit
	Between Groups	11629.3	4	2907.313	12.87602	0.00	2.6414652
	Within Groups	7902.75	35	225.7929			
	Total	19532	39				

Needed attributes in online grocery store

Value of P is less than 0.05 at significant level of 5%, so we reject the null hypothesis. Hence research data proves that attributes of online grocery store effects on the fulfillment of expectations of consumer from purchasing.

Good packing and good quality product are the required attributes for consumer from online grocery store. Consumers' need that Expiry date of products must checked before delivery. Store should develop a user friendly website which should be included a list of products along with some category. The most important attribute required by consumer is that products should be available on fewer prices as compare to local market.

Attitudinal aspects' effect on consumes' buying preference

Value of P is less than 0.05 at significant level of 5%, so we reject the null hypothesis. Hence research data proves that attitudinal aspects effect on consumes' buying preference from online grocery store.

Saving time is one of the important criteria of consumer while going for online shopping. Discount offers are major attraction of most of the consumers. Combo offers offer combination of minimum two or more products which proves reasonable to consumer and that is why consumer develops positive attitude towards it. It is a thinking of consumer that saved time from online shopping can be utilized by them for having interaction with family. Adverse climatic condition will not effect on shopping decision if one is going for online shopping. Well prepared list of product,

home delivery are helpful criteria for development of positive attitude among consumer. Bill of online shopping can be paid through online process of payment and number apps give some money back on the payment of bills. This is also a kind of profit for consumer and they prefer it.

Negative features of shopping from mall

Value of P is less than 0.05 at significant level of 5%, so we reject the null hypothesis. Hence research data proves that negative features of shopping from mall effect in the form of shifting consumers' preference from mall to online grocery store

Consumer faces number of problems while shopping from mall. These problems are about security check, keeping bags on counter, shopping in throng and these problems can effect on consumer buying preference. Another aspect of problems is, it would be happen that while moving around in the mall people can pick those products which they had not planned to purchase and it can create extra burden on their monthly budget. While shopping from mall people need to use trolley and it may not be proving that comfortable for them to push or pull that heavy trolley. It is a general picture in mall that people need to stand in queue for payment of bills which also considered by responded as a negative feature. Vehicle parking is another negative feature for consumers when they are going for shopping in the mall. All above negative features of shopping from mall can make consumer to avoid such shopping and they can prefer online grocery store for keeping themselves away from these problems.

Conclusion

Online grocery store is becoming more preferred mode of purchasing grocery items. Consumers are moving to these stores with the intention of fulfillment of their expectations like good quality product, well prepared list of products. Results of this research also portray a clear picture of attitudinal factors of consumers. Consumers are more interested in saving their time and utilizing that time for family. From consumer point of view the best thing about online grocery store is facility of home delivery. Consumers are facing number of problems while shopping from mall as they need to go for security check, carry heavy weight and long queue for bill payment. For evading these mentioned problems consumers may prefer online grocery stores.

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