

Chapter-05

CONSUMER MOTIVATION TOWARDS ONLINE GROCERY SHOPPING

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ABSTRACT

This research aims to investigate the factors that influence consumer attitude and intention towards online grocery shopping. A research framework was developed by combining the technology acceptance model with website trust, which is an important facilitator of online shopping. Results from structural equation modeling show that perceived usefulness, perceived ease of use, and website trust are important drivers of attitude towards online food purchasing. Among these drivers, perceived ease of use has the greatest impact on attitude. Additionally, attitude and website trust exert a direct and positive effect on intention towards online food purchasing. Taken together, these findings have important managerial implications for key stakeholders, such as online food retailers, associations, and policy makers. One key implication is that online food sellers must endeavor to make their websites simple to use, easy to navigate, reliable, and secure. Several potential caveats for future research studies are also presented in this paper. In this research report we have collected primary data to collect data. Questionnaire were prepare on Google docs and the link was sent to dozens of people by using media like email, WhatsApp, messenger etc. Among them we have collected 50 responses.

Keywords: *Internet, E-Commerce, Gender, Online Shopping, Attitude.*

INTRODUCTION

Internet is changing the way consumers shop and buy goods and services, and has rapidly evolved into a global phenomenon. Many corporations have commenced using the net to reduce advertising fees, for this reason reducing the rate of their services and products as a way to stay afloat in a quite aggressive marketplace. Groups additionally use the internet to speak and distribute facts, sell products, take remarks and behavior client delight surveys. Customers use no longer best the net to buy a product online, however additionally to evaluate the fees, product skills and after-income carrier capabilities they may collect while buying a product in a specific store. Many specialists are tremendous about the risk of an internet corporation.

At the same time as most of the revenue for on-line sports is going from business to enterprise, enterprise owners to the purchaser should no longer lose self-assurance. It's been greater than a decade considering that E-trade commercial enterprise to customer started out to emerge. Professionals and personnel of e-commerce are constantly striving to gain an improved information of on-line patron conduct. Along the development of E-retailing, researchers hold to explain the conduct of E customers with distinct perspectives. Lots of their research have developed new

emerging functions or assumptions primarily based on traditional models of patron conduct, after which tested their authenticity in the on line context.

LITERATURE REVIEW

One of most crucial concerns in the world of e-commerce and marketing is the analysis of factors influencing customers' online buying behaviour. Although attitude and gender are significant determinants of online purchasing behaviour, attitude toward online shopping is still a poorly known concept. In addition, very few research, if there are any, have specifically investigated how gender influences attitudes about internet buying. While contacts between customers and salesmen occur mostly in reality when shopping in the physical world, with electronic commerce, interactions occur primarily on the retailer's website. This study looked into the connections between different aspects of online buying and buying behaviour. The goal of this study is to look at the variables that influence internet buying. Based on the idea of planned behaviour, a model describing the influence of several factors on online buying intentions and behaviour is built. This study uses the idea of shopping orientations to investigate Indian internet purchasing. This is the first empirical study in the Indian market to employ shopping orientation research.

Research Objectives

The objective of this research was to know about Learn customer attitude by shopping online. Finding consumer preferences about features of online shopping website. Identify problems that the user encounters while shopping online. Determining the boundaries of a shopping mall to buy groceries. Deciding how to buy groceries online will be beneficial and in what respects and also to investigate the factors affecting online shopping.

RESEARCH METHODOLOGY

In this research we use primary and secondary research methodology in order to collect information and to derive at conclusion. We have collected data by questionnaires. Questionnaires were sent to dozens of respondent by using email, social media like WhatsApp, messenger etc. We have also used secondary research method. We have collected data from internet and some papers. A total of 50 responses was collected and 10 variables were considered for collecting the data.

Data analysis/ Findings and Discussions

The process of examining, purifying, manipulating, and modelling data in order to find relevant information, support inferences, and help decision-making. The questionnaire for our survey was self-administered online. The survey was distributed via emails that also contained a hyperlink leading to the self-administrated online survey as well as a self-administered Microsoft Word version of the questionnaire with prepared forms and data protection functionality. The Word document version could also be printed, filled out, and returned via internal mail.

From the data collected above we can find that there is an increase in the number of respondent in online shopping as there is awareness about this concept in the market.

Some of the obstacles that motivate a person to save online are:

- Internet site person friendliness.
- Reductions and special offers, offered on the website.
- Delivery money creates an essential gateway to on-line advertising and marketing.
- Unfastened transport is a totally crucial feature that encourages the person to store online.
- Statistics shows grocery store is a popular purchasing vacation spot because it offers all the fundamental capabilities of on line buying which might be pricing, excellent variant, proximity to domestic, special offers.

CONCLUSION

From the above data analysis above it can be conclude that consumer buy goods from the online shopping website on the basis of factors like, offers and discount, variety of product available, free home delivery, website user friendlessness and cash of delivery payment option. The challenge-constructed hypothesis the customer Motivation to buy Grocery on-line turned into “online Grocery benefits for the consumer”. From the above facts evaluation it is able to be determined that maximum respondents could instead buy groceries online than purchase groceries within the normal way. For the respondent who agreed to buy groceries on line, most respondents suppose it would be useful to shop for groceries on-line primarily based on elements consisting of easy order, variety, reductions / offers, saving time and averting lengthy strains. By using reading the above we can for this reason show that it's miles accurate.

SUGGESTION

As a result of this study, we can recommend that the company begin by bringing existing retailers online. For the purchase of grocery items, users can select their local Kirana Store from the local store would be informed about the order and it would be delivered to the Address at the time mentioned with the payment of cash only on delivery. Because they don't need to keep any inventory of supermarket items, the company will have lower operational costs than other online grocery websites. The cost of dealership from the nearby shops will be one of the company's primary expenses. Other expenses include those for building websites, hiring HR personnel, and purchasing computers.

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