

RESEARCH PROJECT

ON

COMPARATIVE ANALYSIS OF ONLINE GROCERY SHOPPING

WITH REFERENCE TO BIG BASKET AND GROFERS IN GREATER NOIDA

FOR THE AWARD OF

MASTER OF BUSINESS ADMINISTRATION

UNDER THE GUIDANCE OF:

MRS. NUPUR MISHRA

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SUBMITTED BY:

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Certificate from Faculty Guide

This is to certify that the project report (Consumer Behaviour in online shopping) has been prepared by MS Gunjan Chauhan under my supervision and guidance. The project report is submitted towards the partial fulfilment of 2nd year, full time Master of Business Administration.

Mrs. Nupur Mishra

Declaration

I, Gunjan Chauhan, Enrol no. 18032020084 student of MBA of School of Finance and commerce, Galgotias University, Greater Noida, hereby declare that the project report on consumer behaviour in online shopping is an original and authenticated work done by me.

I further declare that it has not been submitted elsewhere by any other person in any of the institutes for the award of any degree or diploma.

GUNJAN CHAUHAN

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Abstract

The Web has created into a modern dispersion channel and online exchanges are quickly expanding. This has made a have to be get it how the shopper sees online purchases. The reason of this paper was to look at on the off chance that there are any specific variables that impact the online shopper.

Important information collected from the understudies that was conducted in greater Noida and Noida. Primary Data was collected from the different part of Noida and Gr. Noida. Survey was conducted on students, households and employees.

This report shows the three different segments that are high spenders, Price erasers, and bargain seekers on online grocery. From these parts I recognised the different variables importance and guides for online grocery stores.

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Introduction

This Chapter defines the background, problems and purpose of my research.

Background

The innovation of the Web has made worldview move of the conventional . A customer is now not certain to opening times or areas; he can get to be dynamic at essentially any time put . The Web may be a moderately modern medium for communication and has ended up show in our way of life. The no. of Online clients are repeatedly increasing which also implies that online obtaining is increasing (Connect set). The quick increment is clarified by the growth within utilize of broadband innovation combined through a alter in buyer behaviour

Online shopping is the method in which buyers go through when they choose to shop on the Web. The Web has created into a “new” dispersion channel (Hollensen,2004) and the advancement of this channel, e-commerce, has been distinguished by Smith and Rupp (2003) to be the foremost noteworthy commitment of the data transformation. Utilizing the Web to shop online has gotten to be one of the essential reasons to utilize the Web, combined with looking for items and finding data almost them (Joinesetal.,2003).Smith and Rupp(2003) too state that the shoppers have never had get to so numerous providers and product/service suppositions. Hence, the Web has created to a exceedingly competitive showcase, where the competition over the customer is furious. In arrange to influence and hold buyers, in a competitive showcase, Constantin ides (2004) expressed that the primary step is to distinguish certain affecting viewpoints when acquiring online, these can be respected as variables.

Problem

On the given periods there are hundreds of people are part of this research paper. And in era of changings rapidly technologies, the speed of competition in online platform is also rising. So there are different age group people those faced the problems on handling the technologies.

The significance of dissecting and distinguishing variables that impact the shopper is crucial. Since Web could be a modern average for there consume been new requests set by the shopper. That's why it is pivotal

Examining shopper conduct isn't a modern wonder. The famous promoting master Philip Kotler has distributed several works about customer conduct hypotheses. These hypotheses have been utilized for numerous a long time not as it were to get it the customer, but too make a showcasing procedure that will pull in the shopper productively. Thus, understanding and distinguishing the buyer is closely related to the bearings a company will take with their promoting procedure. These hypotheses can moreover be applied to recognize the online customer and to make certain customer portions. Be that as it may, one must recognize what impacts the online customer. Examining the method that the online shopper goes through when choosing and making a buy over the Web, appears a few variables that consumers consider. These variables got to be recognized and

taken into consideration by online retailers in arrange to fulfil buyer requests and compete within the online showcase. To encourage get it how these variables, impact diverse sorts of shoppers, I must recognize sections which can empower us to form comparisons.

The reason of investigate is basically to recognize & become understanding into what fundamental variables the online customer takes into thought when obtaining online. Assist, I will examine in case any sections can be built up by recognizing the buyers and how these fragments relate to the recognized variables. The discoveries of this inquire about shall be sketched out a implications for connected sellers in arrange to upgrade there buyer information and increment their online showcasing methodology adequacy.

Research Questions

- What fundamental components influence the online buyer when considering and making a buy over the Internet?
- How do these components impact the shopper when acquiring online?
- What kind of sections can be found inside the distinguished customers when acquiring online?
- What is the association with the distinguished components and buyer section groups?

Limitations

There are a few components impacting the online buyer. Be that as it may, this inquire about will attempt to distinguish the most variables affecting the online buyer and will, in this manner, attempt to limit these to some in arrange to be able to examine the impact on the online shopper. Inside the field of customer conduct there are numerous speculations and models that recognize the customer. This inquire about will restrain itself to recognizing the shopper through his/her buyer characteristics and the buyer buying handle. Buyer conduct contrasts depending on what item or benefit is bought. Thus, different people have different need and different choice so different factors impacts the consumers. So, fulfil their need on limited time and limited resources is the another difficult task.

