



A Study on Consumer behaviour towards Big Basket with Reference to Coimbatore City

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ABSTRACT

Abstract -Online mode of buying has already picked up as the mainstream worldwide and grocery is no exception to the same. Second most populated young country has also adopted app-based shopping in the recent past. Therefore, this article is aimed to highlights the working, key success as well critical areas; and common issues faced by online Food & Grocery providers. Further, it highlights the Indian context case of-bigbasket.com. Inception of the e-grocer and to the current state of the online grocers Big Basket (bb).The case highlights the response of bb and adaption to the challenges posed by the dynamic environment. The case highlights how it is critical for any organization to simultaneously meet its customer expectation and handle operational challenges. It's worth mentioning that how in the troublesome environment bigbasket handled various issues.

Keywords: online Food & Grocery, BigBasket

1. Introduction of the study

Over the past two decades, the Indian e-commerce sector has witnessed a rising trend. Major factors that have led to this rise are increasing net convenience and internet penetration. Also, growing acceptableness of on-line payments and favourable demographics has modified the approach corporations communicate, act and do business with customers. It has altered the approach of how the Indian e-commerce sector works. The buying behaviour of people has changed significantly from brick and mortar to click and mortar or what we call as e-tailing.

Food and grocery is the basic daily need of any household. Online grocery business is at emerging stage in India. Online shopping has become an integral part of consumers. Innovation of technology in the business world and its impact on consumers resulted in increase in the frequency of shopping online. One cannot live without toothpaste, soap, vegetables and groceries. Fast phased city life, constrains due to time and place, consumers prefer online shopping. The availability of options, convenience of payment facilities, offers and discounts are the indicating factors for online shopping. Delivery at doorsteps and convenience at many factors lead as important influencers. Groceries are bought at times according to consumers requirements.

Online grocery shopping refers to the process where consumers shop grocery online through retailer's website or online grocery stores which results in delivery of grocery at the doorsteps of consumers. Consumers have to spend huge time for purchasing groceries & travelling to stores and standing in queue. Relatively, online grocery shopping is increasing among the modern consumers .This kind of model has gained popularity in tier one cities like Delhi and Mumbai, but still it is a long way to go.

As of now people in India are not much familiar with this kind of models. People in the country prefer buying items like groceries, fruits and vegetables by physical comparison of price and quality. In this type of culture prevailing in the country, it is very difficult to make this kind of model popular in Indian markets, but on the other side other e-commerce businesses are gaining much popularity in the Indian markets and e-commerce grocery industry is in its introductory phase. So, this presents a great opportunity for any firm to enter the e-grocery space.

2. Statement of the problem

Online grocers face number of challenges. The major challenge is lack of handy experience in consumer demands. Online market has developed its space in virtual world but is this market worth for all kinds of products specially the perishable grocery products. Thus there is need to study consumer perception towards the online grocery market. The marketers need to analyse and understand what their consumer actually want and what they perceive about their online service.

3. Objectives of the study

- To analyse the shopping experience of the consumer with E-basket.
- To assess the preference of the consumer towards online Groceries.
- To identify the factors that influence shoppers to buy groceries online.
- To analyse the problems faced by the consumers with the usage of bigbasket.

4. Scope of the study

- To know about various factors which consumer considered for online shopping in Bigbasket.
- To determine which feature of Big basket website attracts customer or not.
- To analyse the shopper's perception towards online purchasing and the benefits obtained by the shopper's through online.
- To know about customer are positively affected by online grocery shopping on Bigbasket.

5. Research Methodology

Research in a common parlance refers to a search for knowledge. One can also define research as a scientific and systematic search for pertinent information on a specific topic. Research is an art of scientific investigation. Research is an academic activity and as such the term should be used in a technical sense. The term research refers to systematic method consist of enunciating the problem, formulating a hypothesis, collecting the data, analysis the facts and reaching certain conclusion either in a form of solution towards the concerned problem or in certain generalization for some theoretical formulation. The system of collecting data for research projects is known as research methodology. Research Methodology represents the design of the research work. In the following paragraphs the research designs are briefly explained and the sampling methods and sampling designs are also explained.

