

# A STUDY ON CONSUMER PERCEPTION OF BIG BASKET IN DELHI-NCR

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## ABSTRACT

*Over the last 20 years, the Indian e-commerce sector has witnessed a mounting trend. Significant factors that have led to this rise are increasing net convenience and internet penetration. The buying behavior of people has changed significantly from brick and mortar to click and mortar or what we call e-tailing. In the early years, e-commerce was considered to be an aid to the business. In the meantime, it has become more or less a business enabler (Mohapatra, 2013). The starting of e-commerce has considerably 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. Established suppliers had to close their shops and had to change their business model to an E-commerce model to stay profitable and in the business. Online shopping is evolving, and hence it is important to study this area. Given this backdrop, this study focuses to study on consumer perception of Big Basket in Delhi-NCR. The paper aims to comprehend the consumer perception towards shopping from Big Basket in Delhi-NCR to analyze what factors are influencing consumers to purchase in online grocery shops and the problems faced in online shopping through Big Basket.*

**Keywords:** e-commerce, online, shopping, Big-Basket, perception, consumer

## INTRODUCTION

The term customer perception can be defined as “a marketing concept that encompasses a customer’s impression, awareness, and/or consciousness about a company or its offerings.”

Consumer perceptions of price, value, and quality are the pivotal determinants of shopping behavior. Consumer perception has changed due to evolving internet facilities; consumers are more aware these days through various sources of social media. The information from one place to another is transfer in no time. Hence awareness of consumers has increased dramatically. Apart from the knowledge of customers related to global happenings, companies also try to disseminate information to the consumer to connect with the customers. People can compare the product and price and can make a purchasing decision in a well-informed situation. A lot of experts believe that e-commerce has excellent prospects in the future. E-commerce and the online system try to engage people in one or another manner, and the customer starts feeling connected with the brand. This all depends on how well the customer is being managed by the companies.

## REVIEW OF LITERATURE:

This study attempts to understand consumer preference for online grocery stores. After two decades of Internet sales, there is evidence pointing at substantial differences across sectors due to product nature (digital vs. physical) (Li et al., 2001; Wrigley and Lowe, 2002; Dinlersoz, 2002) and sector difficulty.

Initial players of online grocery stores can be taken as significant players of social change. Based on a new distribution

platform, state-of-the-art technology, easy financial support, and optimistic forecasts from consulting companies, firms implemented high-tech automated business models. They expected consumers to rapidly replace most of their offline with online grocery shopping.

The 2000 stock market crisis corrected over-optimistic expectations and led firms to slip back to traditional knowledge and infrastructure. However, that may just be an intermediate stage as the sector corrects its strategy, amasses market shares, and gathers momentum to start threatening and cannibalizing traditional grocery models. If we see Malaysia’s perspective, Syed Shah Alam et al. (2008) attempted to find key factors influencing young Malaysians’ online shopping behavior. It finds that the website design, website reliability, customer service, and privacy are the four key factors that influence young consumers’ perceptions of online shopping. However, a significant difference among the various races in terms of online shopping behavior in Malaysia has not been found. George Adamidis et al. (2006), in this paper, the authors discussed grocery shopping. It is an essential and routine type of consumer behavior. It has undergone major changes due to the rapid evolution of technology.

Even though much has been written about e-grocery, no international medium to a long-term historical view of sector dynamics was found in the available literature. They tend to cover very specific aspects: technology, product nature, home delivery, and others (Punakivi, 2003). Therefore, in the existing approaches, the discussion and assessment of business models are limited by the time frame, national reality, and operational scope. Online shopping has a global acceptance, and it came

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to a boom during and boon also during Covid Pandemic. India, too has witnessed a lot of development in the online retailing sector. E-grocery is happening in India in a big way. E-shopping will replace traditional in-store shopping in the near future. Though traditional shopping is still staying but, online buying could change the way people experience grocery shopping. Vijayasathy (2004) took a sample of 281 consumers to test a model of consumer intention to use online shopping. The study found compatibility, ease of use, and security to be noteworthy predictors of attitude towards online shopping, but privacy was not. Another finding showed that the intention to use online shopping was strongly influenced by attitude toward online shopping, normative beliefs, and self-efficacy.

Pooja Mordani, 2008, investigated consumer's perception of e-shopping and experimented with respondents by asking if they faced issues with difficulty in the online shopping process and may relate their experiences. Her study shows positive experience and inferred that website plays a vital role in maintaining trust and ease of use, perceived enjoyment, and perceived the website to be less risky, which would finally conclude into a purpose to purchase from it.