Summary

Rapidly growth in internet shows that online grocery shopping is most used medium of the purchasing goods from the retailers. It is good for the grocery shops to know that what influence the most consumers. This is the only motive to accomplish this research paper.

RESEARCH METHODOLOGY

Choice of Methodology

I will make sure to find those factors that are influence the online grocery consumers when they make the purchase. I did my starting research from reading literature that gave me lot of knowledge on consumer behaviour and e commerce.

I find that questionnaire will be the best way to get the consumers views on online grocery. So, I decided distribute them in employees and households women.

First I study about behaviour of consumer then started the further process . I mentioned the different factor so that I can easily get out the result. And this information is used to relationships and correlation between these variables.

Approaches of research

These are two different research method that are used in this research, that are deductive and inductive method. While deductive method used to aimed and testing the theory and inductive method used for generate a new theory on the base of the given data. I mostly used the deductive method because I moved from general to specific.

Philosophy of research

When I start this research about their have to be a draw close of in which way the study about will be approached. The set-up lookup philosophy explains this technique when gathering and analysing data. The lookup method has three principal focuses: positivism, realism, and interpretive.

Positivisms the method the place the analyst does now not want to be influenced by way of nor affect the concern of the inquire about. The analyst accepts that the amassed and examined data can be disentangled to allow like generalization using current hypotheses to create theories from these. Within the realistic approach, there is a fact current independent of the intellect. Just like the positivistic method it accepts a logical strategy to the development of information. The interpretive way of drawing nearer the difficulty of the look at does now not concur with the reality that law-like generalizations can be made. Instep it stresses that the human mind and the social world are

Strategy of this Research

When accumulating facts to method the cause of a research there are two methods in which the records can be collected. In order to acquire a time-honoured knowledge about the topic, secondary records are used and is one of the methods by using which data can be collected. These Conway to collect data is the primary data collection. Usually when a learn about is conducted, secondary data is not enough and desires to be executed with main data which is gathered via the researcher (Christensen, 2001).

Secondary Datas

Secondary records can be categorised into three unique subgroups: documentary, a couple of sources, and survey. Documentary second and records comes in each written and non-written form. It is the records that can be gathered from sources such as journals, databases, transcripts etc. This shape of facts is structured on the get entry to the researcher has to it. Survey based totally secondary records is the data that is collected thru the survey and is reachable as statistics desk forms. Multiple supply secondary data is facts that has been compiled into documentary or survey form; the most important traits of this kind of information is that it has been modified into an exclusive shape earlier than their researcher is assessing the data (Saundersetal.,2007).

I always use secondary data combined with different multiple source data. This data is Utley came from the different sources which is conducted to get the data on this heading and readings which were written on the behaviour of consumer and e grocery. These datas are basically used for gaining the fundamental knowledge of the topic for us to able find the research problem. The different source data that I have used in the research goes to research conclusion which was examine by doing this research. I used the data source to find which product is mostly in demand in online grocery shop.

Primary Data

Questionnaire are used to collect the primary data of this research. On this research the people can give their experience through interview, observation and questionnaire which way they found the appropriate. But questionnaire is the appropriate method which is mostly used by the people to give their satisfactory answer. This data is used to analyse the factor and how these factors are related to respondent. Primary data is conducted that way which can give the appropriate answer of the research and the research question. Question of questionnaire will be explained in Chapter 5 in more detail.

2.5 Summary

In order to find the elements that impact the on-line consumer, as I have set out to do, this study will go from an exploratory to explanatory study. This also explains the deductive method that I chose, as I first turn to the literature in order to acquire knowledge. I do not want to affect the respondents' answers and I, therefore, operate a positivistic strategy to the study. By the usage of secondary data, I try to locate the influencing purchaser factors and then proceed with fundamental facts in order look into the influence of the factors

Model

Introduction

This Introduction pastimes at discovering elements that have an impact on the online consumer's shopping for behaviour. By studying literature involving patron traits and on-line purchaser traits I accept as true with to locate

Web is a global reachable sequence of pc nets that convey information by packet switching the use of the well-known "that consists of thousands and thousands of smaller domestic, academic, business, and government networks, which together elevate a range of statistics and services, such a select, file transfer, the interlinked Web Pages and different documents of the World Wide Web. Originally the Internet used to be normally used by using academics, lookup scientists and students; however, that state of affairs has changed as industrial organizations have moved to comprise the World Wide Web into their promotional campaigns, and with the aid of presenting the facility of online buying The Internet has advanced into a worldwide handy marketplace for statistics trade and e-commerce. The strategic importance to be handy for shoppers on the World Wide Web, with records and offerings has

We can figure out and to manipulate the output that will be forwarded to the consumers, however when the advertisement reaches the customer that manipulate ends. The purchaser then interprets the facts that has been despatched out in his very own way based on specific elements for each consumer. Therefore, marketers have developed specific theories that can provide an explanation for why customers interpret facts in a sure way, and there by way of understanding positive behaviours

He became aware of the online consumers: he defines that consumer wants the maximum profit in less pay. they want high quality product.

