



International Journal of Research Publication and Reviews

Journal homepage: www.ijrpr.com ISSN 2582-7421

A Study on Consumer Buying behaviour towards Big Basket in Coimbatore

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ABSTRACT

This study highlights the consumer buying behaviour towards bigbasket. The main objective of this project is to know the consumer buying behaviour towards bigbasket. The study was conducted in Coimbatore district with sample size of 110 respondents through random sampling method. The method used for the study is simple percentage, rank analysis and chi-square test. Big Basket can overcome these limitations of physical stores and try to leverage it by offering packaging variants from smallest to the maximum size available. This research shows the consumer buying behaviour, positive and negative factors that are related to the bigbasket products.

INTRODUCTION:

In the early years e-commerce was considered to be an aid to the business. In the meantime, it has become more or less business enabler. The emergence of e-commerce also significantly lowered barriers to entry in selling many types of goods. many small home-based proprietors are able to use the internet to sell the goods.

The aim of this project is to conduct a study on consumer buying behaviour towards Big basket, one of India's leading online grocery stores. This study will analyse the factors that influence consumers' purchasing decisions and preferences when shopping for groceries online through Big basket. The research will also explore consumer perceptions and attitudes towards the brand, its products and services, and their overall shopping experience. The findings of this study will provide valuable insights for Big basket and similar companies in the online grocery market, helping them to better understand and cater to their customers' needs and preferences.

STATEMENT OF THE PROBLEM:

The purpose of this study is to examine the consumer buying behaviour towards Big Basket in Coimbatore and identify the key factors that influence their purchasing decisions. Specifically, the study aims to investigate the impact of various factors such as product quality, price, convenience, delivery services, and brand reputation on customer satisfaction and loyalty. Online groceries are confronted with numerous challenges. The general lack of practical experience in consumer's needs and demands renders the development of a profitable e-grocery strategy even more difficult. this study help: you to gain knowledge about the market factors influence the consumer choose particular product and problem faced by choosing those products.

OBJECTIVES OF THE STUDY:

- To analyse the buying behaviour of the consumer towards big basket products.
- To identify the factors influencing customers to purchase through big basket.
- To study the consumer awareness towards the big basket products.
- To find out the preference of the consumer regarding the attributes of online shopping website in big basket.

SCOPE OF THE STUDY:

- To analyze the factors that influence consumer decision to purchase products from bigbasket in Coimbatore.
- Identify opportunities for bigbasket to improve its offering and attract more customers in Coimbatore.
- To know about the attributes that a customer look for in the bigbasket online groceries ordering.
- To know about the attributes that a customer look for in the bigbasket online groceries ordering.

RESEARCH METHODOLOGY:

Research Methodology is a way to systematically solve the research problem. The science of method is termed as research methodology. The study is conducted to infer their attitude towards electric vehicles. Study is conducted through distribution of questionnaires online and a total of 110 responses were collected. It includes techniques that have been used for conducting research. This Methodology includes the following details:

Data collection

Data are raw facts may be derived from several source. Data was collected using both Primary and Secondary data collection methods.

Primary data:

The primary data has been collected through random sampling, from the sample respondents through the schedule with the help of the questionnaire which was distributed online.

Secondary data:

The secondary data has been collected from standard reference book and various websites.

Area of Study:

The Area of study is confined to Coimbatore District.

Nature of Data:

Nature of data are from peoples in all type of areas.

Sample design:

Stratified sampling technique is used to select the sample.

Sample size:

Sample size used for the study is 110. Online survey was carried out using a structured questionnaire using Google forms among users around Coimbatore District.

Tools of data collection:

Data collection tools refer to the devices/instruments used to collect data. The success of any research depends solely on the data which drives it. In this study, data is collected through well-defined structured questionnaire through Google forms.

Statistical tools used:

The following Statistical tools have been applied for the study.

1. Simple percentage
2. Ranking Analysis
3. Chi-square Analysis

LIMITATIONS OF THE STUDY:

- Study is limited to 110 respondents. So findings and suggestions given on the basis of the study cannot be extrapolated to the entire population.
- The primary data collected may be biased.

