

A Study On Consumer Preference On Buying Online Groceries And Vegetables

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ABSTRACT

Consumers used to go to markets to buy groceries and vegetables, however the growing significance of the internet has caused a change in customer tastes. People are increasingly choosing to purchase consumables and greens online, which is reducing the appeal of conventional brick and mortar purchasing. Consumers are attracted to the diverse range of goods accessible through online food and veggie stores, which can be viewed from anywhere and at each and every time, regardless of origin or business hours. The main benefits of doing your grocery buying online are ease and time savings. Based on main data sources, the research article sought to investigate the effect of internet grocery shopping on gender as well as customer perceptions. The purpose of the research was to cast light on the increasing tendency of internet grocery shopping and its effect on various parts of consumers' lives. Understanding the role of gender and customer perceptions in online grocery buying allows retailers and marketers to tailor their products to better meet the requirements and desires of their intended audience.

KEYWORDS: *Consumer preference, groceries and vegetables, online shopping, age group, gender, buying behavior*

INTRODUCTION

E-commerce is becoming more and more common among consumers seeking the best means of obtaining goods and having knowledge about people as well as with other companies looking to increase their market dominance. The position of customers on the marketplace is changing daily as a result of market growth. The English word buyer first emerged in the Latin phrase consumers, that also meant to purchase (goods or services) for quick use or possession. In the field of effect of consumer choice as per gender equity, "consumer preference" and its determinants are given particular attention. Pre-, during-, and post-consumer stages make up the process known as "consumer choice." Online shopping one of the biggest platform for consumer to shop and satisfy their needs and wants. According to the study people want every work done more quickly and in a efficient manner. When it comes to doing job and household work sometimes it becomes difficult to go to physical shop and purchase this is the time where the most consumer shift for online purchase as it delivers at your door step also sometimes the cost is much lower and then the retail shop. This research has been done on whether the gender has any impact on shopping online groceries and vegetables. As now-a-days there has been gender equality where males are also keener into buying online groceries or vegetables for their household chores. Not only females but males are also buying online and satisfying their wants as comfort is something which everyone wants and this is what the online shopping provides to the consumer. The research on the basis of age group as there are variety of preferences with regarding to the age group as 20-30s are the ones who comes out from teenage life and are living far away from home for higher studies or anything so this age group is the most advanced age group who may prefer online and

quick deliver over offline and going for physical purchase. Then 30-40s are the ones who balance work-life together and their preference may differ from those others. And the age group of 40-50s mostly are the ones who firmly believe in sense of touch of physical product and then only they will buy. The paper's goal is to gather information and analyze the elements that influence consumers to keep on purchasing online groceries and vegetables..

Literature Review

Department of Agriculture, Food, Environment and Forestry (DAGRI), University of Florence, Piazzale DelleCascine, 18, 50144, Florence, ItalyAndreaDominici, Fabio Boncinelli, Francesca Gerini, Enrico Marone

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The research offers valuable insights into the characteristics of consumers who are more likely to order food online, which can help retailers and marketers better target and modify their products for this demographic. The study found that customers who are young, educated, female, and financially stable are more inclined to shop for food online. This information can be used to develop products that appeal to this demographic and target marketing efforts specifically towards them. Moreover, the research also sheds light on how situational variables influence internet food purchasing. Factors such as long working hours, health issues, obesity, and athletic involvement were found to have a favorable impact on a person's propensity to purchase food online. Retailers can use this data to develop products that are appealing to these customers and marketing efforts that target them. Interestingly, the study found that neither the presence of a vehicle nor the distance to physical stores were significant indicators of online food shopping. This suggests that customers may not place as much importance on ease and accessibility when it comes to online food purchasing, compared to other variables like sociodemographic and situational factors. The results of this research have significant policy and marketing-related implications. It provides valuable information about the variables affecting online food purchasing and can guide marketing plans and decisions in this area. The findings can also advance knowledge of the developing online food market and direct initiatives to improve and optimize customer online shopping experiences