5.1 Area of Research

This study is based on the consumer behaviour towards BIGBASKET with reference to Coimbatore city. Customers are the main respondents in this research.

5.2 Nature of Data

Primary and secondary data is collected in order to obtain relevant information to conduct the research.

Primary data: Data was collected from the users of bigbasket of Coimbatore city using a questionnaire in order to obtain relevant information.

Secondary data: Data was collected by browsing magazines, newspapers, article and papers related to Bigbasket in India.

5.3 Sources of Data

It includes both the primary data and secondary data. The questionnaire is prepared and issued to the consumers to get the responses and it is required for the research. Secondary data is collected from journals, articles, books, and websites.

5.4 Sample Size

153 questionnaires were collected from different shoppers with reference to Coimbatore city.

5.5 Tools for Analysis

Questionnaires were created in order to receive the necessary response required from the sample to achieve the study objective. Therefore, sampling method is used in order to collect data. The main statistical tools used for analysing primary data:

- Rank Analysis
- Weighted Average method

6. Limitations of the study

- This study was conducted within one geographical area that is in Coimbatore city.
- The sample size of this study is restricted to 153 respondents.
- The main source of data for the study was primary data with the help of self-administered questionnaires. Hence, the chances of unbiased information are less.

- Due to limitation of time only few people were selected for the study. So the sample of consumers was not enough to generalize the findings of the study.

7. Review of Literature

- N.Jemila Dani (2017) ¹"A Study on Consumers Attitude towards Online Shopping" has been done on measuring the psychographic dynamics of the consumers to identify the psychological factors which are influencing the consumers to shop for food and groceries online Modern retail outlets spend a lot of money and resources in identifying to preferences..
- Anusha Sreeram, Ankit Keshawani, Sneha Desai (2017)² A study consumers' preference and factors influencing online grocery shopping. They found out that physical effort, time pressure, product assortment, economic values, website designs are the factors influencing consumers to prefer online grocery.
- Sabari Shankar R and Nareshkumar S (2018)³ "A study on consumer response and perception towards big basket" in their study, they said that the online shopping has become an integral part of consumer. To understand the impact of demographic factors on consumer perception of online grocery shopping Research methodology is the collection of methods which are used to perion research. Simple percentage analysis has been used to find and analyse the response percentages the factors of the survey. The concluded that there are the major few factors are influencing the factors of purchasing through online.
- M.Lalitha (2019)⁴ A Study On Online Buying Behaviour of Consumers with Reference to Erode District". The study determines the consumer behaviour towards the e – groceries with preference to e-grocery applications.
- Amit Bhatnagar, Sanjog Misra and Raghav Rao (2019) ⁵"An attempt to study the risk convenience and Internet shopping behaviour". They found that marital status has no effect on purchase behaviour and found mixed results based upon gender (except for specific gender-related products) years on the Internet, and age.
- Vellidoetal. (2019)⁶ "A study of factors associated with user's perception of online shopping". Among those factors the risk perception of users was demonstrated to be the main discriminator between people buying online and people not buying online. Other discriminating factors were control over, and convenience of, the shopping process, affordability of merchandise, customer service and ease of use of the shopping site.
- Vijayasarathy (2019) ⁷ "A study on consumer intention to use on-line shopping". The study found compatibility, usefulness, ease of use, and security to be significant predictors of attitude towards on-line shopping, but privacy was not. Another finding showed that intention to use on-line shopping was strongly influenced by attitude toward on-line shopping, normative beliefs, and self-efficacy.
- Suresh Lal.S.R,Dr.Asathy Vijayan, (2019)⁸ "A study for determining the demographic influences of online grocery shopping". The sample population of the study were 100 respondents from Thiruvananthapuram city. The study revealed that age and occupation are the factors that affect online grocery shopping behaviour among the sample of respondents.