- The primary data collected may or may not be accurate.
- The study pertains to a limited time period.

REVIEW OF LITERATURE:

1. **Kiel and Layton (2020)**, in their research emphasize on product determinants as one of the constraints which affect the consumer buying decisions. The variety, type of product features and the price are some of the variables associated with the product determinants. In case of products where the consumers perceive few differences between the available choices, they are likely to make fewer comparisons and view fewer properties. Considering the innovative smart houses requires the customers to acquire new information about the various features of the house to analyze the beneficial factors.
2. **Bhatnagar, Misra, and Rao (2019)**, in their recent study made an attempt to study the risk, convenience and Internet shopping behaviour. They found that marital status has no effect on purchase behavior and found mixed results based upon gender (except for specific gender-related products) years on the Internet, and age.
3. **Vellido et al. (2019)**, pointed out in his research, that there are nine factors associated with user's perception of onlineshopping. 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.
4. **Goldsmith and Bridges (2017)⁶**, found that Customers who felt that it was easy to buy Groceries over the web were more likely to buy, implying that confidence leads to greater purchase likelihood. A positive relationship.

ANALYSIS AND INTERPRETATION OF DATA:

Analysis and interpretation of data is the process of assigning meaning to the collected information and determining the conclusions, significance and implications of the findings.

PERCENTAGE ANALYSIS

In the percentage analysis Percentage is calculated by multiplying the no of respondents divided by the sample size.

Simple Percentage = $\frac{\text{No. of Respondents}}{\text{Sample Size}} \times 100$

Sample Size

1. Table showing the products preferred by Respondents

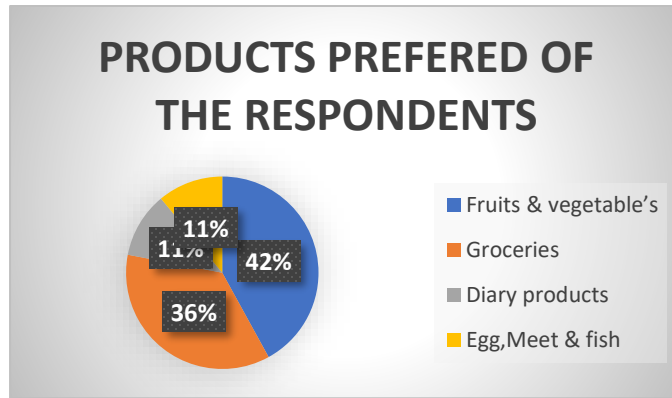
S.No	Products	No. of Respondents	Percentage
1	Fruits	45	42
2	Groceries	39	36
3	Dairy	13	11
4	Non Veg	13	11
	Total	110	100

SOURCE: Primary data

INTERPRETATION

42% of the respondents prefers fruits, 36% of the respondents prefers to groceries, 11% of the respondents prefers dairy, 11% of the respondents prefers Non veg.

Chart showing the Products preferred by Respondents



2. Table showing the Satisfaction of big basket of the Respondent

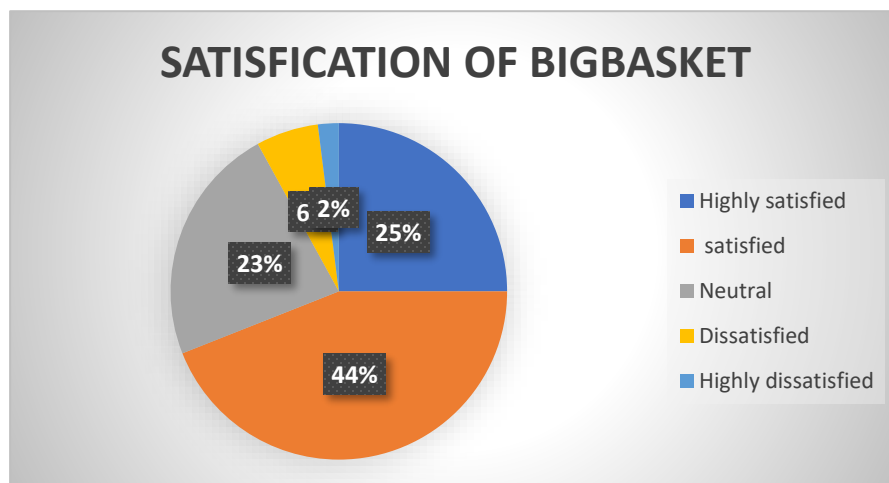
S.No	particulars	No. of Respondents	Percentage
1	Highly satisfied	27	25
2	satisfied	47	44
3	Neutral	26	23
4	Dissatisfied	7	6
5	Highly dissatisfied	3	2
	Total	110	100