O Wang, S Somogyi - British Food Journal, 2018 - emerald.com

The study sought to discover how innovation-adoption characteristics affected Chinese customers' willingness to use online food buying. The research used a web-based survey with 643 individuals from three Chinese towns, and the data was analysed using observational statistics, clustering algorithms, and structural equation modelling. According to the research, Chinese customers have a strong desire to purchase international and snack foodstuffs online, but still not fresh foods such as beef, eggs, vegetables, fish, and shellfish. The study also found two types of customers: online-food pioneers and online-food purists. The research could help food producers and retailers better grasp the internet food buying habits and product preferences of Chinese customers

E Van Droogenbroeck, L Van Hove - Journal of Internet Commerce, 2017

Using the MOA paradigm, this research investigated the effect of sociodemographic variables on the adoption of online food buying. The study was performed in Belgium, with 468 customers from the Colruyt supermarket network questioned. The results revealed that household-level variables influenced internet grocery buying, while personal factors

also played a part. When mixed with household factors, age was found to be less important, suggesting that businesses should consider the residential context when attempting to comprehend and forecast consumer behaviour in the online grocery shopping realm. This research emphasizes the importance of household-level factors and offers marketers a useful tool for focusing their products and creating effective strategies for marketing online food buying services

O Wang, F Scrimgeour - British Food Journal, 2022

The research sought to investigate the effect of various variables on the uptake of online meal delivery services in China and New Zealand. The authors gathered data from 1,185 internet consumers and analysed the findings using structural model, structural equation modelling, and cluster analysis. According to the results, apparent reward, convenience, affordability, protection, and taste all had a substantial influence on customers' views towards and buy intentions for online meal delivery services. The research also found three buyer groups, which were differentiated by their demographic traits and preferences: conservatives, food-value seekers, and pioneers. The authors think their study offers useful insights into customer views of online food delivery companies in Eastern and Western marketplaces, which is a novel field of research.

M Lu, R Wang, P Li - British Food Journal, 2022

This research looked at how people's internet fresh food purchasing habits altered in China during the COVID-19 pandemic. The researchers collected data from 508 people via a web-based survey and analysed the data that use the Apriori algorithm, ordinal regression models, and descriptive analysis. The results revealed that during the pandemic, online fresh food purchases rose by 71.2%, and variables including such city type, the amount of online purchasing, and perceived infectious risk all had a favourable effect on purchase frequency. This study casts light on the important role that online fresh food buying can play during catastrophes, as well as how it impacts the fresh food business and customer behaviour during public health situations

SC Chokoe, AS Oyekale - African Journal of Food, Agriculture, Nutrition & ..., 2022

The research looked into how customers view the risks of purchasing food and other items online, as well as the factors that influence their choice. A structured questionnaire was used to gather data from 173 South African respondents. According to the results, 11% of respondents used online platforms to buy food and supplies, and 62.4% felt it was risky. According to the research, increasing network facilities in remote areas, informing consumers about the advantages of online grocery buying, and changing rules to reduce the risks of online transactions are all suggestions. Boosting formal education and adopting an effective business plan were also suggested

Objective Of The Study

The goal is to understand why consumers are increasingly buying their produce and groceries online, identify factors that affect their preference for online shopping, and measure their satisfaction with the quality, shipping, and user experience of ordering fruits and vegetables online.

Limitations Of Research

Since this work was only performed in Mumbai, the results may vary depending on where the research was done, and the information shared by respondents may not be entirely accurate; half information sharing errors were also a problem

Research Methodology

During the pandemic, this research used a survey technique to collect data on customer tastes for internet grocery and vegetable sales. Using arbitrary and judgmental sampling methods, a questionnaire was developed and distributed to users via an internet portal. To explicitly describe the inquiry, the investigation employed a qualitative research method and a descriptive design. The main source of data gathering was the poll form, while supplementary data could come from a variety of sources, including official reports and reports from market research. The data was examined in an excel sheet using different charts after being collected via online questionnaires using Google forms. Overall, the results of this research cast valuable light on customer behavior and patterns in the online grocery shopping business