7.1 Research gap

A research gap is a key problem or a question that has not been answered by any of the existing studies within your area of research. The previous study in the field are, scientific procedures on online shopping and online payment, psychological factors influencing consumers, preference on e- groceries. In

¹ N.Jemila Dani - A Study on Consumers Attitude Towards Online Shopping-2017 *International Journal of Research in Management and Business Studies*, Vol, 4. Issue. (SPL 2) PP: 42-46.

² Anusha Sreeram, Ankit Keshawani, Sneha Desai - A study consumers' preference and factors influencing online grocery shopping-2017 *Journal of Indian Business Research* Vol.No 9:2, 107-132.

³ Sabari Shankar R and Nareshkumar S - A study on consumer response and perception towards bigbasket-2018, *International Journal of Research and Scientific Innovation (IJRSI)* | Volume V, Issue III, March 2018 | ISSN 2321-2705

⁴ M.Lalitha - A Study On Online Buying Behaviour Of Consumers With Reference To Erode District -2019 *Journal-International Journal of Marketing and Technology*, Volume-5, Issue3

⁵ Amit Bhatnagar, Sanjog Misra and Raghav Rao - An attempt to study the risk convenience and Internet shopping behaviour-2019 *Communications of the ACM* 43(11):98-105 DOI:10.1145/353360.353371

⁶ Vellidoetal - A study of factors associated with user's perception of online shopping-2019

⁷ Vijayasarathy - A study on consumer intention to use on-line shopping-2019 *Information & Management* 41(6):747-762 DOI:10.1016/j.im.2003.08.011

⁸ Suresh Lal.S.R,Dr.Asathy Vijayan - A study for determining the demographic influences of online grocery shopping-2019 *Advances in Economics and Business Management (AEBM)*, pp 281-284.

the current study, analysis is done to prove the objectives of the study. The analysis is made on problems faced while making payment in big basket, factors contributing to loyalty towards big basket.

8. Analysis and Interpretation of Data

Analysis of data is a process of inspecting, cleansing, transforming, and modelling data with the goal of discovering useful information, informing conclusion, and supporting decision-making. Data analysis is a process for obtaining raw data and converting it into information useful for decision-making by users. Data are collected and analysed to answer question, test hypotheses or disprove theories.

Statistician John Turkey defined data analysis in 1961 as: "Procedures for analysing data, techniques for interpreting the results of such procedures, ways of planning the gathering of data to make its analysis easier, more precise or more accurate, and all the machinery and results of (mathematical) statistics which apply to analysing data."

Data interpretation refers to the process of using diverse analytical methods to review data and arrive at relevant conclusions. The interpretation of data helps researchers to categorize, manipulate, and summarize the information in order to answer critical questions.

The importance of data interpretation is evident and this is why it needs to be done properly. Data is very likely to arrive from multiple sources and tends to enter the analysis process with haphazard ordering. Data analysis tends to be extremely subjective. That is to say, the nature and goal of interpretation will vary from business to business, likely correlating to the type of data being analysed. While there are several types of processes that are implemented based on individual data nature, the two broadest and most common categories are "quantitative and qualitative analysis."

The following tools were used:

- Rank Analysis
- Weighted Average Method

8.1 Rank Analysis:

Ranking method is a method of performance appraisal. Ranking method is the oldest and most conventional form of method. In this method all employees are compared on the basis of worth. They are ranked on the basis of best to worst.

A ranking is a relationship between a set of items such that, for any two items, the first is either 'ranked higher than', 'ranked lower than' or 'ranked equal to' the second. In mathematics, this is known as a weak order or total pre-order of objects. It is not necessarily a total order of objects because two different objects can have the same ranking. The rankings themselves are totally ordered. For example, materials are totally pre-ordered by hardness, while degrees of hardness are totally ordered. By reducing detailed measures to a sequence of ordinal numbers, rankings make it possible to evaluate complex information according to certain criteria. Thus, for example, an Internet search engine may rank the pages it finds according to an estimation of their relevance, making it possible for the user quickly to select the pages they are likely to want to see. Analysis of data obtained by ranking commonly requires non-parametric statistics.