Sathiyaraj et al. 2015, the basic purpose of this research were to understand consumer perception towards e-grocery shopping in Chennai. The major findings suggest that a larger number of people prefer online shopping due to the best price that they get and also that the demographic variables do not have a significant impact on customer satisfaction. Neha Upadhyay, 2019, reviews four factors that have been identified for measuring consumer perception towards the big basket.

Aparajita, 2021 says, bb partnered with 'Cropin' for improving organic yield and monitoring monitoring farm activities and maintaining the digitalised farm data, farmers activities through database of the activities; and keeping a track of the harvest projection.

#### **OBJECTIVES:**

1. To identify the problems faced by the consumer while online shopping from Big Basket.
2. To find the preference of the consumer regarding the attributes of online shopping from Big Basket.

#### **Scope of the study**

The study is to identify whether people are changing the way they shop for their food and grocery from the next door to online web stores. The study is conducted to reveal the consumer's attitude toward Big Basket and their preference towards the same. This study will help to find out whether Big Basket will exceed the preference of using the traditional way of shopping and increase the response of online groceries in the future. There are numerous opportunities for innovative new services.

To collect and analyses the consumer perception towards Big Basket in Delhi-NCR. For this purpose, secondary data from

the published sources and the dealers are collected.

To carry out a market survey of consumer perception of the use of the online grocery store Big Basket. For this purpose, the geographical area selected is Delhi NCR. Data is collected through a questionnaire.

#### **RESEARCH METHODOLOGY**

In this study, exploratory research methodology was used to analyze the data. Data was collected from various sources, such as books, journals, to understand the Life Insurance Industry. The present study also referred to previous research articles. Apart from this, various different websites were also visited. Some more data was collected through telephonic interviews and discussions with leading corporate people. So, this methodology is based on the available secondary data.

This paper is an attempt by the researcher to understand the level of perception regarding various aspects like perceived quality, perceived price, perceived level of service, and perceived benefits. Here researcher evaluates the impact of all independent variables on the dependent variable, i.e., overall outcomes.

#### **Sampling Design**

Sampling Design The collection of data has been done using a structured questionnaire and applying purposive non-probability sampling. The researcher is looking for the opinion of the respondents who buy goods online from big baskets. Therefore, there is a specific purpose to selecting the respondent to understand the opinion.

This section covers statistical analysis on data presentation and data analysis. In data, presentation data has been presented in the form of tables and charts, and inferences have been drawn from them. The researcher used a self-designed questionnaire to collect the data. The sample size of the data is 60 respondents. The non-probability convenience sampling approach is used for data analysis. Convenience sampling is a non-probability sampling technique where subjects are selected because of their convenient accessibility and proximity to the researcher. The analysis of the data was carried out by using excel. The findings and the data obtained are calculated statistically, and the findings are recorded in table form.

#### **Data Analysis and Interpretation**

Gender distribution of respondent shows that out of 60 respondent, 35 are male and 25 are female, which clearly indicates that there is a higher percentage of male respondents than male.

Age Distribution of Respondents is inferred that there is a higher percentage (96.6%) of the respondent in the age group below 30 and a comparatively very low percentage (3.3%) of respondent above the age group of 31 - 40.

Respondent's occupation shows that out of 102 respondent, 49% are Student, 36.3% are doing service, 11.8% are Self-

employed, and 2.9% are other, which clearly indicate that there is a higher percentage of respondents are students.

### Comparing with competitors:

We asked about the delivery time of Big Basket, whether it is faster than other online grocery store or not. The responses show that out of 60 respondent, 33.3% strongly agrees that Big Basket is faster than its competitors are Student, 28.3% agrees, 13.3% are neutral. A chunk of respondents only disagrees that Big Basket is slower.

To know the preference for using Big Basket over other online grocery store, responses show that out of 60 respondent, 35% prefer Big Basket over other online grocery store, whereas 21% also agrees that it is better to use this app of Big Basket.

### Checking the reliability of the questionnaire:

The data from 60 respondents were collected with structured questionnaires; mainly entire questionnaire design was based on 10 different statements related to four independent variables like perceived price, quality, services, and benefits. The purpose of the research is to understand the impact of four independent variables on overall outcomes on consumer perception. At first, we wanted to analyze the internal consistency of structured questionnaire, whether respondents understand the meaning of the statements, and they are consistent while giving the responses. Hence the researcher has applied the tool Cronbach's alpha to evaluate the internal consistency of opinion given by the respondents. The reliability value indicates the value of Cronbach alpha as 0.681, which is considered desirable. It means that the study does not violate the assumption of reliability.

To achieve the basic purpose of this research, here researcher wants to measure the impact of factors like perceived price,

quality, services, and benefits on consumer perception with respect to the big basket. Therefore, the Researcher wanted to apply Anova Single factor Test. But, before moving towards applying Anova, the prerequisite is to check the skewness and Kurtosis.