SOURCE: Primary data

INTERPRETATION

The above table shows that 25% of the respondents are Highly satisfied , 44% of the respondents are satisfied, 23% of the respondents are stated Neutral , 6% of the respondents are dissatisfied, 2% of the respondents are Highly dissatisfied.

Chart showing the Satisfaction of big basket of the Respondent



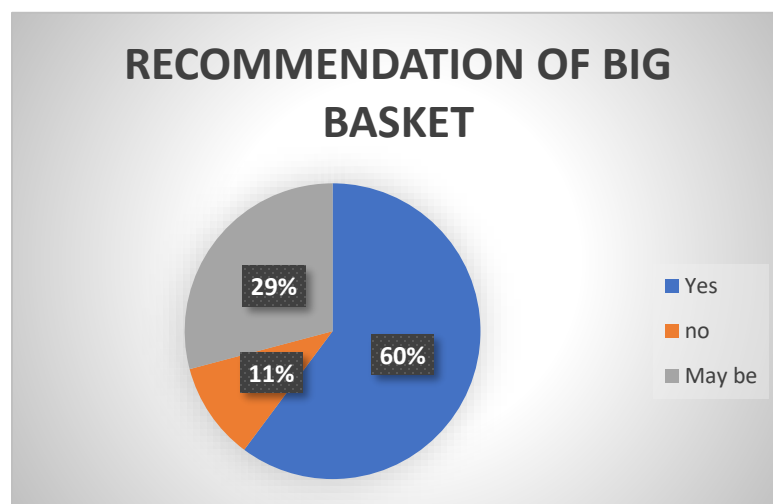
3. Table showing the Recommendation of bigbasket of the respondent

S.No	Particulars	No. of Respondents	Percentage
1	Yes	67	62
2	No	13	11
3	May be	30	27
	Total	110	100

SOURCE: Primary data

INTERPRETATION

The above table shows that 62% of the respondents Yes, 11% of the respondents No, 27% of the respondents May be.

Chart showing the Recommendation of bigbasket of the respondent**RANK ANALYSIS**

A ranking is a relationship between a set of items such that, for any two items, the first is either 'ranking higher than', 'ranked lower than' or 'ranked equal to' the second.

Table showing Ranking Analysis for Overall Buying Behaviour

Overall Buying Behaviour	1	2	3	4	5	Total	Rank
Delivery on time	37	18	23	22	10	280	4
Freshness	23	29	35	19	4	282	3
Payment process	24	20	46	16	4	250	5
Delivery boy behaviour	24	29	30	23	4	284	2
Discount	32	20	29	19	10	285	1

SOURCE: Primary data

INTERPRETATION

The above table shows that the overall buying behaviour that the highest rank towards discount, Second rank towards deliver boy behaviour, Third rank towards Freshness, Fourth towards Delivery on time, Fifth towards payment process.