Behaviour of Consumer

Donal Rogan (2007) explains the link between consumer behaviour and marketing strategy. He defines that “strategy is about increasing the probability and frequency of buyer behaviour. Requirements for succeeding in doing this are to grasp the customer and understand the consumer’s needs and desires.”

Consumer Features

Consumers characteristics can be classified by social features, Personal characteristics, social features, and Emotional physiognomies.

These characteristics can be identified by marketers to identify the nature of consumers and to decide the further strategies for attract these consumers towards their product.

Characteristics of Culture

Culture characteristics is main influencer of consumer behaviour. This culture is developed under the three main features like Culture, subculture and social culture

Culture is cause of person’s needs and wants. Most of the shopping of grocery depends on culture food like south people mostly wants the south culture foods and things as well as different part of the country’s people do the shopping according to culture.

Subculture are group of people that beliefs in nationality, religion or geographic regions. This subculture is most important for the marketers for segmentation.

Personal Online characteristics

Smith and Rupp (2003) identified the psychological characteristics of consumer behaviour as questions the web consumer would ask himself before making a sale online.

Motivation–The consumers is reasoning for incentives to interact in an exceedingly behaviour. He may ask himself questions like: should I go searching for better price? If online shopping saves me time, should I shop online more often? what proportion do I need this product?

Perception- the buyer is interpreting acquired information by classing it. Questions like the subsequent may come about: I feel that this site seems secure. It seems that this site encompasses a good product but how am i able to be sure?

Personality- the buyer is adapting to influences of his cognitions. He may ask himself, what sorts of internet sites are best suited to his personal buying preferences.

Attitude- the buyer is functioning out what his likes and dislikes are regarding a selected situation. He may ask himself: I'm unsure about extra costs, should I be buying items from the Internet? If I don't buy the item online, how else am I able to get it?

Emotions-The consumer is except mindful effort detecting how he is being affected by using his cognitive choice. He may ask himself: The last time I ordered from the Internet I had a actually bad journey. Should I be trying to buy online again? What is the future of shopping for online? If Websites get higher must I invest greater time in shopping for online?

Consumer Characters and Online

There are following traits which affect the consumer behaviour:

- Consumer Traits
 - Demographics
 - Attitude and Beliefs
 - Impact of Reference Groups
- Online Behaviour
 - We biographic
 - Online Shopping Patterns
 - Internet Usage

There are following Important Factor those influence the online grocery consumer

Financial risk

This is the risk which also in mind of every consumer. It defines certain amount of money can be spend while purchase the goods and services. And the also concern that your personal financial statement can be disclose through online transaction. younger generation now feel most safe in financial risk while older generation have some perception on online shopping.

Table01TheFactorPriceanditsAttributes

Factor	Attributes
Price	Saving Money
	Comparing Price

Product Risk

The product risk is being because when we purchase the goods on traditiona way physical connect with that product gives the more satisfaction but it is opposite in online shopping consumer has the fear of fake product, fear of the product can be came broken so online shopping changes the

point of view of consumer ,they give the proper information of the product and they also give the zoom ability these various thing increase the faith in product.

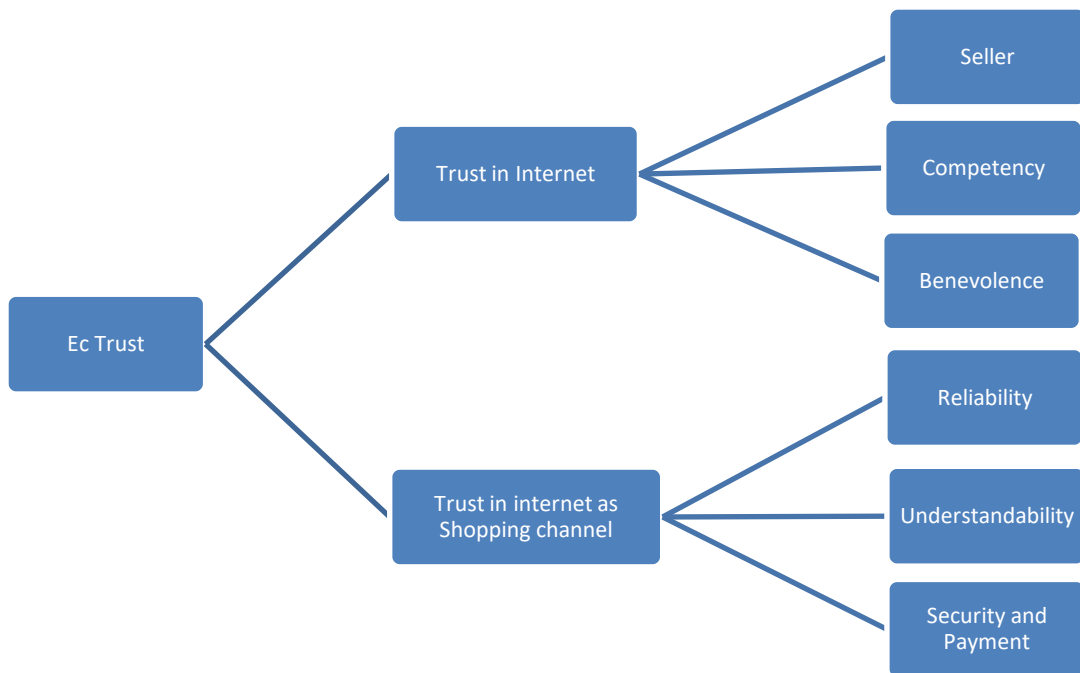


Figure01TrustinElectronicCommerce

Due to limited product information, sometime consumer is in condition of fear of quality of product. This occurs many of times with consumer, when they did not get the full information of quality of product.