Data Interpretations And Analysis

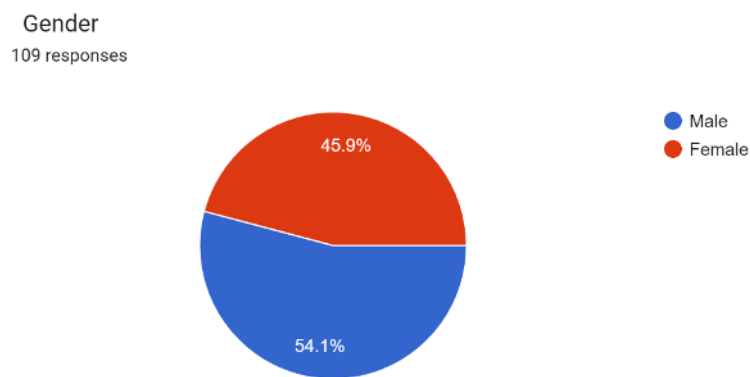


Figure 1.:Gender of Respondent

INTERPRETATION

Out of these 52.5% are males and 47.5% are females. This data represents that males shop more online groceries and vegetables than females.

What criteria make you choose to shop for fruits and veggies online rather than in a physical store?
109 responses

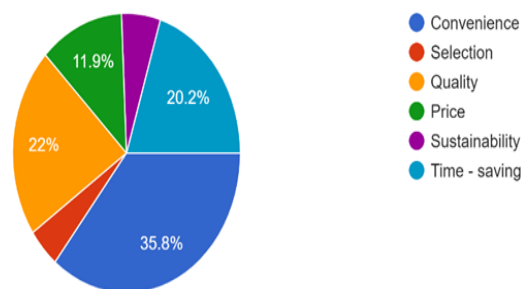


Figure 2.:Criteria to choose to shop

INTERPRETATION:

- 35.8% said that they conveniently choose to shop for fruits and veggies online rather than in a physical store.
- 22% said that they see quality to shop for fruits and veggies online rather than in a physical store.
- 20.3% said that they choose time-saving as an option to shop for fruits and veggies online rather than in a physical store.



Fig 3: Ways to improve buying experience

INTERPRETATION:

1. 55% of participants felt that affordable costs can improve their shopping experience.
2. 39.4% of respondents indicated that having secure payment choices can improve their shopping experience.

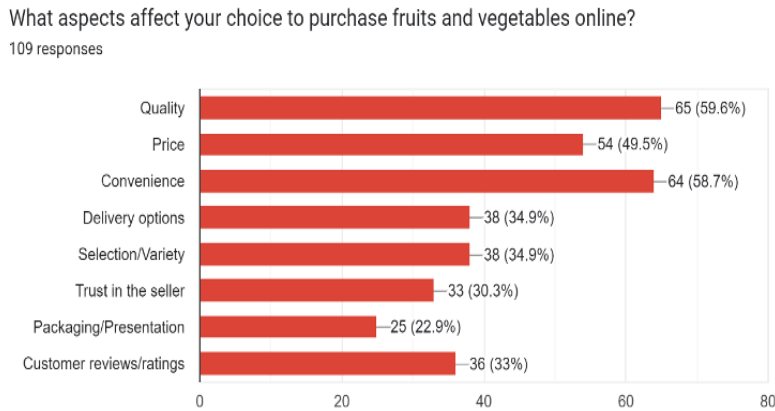


Fig 4: Aspects that affect choice of purchase

INTERPRETATION:

- 58.7% said that they prefer quality to purchase fruits and vegetables online.
- 34.9% said that they prefer delivery option to purchase fruits and vegetables online.
- 22.9% said that they prefer packaging as an option to purchase fruits and vegetables online.