CHI - SQUARE ANALYSIS

A chi-square test is a statistical test that is used to compare observed and expected results. The goal of this test is to identify whether a disparity between actual and predicted data is due to chance or to a link between the variables under consideration. A chi-square test or comparable nonparametric test is required to test a hypothesis regarding the distribution of a categorical variable.

$$\text{Formula Used} = \chi^2 = \sum (O - E)^2$$

χ^2 = Chi square

- O = Observed value (actual value)
- E = Expected value

Table showing the Comparison of Occupation & Bigbasket Product Price

Occupation / Price	H.SATISFIED	SATISFIED	NEUTRAL	DISSATI SFIED	DISSATI SFIED	TOTAL
Student	9	37	14	0	1	61
Self employee	4	11	4	2	1	22
Professional	8	5	3	1	1	18
Government employee	5	2	2	0	0	9
Total	26	55	23	3	3	110

O	E	(O - E)	(O - E) ²	(O-E) ² /E
9	14.41	-5.14	5.428	0.376
4	5.2	-1.2	1.44	0.276
8	4.25	3.75	14.06	3.308
5	2.12	2.88	8.294	3.912
37	30.5	6.5	42.25	1.385
11	11	0	0	0
5	9	-4	16	1.777
2	4.5	-2.5	6.25	1.388
14	12.80	1.2	1.44	0.078
4	4.6	-0.6	0.36	0.153
3	3.76	-0.76	0.577	0.007
2	1.88	0.12	0.014	1.659
0	1.66	-1.66	2.755	3.266
2	0.6	1.4	1.96	0.530
1	0.49	0.51	0.260	0.2375
0	0.24	-0.24	0.057	1.659
1	1.66	-1.66	2.755	3.266
1	0.6	1.4	1.96	0.530
1	0.49	0.51	0.260	0.2375
0	0.24	-0.24	0.057	0.125
TOTAL	110			24.850

$$\text{Chi-Square Value } \chi^2 = \sum (O - E)^2 / E$$

$$= 24.850 / 110$$

$$= 0.22590$$

$$\text{Degree of freedom} = (\text{row}-1) (\text{column}-1)$$

$$= (4-1) (5-1)$$

$$= (3) (4)$$

$$= 12$$

$$\text{Significance Level} = 0.05$$

$$\text{Table Value} = 21.026$$

$$\chi^2 \text{ Calculated Value} < \chi^2 \text{ Tabular Value}$$

HYPOTHESIS

H₀ There is no significant relationship between Occupation and Price.

H₁ There is significant relationship between Occupation and price.

INTERPRETATION

In the above analysis the calculated value (0.22590) is lower than the table value (21.026) at the level of 0.05 significance. Hence there is no significant relationship between Occupation and Price.

FINDINGS:

PERCENTAGE ANALYSIS

1. Majority of 66 % of the respondents are Male.
2. Majority of 54 % of the respondents are from 20 to 30
3. Majority of 42% of the respondents preferred Fruits and vegetables
4. Majority of 44 % of the respondents are satisfied with bigbasket
5. Majority of 60 % of the respondents recommended bigbasket

RANK ANALYSIS

The above table shows that the overall buying behaviour that the highest rank towards discount, Second rank towards delivery behaviour, Third rank towards Freshness, Fourth towards Delivery on time, Fifth towards payment process.

CHI-SQUARE TEST

Occupation has no significant relationship between the bigbasket product price.

SUGGESTIONS:

On the basis of the study, the following are the Suggestions

- ❖ Create awareness & manage home delivery services properly.
- ❖ People are finding difficult to search/ order their product which are needed.
- ❖ 24/7 shopping facility can be given more priority by the companies for a sophisticated purchase by the customers.
- ❖ Advertise the product to reach mostly female customers age above 10.
- ❖ So, it is suggested that the website should provide some more facilities to get their products.

CONCLUSION:

Consumers buy goods from the online shopping website on the basis of factors like offers & discounts, variety of products available. Free home delivery, website user friendliness and cash on delivery payment option.

The consumers are getting attracted with the discount offers of the online grocery store (Big Basket). Consumers' perception towards online grocery shopping is affected by various factors.

Since, Grocery is required for all households and individuals are recommended to conduct the research on consumer perception which would be influenced by changing economics and other factors.

Consumers might also prefer Big Basket if it offers packaging variants to the consumers. The physical stores have the problem of inventory and at times can accommodate products in certain packaging only.

Big Basket can overcome these limitations of physical stores and try to leverage it by offering packaging variants from smallest to the maximum size available.

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