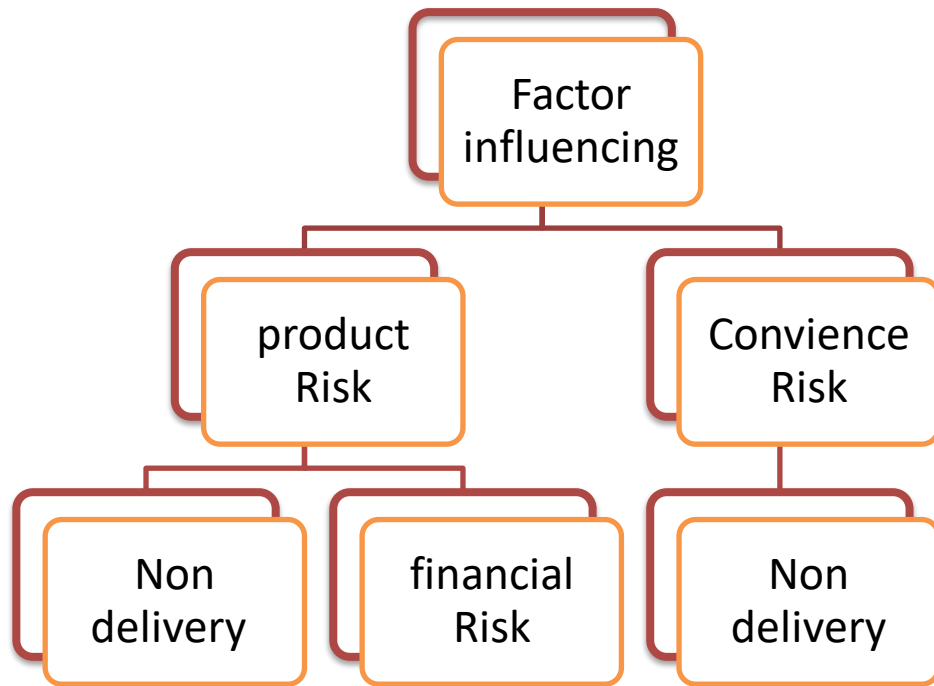


Table02TheFactorTrustanditsAttributes

Factor	Attributes
Trust	Perception of safety
	Trust in the Internet Retailer
	Trust in the Internet as retail shopping

Non deliverable:

On online shopping the consumer has the fear of non-delivery or not get the product on time. Sometime the product is cancelled because of many cases and it create the disappointment in the consumer mind to not to get the product on time.

Conveniences

Convenience at home is the main factor which influence the consumer to do online shopping. Online shopping attracts the consumer because of the easy convenience, one can easily bought anything from the online sitting anywhere. Today people don't have much time for physical shopping so they can conveniently purchase their monthly, weekly grocery at single time without going different places.

Factor	Attributes
Conveniences	Time effectiveness
	Take less efforts
	Shopping can be done from anywhere

Table03TheFactorConveniencewithAttributes

1.1 Summary

By first looking at buyer conduct hypotheses I have explored what recognizes the customer and the procedures that the purchaser experiences before making a buy. These have been applicable to increase comprehension of the online purchaser purchasing conduct and has then been utilized so as to discover which attributes that are applicable to distinguish and section the online customer. These have been distinguished as Behaviour and are recorded beneath alongside the particular sub portions:

Shopper Traits:

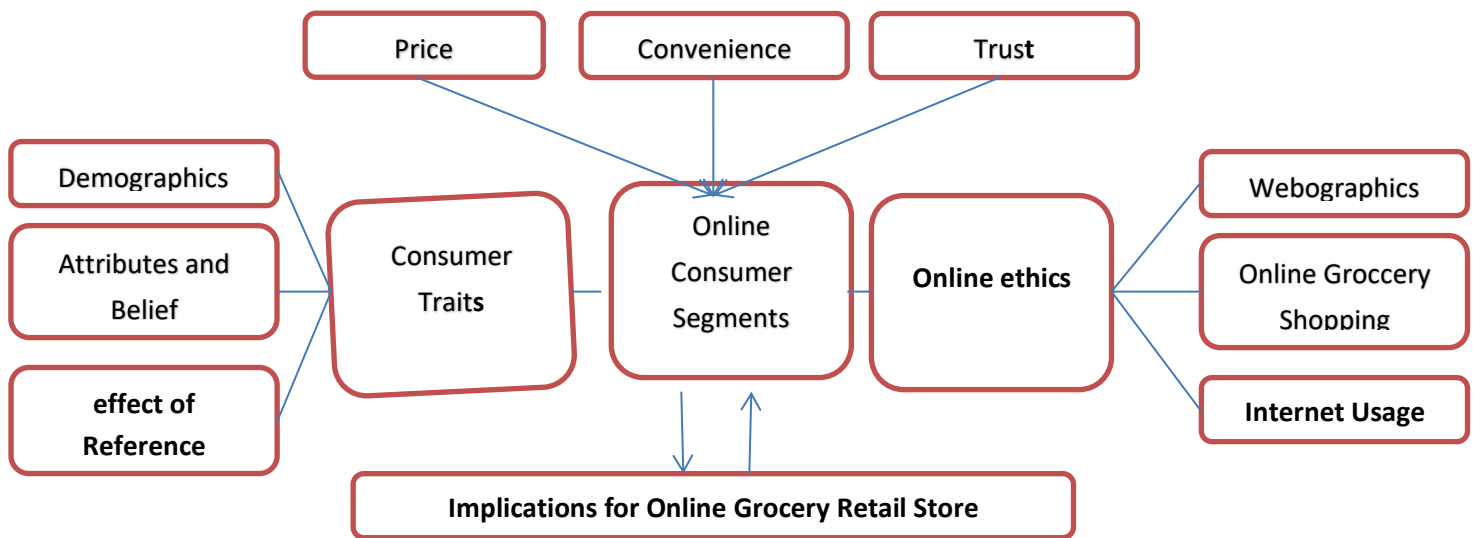
- Demographics
- Attitude and Beliefs
- Impact of Reference Groups

Online Behaviour:

- Web designs
- Online Shopping Patterns
- Internet Usage

Besides, I have called attention to specific issues that I accept, are significant for the online buyer after shop on the web through the writing diagram. These components have been recognized as writing. So as to fathom how the recognized components impact the online shopper, I should initially distinguish the online purchaser. This recognizable proof should done for the most part through the pertinent

effect on Online Consumer Segments of influencing factor



2 Experiential Method of research

Since our research is conducted by deductive method of secondary data. By doing this I found three factor those are trust, price, and convenience. Then I collected data from the primary data from conducted a survey in which I distribute the questionnaire. Reason of conducted survey is to collect the information of shopping behaviour of consumer.

4.2 Model

Those elements which I intend to test must be applicable and do examine the data number which uses the web. Although I have the limited resources and time, so this survey is collected from the specific area of Noida and Greater Noida. There are 150 respondents.

4.3 Convenience Sampling, Non-Probability

The community for this examination is Scholars and representatives, Noida. The Example was picked an accommodation premise. Accommodation testing that were the most straightforward to get and is proceeded until the examining size that need is reached. The predisposition with the comfort inspecting is that it is difficult to sum up to the needed populace .

We shall endeavour to gather however most of respondents as could be allowed yet since I will consider understudies, I progressively endorsed to sum up the reaction rates. The testing technique for understudies assumed likewise position on an accommodation premise since the understudies that consent to response the survey are those that were chosen.

4.4 Questionnaire:

To make the poll I began by settling on the principle factors that should have been researched. These were: Demographics, Web graphics, Online Shopping Patterns ,and Attitude towards Online Shopping, Social Characteristics, Reference Groups, and the distinguished elements Price, Trust, and Convenience.

For the survey, which was self-administrated, I utilized the Delivery and assortment poll strategy. This strategy was predominantly utilized on account of the restrictions in time and accessible assets. Various sorts of inquiries were set so as to have the option to gather the data that was required concerning the various subjects. The analysed factors were of various kinds. They were feelings, conduct, and characteristics.

3 Results

3.1 Introduction

The Poll was conducted to collect the information for discover direct data on how the consumer response on the purchase of online shop. The survey shows the character of the consumer how they respond on the shopping. I

Demographics

These questions are set according to the demographic behaviour of consumer. These questioned are used to identify the number of genders, age groups etc.

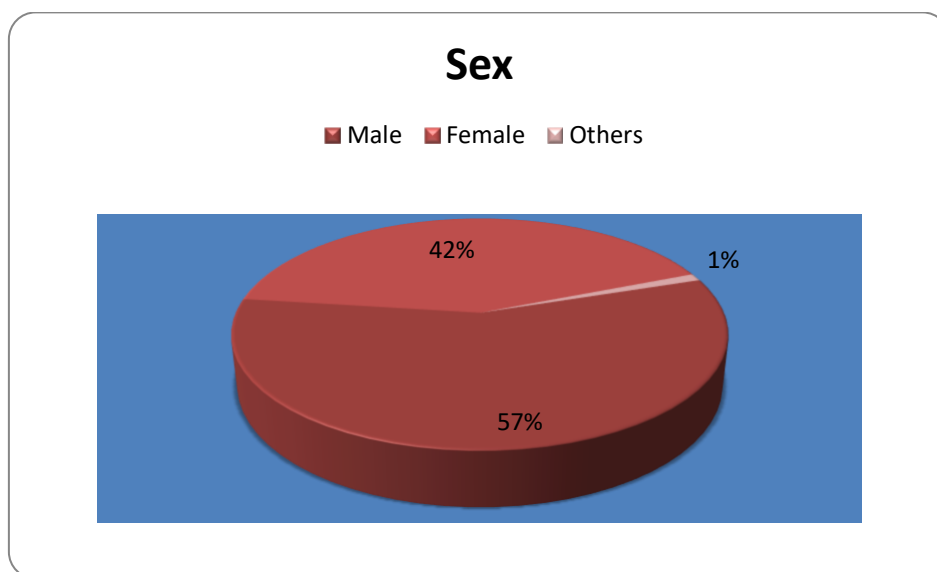
Gender

Gender are used to show the portion of male, female, and other are considered in this research.

Table31Q1.1Distribution according to the variable “Gender”

gender	Frequencies	Percentage	Cumulative Percent
Boys	60	55.32%	57.32%
Girls	44	52.81%	99.02%
Others	2	2.6%	100.00%
Total	126	100.00%	

The distribution of male and female consumers indicates that the female are less active on online shopping compare to male.

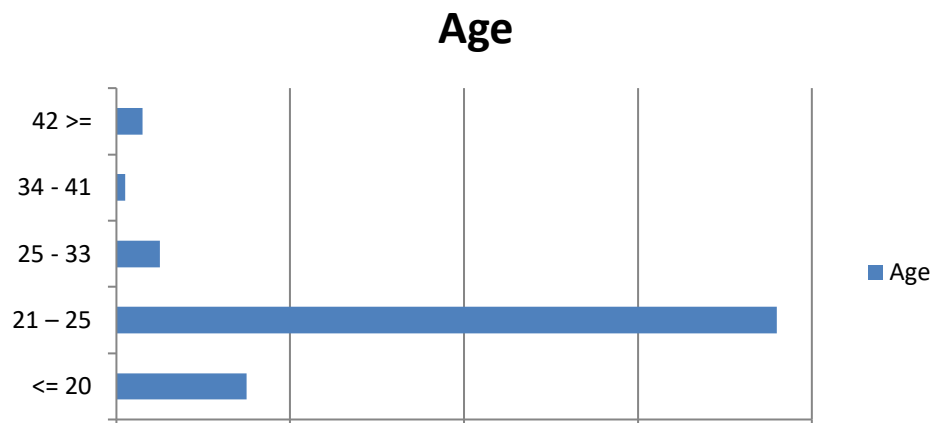


Age

Age was once protected a tremendous relationship to what have an impact on the elements rate, faith, and relax have on one-of-a-kind age groups. Age is a demographic cost that can additionally be used in order to in addition explain and complex on some of the different questions that are used to locate segments amongst the respondents. The PATICIPANT have been requested to write how historical they were, as an alternative of putting up distinctive age corporations to select form. In this way I have been capable to

Table32Q1.2Distribution according to the variable "Age"

Year	Frequency	Percentage	Cumulative Percent
Less than 20	16	16.54%	15.53%
21-24	78	74.75%	92.35%
25-34	6	4.85%	98.12%
35-41	2	0.94%	97.25%
More than	1	2.92%	10100%
Total	105	101.00%	



Area

The

Table33Q1.3Distribution according to the variable "Area"

Area	Frequency	Percent	Cumulative Percent
URBAN	26	25.58.28%	24.28%
Industrial	79	74.72%	101.00%
Total	105	100.00%	

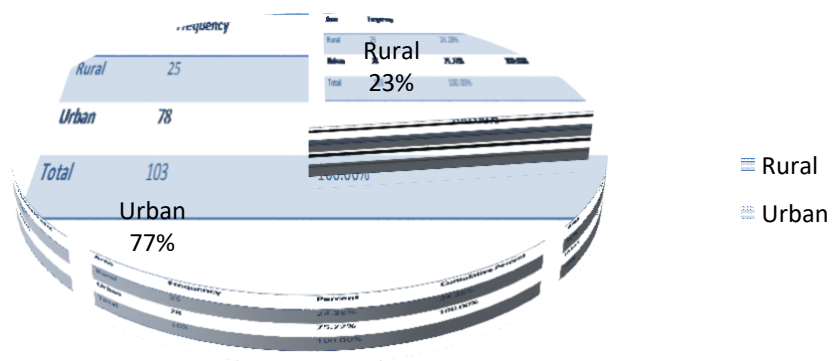
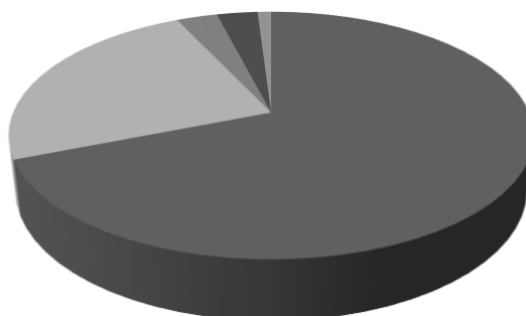


Table34Q1.4Distribution according to the variable “Occupation”

Years	Frequency	Percent	Cumulative Percent
PROFESSION	71	68.96%	69.96%
GOV. EMPLOYEE	23	24.30%	92.26%
SELF EMPLOYEE	4	4.75%	98.12%
Self	5	2.81%	98.03%
Other	6	0.87%	100.00%
Total	103	100.00%	

Occupation



Usable Income

Salary was utilized in iscover the connection to the elements value, faith, accommodation. The appropriation is pay is exceptionally associated with that the people are understudies and, in this way, have a minimum salary.

Table35Q1.5Distributionaccordingtothevariable“DisposableIncome”

Years	Frequency	%	Cumulative %
<5600	53	51.46%	51.46%
5021–6998	15	14.56%	66.02%
7001–7999	4	3.88%	69.90%
8000–10999	5	4.85%	74.76%
11001-12899	5	4.85%	79.61%
>=13000	21	20.39%	100.00%
Total	103	100.00%	

4 ANALYSIS AND INTERPRETATION

4.1 The Factors

So as to increase an underlying comprehension they were approached to rank these in the poll in like manner. I have then examined the various characteristics of the components.

At the point the various variables, the outcomes indicated that 73.9% thought about cost as buying on the web. At the point when the respondent was placed before the three variables, I could see that the greater part of them picked cost. Be that as it may, whenever contrasted with the Primary Factor, where the various ascribes to the components were utilized to locate the general demeanour and significance; the outcomes didn't coordinate. This indicated the respondent for the most part felt that Price was the most imperative to the person in question, and yet one of different variables could really critical respondent, For the convenience moved btw the three different ways of assessing, a general mentality estimation. This answers the inquiries one and two in our examination.

6.2 Two Cluster

The two stage group examination was utilized to portion participant. This kind of investigation assembled inside a gathering were comparable. It could be applied to information that portrayed client purchasing propensities, sex, age, pay and so forth. It made fragments containing bunches that shared the most for all intents and purpose and this strategy was chosen because of the measure of factors that should have been thought about while making the sections.

By breaking down the gathered information, for the different factors that I proposed to section by, I chose to avoid a few factors. There as on was that a portion of the factors didn't show a noteworthy variety which would have improved the homogeneity of the fragments. Fragments should be homogenous and differing from the entire populace with the goal for them to be focused on. The factors that I didn't utilize would rather be applied to give an extra clarification to the shaped fragments. With the two stage bunch examination I discovered three fragments in our example, in light of the factors that I decided to portion)

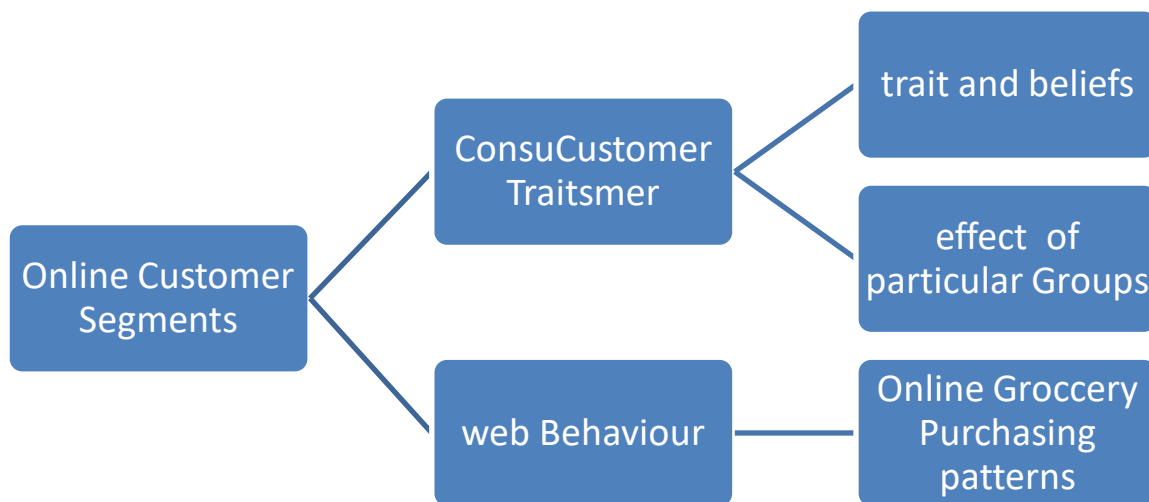


Figure41Segmentvariables

Importance of the segments' factor

In order to show that the results and conclusions which are to be presented below are significant conducted a Kruskal Wall is test. This testal so presented that the number of collected respondents was sufficient for the analysis that I had conducted. The Kruskal Wallistest is the same test as the prior One Way ANOVA expect from the factthatKruskalWallisteststwovariablesatthesametimeforsignificance.

2 process Cluster Number	N	Mean Rank
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Price Fish be in	1	15	127,61
	2	22	118,29
	3	34	100,61
	Total	71	
Trust Fish be in	1	13	151,37
	2	27	112,26
	3	31	94,15
	Total	71	
Convenience Fish be in	1	21	121,40
	2	12	124,27
	3	38	97,53
	Total	71	

Segments

The two steps of assessment show the segment frequency.