8.1.1 Table showing the features that attracts the consumers

CATEGORY	R1	R2	R3	R4	R5	TOTAL	RANK
Discount offered	6	5	37	30	75	622	1
Variety	1	2	52	62	36	589	4
Value of money	1	4	62	37	49	588	5
Advertisement	2	8	55	46	42	577	6
Door delivery	1	8	44	54	46	595	3
Available 24/7	6	3	42	43	59	605	2

Interpretation:

The above table depicts the important features that attracts consumers are discount offered followed by available 24/7, door delivery, variety in their products, then value for money and finally they consider advertisement.

8.1.2 Table showing the purchasing behaviour of the consumers

CATEGORY	R1	R2	R3	R4	R5	TOTAL	RANK
Freshness	4	19	32	23	75	605	1
Price	9	11	45	61	27	545	5
Delivery time	6	9	57	33	48	567	4
Customer service	1	14	51	42	45	575	3
Return policy	3	11	50	41	48	579	2

Interpretation:

The above Table showing the purchasing behaviour of the consumers is based on freshness of the goods followed by return policy of goods, customer service, delivery time and finally on the basis of price.

8.2 Weighted Average method:

A weighted average is an average in which each observation in the data set relative importance of each quantity. A weighted average method is assigned or multiplied by a weight before summing to a single average value. Weighing is the equivalent of having that many like items with the same value involved in the average. A weighted average score takes different scores, or grades, with assigned weights, or percentages.

Formula:

Weighted average = (Number*weighing factor)/Total number of respondents.

8.2.1 Table showing the consumer satisfaction of the consumers

CATEGORY	R1	R2	R3	R4	R5	TOTAL	WEIGHTS
Door delivery	3	2	31	39	78	646	4.2
Availing offers	2	2	47	69	33	588	3.84
Membership benefits	3	6	43	46	55	603	3.941
Appealing return policy	1	6	39	61	46	604	3.947

INTERPRETATION:

The above Table showing the factors that satisfies the consumers are door delivery followed by appealing return policy, membership benefits and finally they consider availing offers.

9. Findings and Suggestions

The objective of the study was to know the performance, quality, affordability of Royal Enfield Bike and also know the consumer purchase behaviour on Royal Enfield bike and also to identify Difference between consumer satisfaction and various factors on the basis of various models of Royal Enfield Bikes. This study measures the overall satisfaction on Royal Enfield Bikes with special reference to Coimbatore City. This study has been analysed using techniques of percentage analysis, weighted average score analysis, chi-square analysis. The final chapter is to attempt to summarize the findings of the study based on which few suggestions have been made.

9.1 Rank Analysis

- The above table depicts the important features that attracts consumers are discount offered followed by available 24/7, door delivery, variety in their products, then value for money and finally they consider advertisement.
- The above Table showing the purchasing behaviour of the consumers is based on freshness of the goods followed by return policy of goods, customer service, delivery time and finally on the basis of price.

9.2 Weighted Average Method

The above Table showing the factors that satisfies the consumers are door delivery followed by appealing return policy, membership benefits and finally they consider availing offers.

Suggestions

- The ordering slots of the bigbasket were performed on time basis and most of the slots are closed within a particular period of time. The slots time period should be extended upon a certain limit as per consumer needs.
- At the situation of cancelling the ordered goods the Refund amount will takes more time to be credited. The transferring of refund amount or re-paying the cancellation amount to the consumers should be improved.
- Delivery facilities are not available for some geographical location other than rural areas. Sometimes the orders are not accessible to urban and semi-urban areas also. Measures should be taken to improve wider range of ordering and delivery facilities.
- Delivering of returned goods by others should be avoided as consumers prefer big basket for their originality and freshness of goods. Delivering the fresh and new goods to consumers will improve company's Reputation and Awareness level among the users.

Conclusion

From the above research, we can conclude that majority of the customers are Females as they are purchasing more groceries. The consumer feels that Bigbasket provides the products at a reasonable price. The study reveals that time saving is one of the major factor that motivates the consumers to purchase frequently. According to the study bigbasket need to concentrate on availability of product and server issues. There is no doubt, that bigbasket is the greatest online shopping site for online purchases of groceries as around 15 million people feels safe to do shopping through big basket every month.