### Skewness and Kurtosis:

A population must be closed to normal distribution for applying ANOVA. So, to check the distribution first, we need to check the distribution of the data. So we have used Skewness, and Kurtosis, mentioned below in the table.

Skewness measures the asymmetry of the probability distribution of a real-valued random variable about its mean. The value of skewness can be positive, zero, negative or undefined.

### Interpreting the results:

Bulmer's rules for interpreting the skewness are-

If the skewness is less than -1 or greater than +1, then the data distribution is highly skewed

If the skewness is between -1 and +1, then the data distribution can be said to be moderately skewed.

If the skewness is between -1 and +1, the data is distributed almost symmetrically.

The data from the respondents shows high Skewness (refer to the table mentioned below).

Kurtosis measures the combined weight of a distribution's tails relative to the center of the distribution.

**Table 1: Result of Skewness and Kurtosis are:**

Factors	Skewness	Kurtosis
1. I find Big Basket economical than offline grocery purchase	-1.1	0.403
2. Quality of goods delivered by Big Basket is at par with the offline grocery store	-0.9	0.294
3. I found the delivery time of Big Basket is faster than other online grocery store	-0.4448	-1.1089
4. Convenience of using Big Basket store is more than any other source of grocery shopping	-0.539	-1.3574
5. Age group who prefer Big Basket grocery purchase regularly	-0.59241	1.00049
6. I find all the necessary grocery items available on Big Basket	-0.73234	-0.563
7. I find easier return policy of Big Basket than other online grocery store	-0.733	-0.142
8. I find my k2wn in Delhi NCR prefers Big Basket than other online grocery store	-0.407	-0.9092
9. I purchase grocery from Big Basket more than once a month	-0.2105	-1.2823
10. As a consumer, I find customer assistance of Big Basket is supportive.	-0.81	-0.4588

Author's compilation

After that, we can proceed towards the Single Factor Anova Test.

ANOVA: Single Factor The one way analysis of variance (ANOVA) is used to determine whether there are any statistically significant differences between the means of Three or more independent (unrelated groups)

**Table 2: SUMMARY**

Groups	Count	Sum	Average	Variance	Standard Deviation
Column 1	53	202	3.811320755	1.425253991	1.19384
Column 2	53	192	3.622641509	1.162554427	1.078218
Column 3	53	180	3.396226415	1.936139332	1.391452
Column 4	53	92	1.735849057	0.698113208	0.835532
Column 5	53	113	2.132075472	0.46298984	0.680434
Column 6	53	196	3.698113208	1.522496372	1.233895
Column 7	53	194	3.660377358	1.305515239	1.142591
Column 8	53	176	3.320754717	1.645137881	1.282629
Column 9	53	165	3.113207547	1.910014514	1.382033
Column 10	53	187	3.528301887	1.715529753	1.309782

Source: Author's compilation

**Table 3: ANOVA**

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	236.6433962	9	26.29371069	19.07588361	1.2149E-27	1.897877831
Within Groups	716.754717	520	1.378374456			
Total	953.3981132	529				

Source: Author's compilation

The Test shows non-significant Variance. It means the Null hypothesis cannot be rejected.

### SUMMARY AND CONCLUSION

The findings from the data interpretation have analyzed that the quality is the influential independent variable affecting the dependent variable followed by price, level of services, and benefits but not playing a significant role. The future research of this study lies in further investigation of dependent and independent variables and to do factor analysis. The research finds that the majority of the respondents have strongly agreed that the product that appears on the portal and the one delivered should always be the same. There lies no significant difference.

Another most influential factor is price; this research has found that respondents believed that purchasing groceries online should be availed at the best price, offers, and discounts. Respondents also feel that there should be no hidden charges levied on them, and at times weekly or monthly deals should be offered where they can get products as value for money offer. Moreover, when the overall perception of the consumers was measured, it was analyzed that the majority of the respondents agreed that the process of ordering should be user friendly and the range and variety of products offered should be unique and attractive. Security and ease of use are two other

important factors for online purchase. With the majority of its users falling in the Generation Y category, it is necessary for Big Basket to make the model as user friendly as possible and bring about transparency in the process. Also, it was found during the study that the number of people purchasing groceries online as frequently as weekly is significantly less. It means that still people are following the conventional buying behavior of purchasing groceries monthly. Although it is a fact that online groceries shopping has increased, here, the data shows little variation. It may be due to the fact that the majority of the respondents are students and the young generation who prefers to go out and they are comfortable in going out and purchasing. Hence, it is concluded that there are no significant problems faced by a consumer while purchasing from Big Basket. Also, the Big Basket is not having a significant impact on consumers regarding attributes of online shopping from the Big Basket.

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