Key Findings

A survey was conducted to understand the shopping habits and preferences of consumers who purchase groceries and vegetables online. The key findings of the survey are:

1. **Gender of respondent:** *As per analysis 52.5% of the respondents who purchased groceries and vegetables online were male.*
2. **Age of respondents:** *As per analysis 61.4% of the total respondents were in the age range of 18 to 25.*
3. **Timeline of shopping:** *As per analysis 33.7% of respondents reported regularly doing their grocery shopping online.*
4. **Categories of respondents:** *As per analysis 47.5% of the respondents identified as students.*
5. **Importance of convenience:** *As per analysis Convenience is the most important factor for online shopping, cited by 38.6% of respondents.*
6. **Secondary important factor:** *As per analysis Quality is the second most important factor, cited by 20.8% of respondents.*
7. **Comparison of bricks and mortar:** *As per analysis 38.6% of respondents believe that online and in-store prices compare.*
8. **Emotions of respondents regarding selection and condition of veggies:** *As per analysis 36.6% of respondents were somewhat happy with the selection and condition of veggies and fruits available online and in stores.*
9. **Online grocer faces uncertainty among customers in buying fruits and vegetables:** *As per analysis 33.7% of respondents were sometimes undecided on whether to purchase fruits and vegetables from a particular online grocer.*
10. **Problems faced during delivery and packaging:** *As per analysis 41.6% of respondents had not faced any problems with the delivery or packaging of fruits and vegetables purchased online.*
11. **Improvement in buying experience:** *As per analysis Affordable prices and secure payment options can significantly improve the overall purchasing experience for customers.*
12. **Preference of customer:** *As per analysis a majority of respondents prefer to buy certain product categories online, such as fresh produce and organic products.*
13. **Dietary preference of customer:** *As per analysis the COVID-19 pandemic has impacted the dietary preferences of some respondents, with more than 40% of them reporting changes in their fruit and vegetable preferences.*

14. **Choice between brick-and-mortar system:** As per analysis 39.6% of respondents prefer online shopping.

Essentiality of natural products: As per analysis 49.5% of respondents emphasized the importance of having access to organic products

Overall conclusion and Suggestions based on Interpretations of data

Finally, the poll offered useful insights into consumer preferences and views of online grocery shopping. Although internet food buying is becoming more popular, the majority of consumers still prefer to purchase their fruits and veggies in-person. However, the findings suggest that internet grocery buying is more convenient and efficient, especially for younger people.

The ease of internet purchasing was recognized as the most important element, followed by quality, showing that consumers want a hassle-free ordering experience with high-quality goods. Pricing was also discovered to be an essential element, with respondents ready to spend more for excellence or efficiency. Delivery and packing standards have been recognised as significant elements in the online purchasing experience, implying that merchants must work to improve these aspects in order to acquire consumer faith and confidence.

Lastly, the study discovered that certain product categories, such as organic vegetables and sustainable goods, are more popular among online consumers, indicating that the online food business has significant development potential. To remain in first place as more people adopt online grocery buying, retailers must concentrate on improving the browsing experience and developing consumer loyalty

Future Suggestions

Based on the data presented, here are some potential future references for online grocery and vegetable shopping

Invest in mobile app updates and notifications: As over one-third of respondents prefer to receive updates and notifications via mobile apps, online grocery and vegetable shopping companies should invest in their app technology to keep customers informed about their orders and any updates to the shopping experience.

Focus on quality control: While many respondents feel that the quality of groceries and vegetables purchased online is the same or better than in-store, there is still a sizable minority that feels that it depends on the store. Companies should prioritize quality control measures to ensure that customers receive fresh, high-quality produce and other goods.

Consider offering incentives for continued use: While a significant portion of respondents (almost 30%) are either neutral or probably won't use digital groceries anymore and Upcoming veggie shopping , companies could consider offering incentives such as discounts or rewards programs to encourage customers to continue using their service.

Improve the user experience: To encourage more people to try online grocery and vegetable shopping, companies should prioritize improving the user experience. This could involve offering more product options, improving the search and filter functions on their websites, and streamlining the checkout process. By making the experience as smooth and convenient as possible, online grocery and vegetable shopping could become more appealing to a wider range of customers.

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