Segments	Frequency	Percent	CumulativePercent
Segment (1)	14	21.14%	21.13%
Segment (2)	21	30.98%	52.11%
Segment (3)	33	47.88%	100.00%
Total	68	100.00%	

Description of Segment A: panders

The first segment shows the result in trust, price and convince.

Trust percent is 46.66%

Convenience percent is 20.02%

Price percent is 33.32%

	Frequency	Percent	CumulativePercent
Price	5	33.32%	33.33%
Trust	7	46.66%	80.00%
Convenience	3	20.02%	100.00%
Total	15	100.00%	

Description: Price Cleaner

Concern for Price Cleaner's Primary factor

The distribution according to the primary factors of concern of cost easers

second segment show result in trust, price and convince.

Trust percent is 45.44%

Convenience percent is 18.17%

Price percent is 36.34%

	Frequency	Percent	Cumulative Percent
Suitability	8	36.34%	35.65%
Value	10	45.44%	55.53%
Faith	5	18.17%	25.58%
Total	23	101.00%	

The distribution are following :

The second segment show the result in trust, price and convince.

Trust percent is 45.44%

Convenience percent is 18.17%

Price percent is 36.34%

Primary Factor for Bargain Seekers

In segment mainly concern about price and choose a price seekers and bargaining seekers.

	Frequency	Percent	CumulativePercent
Trust	17	36.20%	47.06%
Price	11	47.05%	76.47%
Convenience	9	18.11%	100.00%
Total	35	100.00%	

These three segments show the result in trust, price and convince.

Trust percent is 47.05%

Convenience percent is 18.11%

Price percent is 36.20%

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Summary

The whole research is depended on the various factor like primary factor and secondary factor but I choose the primary factor is much more reliable because in this most people wants to give their opinion through questionnaire which I set according to the grocery shopping, it will be helpful and defines that more females are interesting in online grocery because it makes their work easy and less time consuming and almost all the product are available on the online , there is no need to roam on different product only one website is enough. I divide my whole research on three segments: price, Trust and convince.

The first segment defines that price is play most important role on online grocery shopping. Online website provides the less price according to the physical shop, so this attracts the people more, there are various discount are available on online shop.

The second segment is based on the trust, so it is most important for online grocery website to build the trust among the people on their product, so they make sure they give the most valuable service to the customer to increase the faith on the website.

The last and third segment defines the convenience, now a day people have the busy lifestyle and they do not have time for physically shopping so it is the good platform for those who don't have time for physical market.

CONCLUSION, FINDINGS

When a customer purchases a product, it will be influenced by many other factors, those are trust, price, convince, financial etc. On Online Grocery website price are much lower than physical store, and this attracts the consumer towards them. Easy convince, in this era people are very busy so they do not have time to get product in the physical market so online grocery shop is very less time consuming and can be done from anywhere. Now a days, online website builds the trust because of their services and customer care service which can resolve the customer problem.

Future Research

This Research gives me a lot of experience and encourage me to more research on online shopping. This research will not limit in only the grocery product, this will be extend on much more product those are sold on online. We had faced resources limit, it made this research much more interesting. in future I will do research on another university as well as.

5 Reference

Books:

Brassington, F. and Pettitt

Chisnall, M. P Consumer Behaviour

Hollenssen S. (2004) Global marketing

9 BIBLIOGRAPHY

9.1 Appendix

Questionnaire

1. From which gender you are belongs to?
(a) Female (b) Male (c) others

2. Your Ge's category?
(a) Less or equal to 20
(b) 21-25
(c) 25-33
(d) 34-41
(e) 45>=

3. From Which area you live in?
(a) Urban
(b) Rural

4. From which profession or occupation, you are belonging?
(a) undergraduate
(b) Qualified
(c) Government employee
(d) Self-working

5. In Which category your disposable income are belongs?
 - a. Above 100000 p.a
 - b. Below 100000 p.a

6. Do you have internet connection?
- (a) Yes
 - (b) No
7. Do you have experienced online grocery shopping?
- (a) Yes
 - (b) NO
8. What encourage you to do online Grocery?
- (a) Payment which is easy
 - (b) There is no hidden cost
 - (c) Product range is vast
 - (d) No travelling at all
- 9.. Do you feel the price of online grocery marketing increase the competition?
- (a) no
 - (b)yes
10. What kind of products you buy on internet Grocery?
- (a) Vegetables
 - (b) Fruits
 - (c) Kitchen appliances
 - (d) Dairy products
 - (e) Oil
- 11 What amount do you spend on monthly Grocery?
- <1000
 - 2000 to 3000
 - 1000 to 2000
 - 3000+

12. What are % of your scheduled groceries are shopped online?

- < 25%
- 51% to 75%
- 25% to 50%
- > 75%

13. How did you get to know about Big basket services?

- Family/ Friends
- Ad. On Tv
- Social network
- Others

14. Product variety

Rate the following statement according highest (1) to lowest (5)

1 2 3 4 5

The product are
well classified
in big basket

Information of product
in
big basket
app is clarifying

All needed product
Are available
In Big basket

15 design value and entertainment

Do you enjoy the Grocery shopping

Very low

Low

Medium

High