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Annexure

1. Age
 - a) 20-30
 - b) 31-40
 - c) 41-50
 - d) Above 50
2. Gender
 - a) Male
 - b) Female
3. Residential area
 - a) Urban
 - b) Semi-urban
 - c) Rural
4. Marital Status
 - a) Married
 - b) Unmarried
 - c) Divorced
 - d) Separated
5. Educational Qualification
 - a) Under Graduate
 - b) Post Graduate
 - c) Professional
 - d) Others
6. Occupation
 - a) Student
 - b) Professional
 - c) Home maker
 - d) Others
7. Monthly Income
 - a) Below 20,000
 - b) 21,000-40,000
 - c) 41,000-60,000
 - d) Above 60,000
8. Family Size
 - a) Nuclear Family

- b) Joint Family
9. How did you know about Bigbasket?
- Social Media
 - Advertising
 - Family
 - Friends
10. How often do you buy through bigbasket?
- Daily
 - Weekly
 - Monthly
 - Rarely
11. Why do you prefer Bigbasket over others of the same kind?
- Saves time
 - Attractive deals
 - Home delivery
 - Easy to order
12. When do you feel there is a need of shopping from Bigbasket?
- When I need home delivery
 - When I need to compare prices
 - When I want something unique and special
 - When I don't have the time to find things by different markets
13. What motivates you to use Big Basket for online grocery shopping?
- Convenience
 - time-saving
 - availability of a wider range of products
 - competitive pricing
14. Which among the following features in Bigbasket website attracts you rank them where 1 being the least and 5 being the best
- | CATEGORY | 1 | 2 | 3 | 4 | 5 |
|-------------------|---|---|---|---|---|
| Discount offered | | | | | |
| Variety | | | | | |
| Value of money | | | | | |
| Advertisement | | | | | |
| Door delivery | | | | | |
| Availability 24/7 | | | | | |
15. On which basis do you choose the product?
- Price
 - Quality
 - Quantity
 - Familiarity
16. What type of payment would you prefer?
- Credit card / Debit card
 - Cash on delivery
 - Internet banking
 - E – wallets
17. What are the drawbacks of using Big Basket for online grocery shopping?
- Receiving goods returned by others

- b) Limited availability of products
 c) Price drop immediately after ordering
 d) Concerns about freshness and quality
18. How much money do you spent in Bigbasket?
 a) Below 500
 b) 501 - 1000
 c) 1001 - 5000
 d) Above 5000
19. Which grocery items you shop in bigbasket?
 a) Dairy & Bakery
 b) Beverages
 c) Fruits & Vegetables
 d) Others
20. According to you rank the following factors in terms of its importance during the purchase where 1 being the least and 5 being the best

CATEGORY	1	2	3	4	5
Freshness					
Price					
Deliver time					
Customer service					
Return policy					

21. Have you faced any of the following problems while making payment in bigbasket?
 a. Lack of payment options
 b. Sever issues
 c. Delay in refund
 d. Payment countdown

22. How satisfied are you with the bigbasket services?

CATEGORY	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied
Door delivery					
Availing offers					
Membership benefit					
Appealing return policy					

23. Would you recommend Bigbasket for others?
 a. Definitely
 b. Probably
 c. May or may not
 d. Definitely not
24. What is your opinion on the pricing of products on Big Basket?
 a. Very expensive
 b. Somewhat expensive
 c. Reasonably priced
 d. Affordable
 e. Very affordable
25. What factors contribute to your loyalty towards BigBasket?

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- a. Good customer service
 - b. Competitive pricing
 - c. Quality of products
 - d. Availability of a wider range of products
26. How does Big Basket compete with traditional brick-and-mortar stores?
- a. By offering a wider variety of products
 - b. By providing faster delivery times
 - c. By offering lower prices
 - d. All of the above
27. Suggestion: