

# Consumer Intention towards purchasing grocery products through online shopping sites : An empirical study from Bhopal

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## Abstract

*In today's digital era, 'Internet' is another buzzword for online purchasing of various consumer goods. It has made the purchasing faster, easier and quicker just one click away from the consumers. It has proliferated the e-market with a plethora of brands and various purchase options for the buyers. Marketers can design marketing strategies to convert potential customers into active customers by understanding the various prospects that influence consumer purchasing intention. This study aims at unconcealing antecedents of consumer's intention towards purchasing grocery products which will embark the new upgradation in marketing tactics and strategies. It is well assumed that the usage of online shopping sites for purchase of various products has become inevitable. Thus, in this study researcher will bring into the limelight the factors that impacts consumer of Hoshangabad region of Bhopal and their purchase intention towards buying of online grocery products and also to know which are the website related factors and which is the most preferred e-commerce website among consumers in Bhopal District.*

**Keywords:** *Online grocery products, online shopping sites, Consumer intention, marketing tactics, E-commerce.*

## I. Introduction:

We can now proliferate our businesses anywhere in the world, regardless of the time of day or our physical location, thanks to exhalations in internet and mobile technologies. Internet is serving as a foundation stone for various businesses across the world. <sup>1</sup>The internet simplifies and innovates life. People are doing business online, and trading has gotten easier, simpler and faster as a result. The internet opens up new avenues for business promotions. As a means of displaying their services and products, websites have become the essence of internet commerce. The internet has provided a common platform where all competitors and customers together can amalgamate for business transactions. It brings new lane to promote, advertise products and services in market. E-commerce refers to the sale of goods and services over the internet in order to ease the exchange of detailed information between buyers and sellers. Online purchasing has become an essential component of business. Online shopping is defined as a consumer's shopping behaviour at an online store or a website used for online purchasing. The Indian e-commerce market is estimated to be 75 billion U.S.dollars estimating a instant growth of 22%. The entire world has entered a "e-generation" age with the arrival of the twenty-first century. Internet technologies have revolutionized worldwide communication and turned the world into a global village. The growing popularity for purchase of grocery products through online mode has become the most preferred thing from customers as these days everyone wants convenience as well as comfortability, it has become the first and foremost choices of the customers who are adhering to online purchasing these days. According to (TechSciResearch), India's grocery business size is USD 13191.23 million in the financial year 2020, and this is projected to increase in future years, reaching USD 28985.33 million until the year's end of 2026. According to information gathered by TechSciResearch, the worldwide online grocery market is worth \$422.72 billion in 2020 and is predicted to grow to \$558.12 billion by the end of 2026. In this age of modernization, supermarket stores find it challenging to thrive without an internet presence. The act of purchasing food items online is known as "online grocery shopping." It is almost equivalent to placing an internet order for any other product. Earlier in the 1990s, grocery shopping online began. The first online grocery store, HomeGrocer.com, was founded in Washington in 1997. Nearly 80% of people in the modern era shop for groceries online. There are benefits and drawbacks to grocery shopping online.

Online supermarket buying has the following benefits: Online grocery shopping saves consumers time by eliminating the need to visit several stores. Online grocery buying is available around-the-clock, Online shopping offers a wide range of goods and services. The convenience of grocery shopping online is a major benefit. Online purchasing provides comprehensive details on products, including

their qualities, drawbacks, and attributes. In order to help the buyer make an informed decision, it also offers the positive and negative experiences of previous customers i.e. (customer reviews). The inability to handle the products is one drawback of grocery shopping online. Delivery may occasionally be delayed for any number of reasons. There is a risk of fraud while shopping for groceries online. When food shopping online, there is a potential that the products will be delivered incorrectly. Online grocery shopping is mostly dependent on the internet; a customer cannot purchase e-grocery if he does not have an internet connection.

### 1.1 An Overview of Indian Online Grocery Companies:

**1. Big Basket:** With its headquarters located in Bangalore, Big Basket was incorporated in December 2011. This online grocery store is a major player in the Indian online grocery sector. They offer an app and a website that let customers buy groceries online. Additionally, Big Basket has alliances with regional retailers. They swiftly deliver the products they select from the nearest sources.

**2. Amazon Pantry:** The Indian company was founded in 2014. Amazon Pantry provided its services in around 300 Indian cities. The world's most famous online grocery store is Amazon Pantry. It is an Amazon brand, as its name suggests. Customers can purchase groceries by using the Amazon Pantry option on their website or app. It provided a distinct range of food items. It only provided services to customers who were Amazon Prime members.

**3. D-Mart Online:** This company is based in India. The Dmart is owned by Radhakishan Damani. The headquarters of D-Mart are located in Powai, Mumbai, India. Both online as well as offline services were provided.

**4. Flipkart Grocery :** In 2007, it was founded. The company is registered in India and has its headquarters in Bangalore, Karnataka. Flipkart, a well-known online retailer, has begun to sell groceries. It provided supermarket items of the highest caliber. Additionally, it sells electronics, stationery, books, clothing, shoes, and other items.

**5. Nature's Basket:** Founded in 2005, it has its main office in Mumbai. Tanmay Kumar serves as Nature's Basket's CFO2, while Devendra Chawla serves as its CEO. In India, it operates in several outlets. It sells snacks, fruits, vegetables, dairy goods, and nutritional items, among other things.

**6. Zepto:** is an expedited grocery delivery service that guarantees lightning-fast delivery, frequently in less than ten minutes. It serves urban clients by utilizing cutting-edge technology and a network of micro-warehouses.

**7. JioMart :** JioMart is an Indian online and offline retail platform by Reliance Industries. It offers a wide range of products, including groceries, electronics, fashion, and home essentials, with competitive pricing and doorstep delivery. Known for its integration with WhatsApp for orders, JioMart aims to revolutionize e-commerce in India.

## 2. Literature Review:

### 2.1. Online purchase intention

In the words of Ghosh (1990), purchase intention is a significant determinant of a customer's purchasing choice. Online purchase intention refers to the structure that reinforces a customer's intention to buy something online (Salisbury et al., 2001). Meskaran et al. (2013) define online buying intention as a customer's willingness to buy anything over the internet. According to the study by Jain et al., (2014), The empirical findings indicated that just one variable, namely Perceived Risk, significantly influenced the online shopping behaviour of consumers in Delhi, whereas Perceived enjoyment, Perceived ease of use, and Perceived enjoyment discouraged consumers from shopping online, so the researchers propose that companies focus on Perceived risks to develop consumers' trust in online shopping. The ideas offered in this study may aid in the future expansion of Indian online retailing. According to the research findings, perceived danger has a negative impact on customers' attitudes towards online buying, whereas perceived usefulness, perceived simplicity of use, and perceived enjoyment have no impact. An online purchase intention is a customer's willingness to make an online purchase (Pavlou, 2003). Before making a purchase decision, customers will gather information, select their desired criteria, and then explore through an online sales channel. This cycle is repeated in the final stage of postpurchase behaviour, such as after-sales support. However, based on previous research, this study defines online purchase intention as a customer's desire to buy something online. In the opinion of Hasanov and Khalid (2015), customers' purchasing intentions are a predictor of their actual behaviour. As a result, firms must recognise their clients' purchasing intents. According to Shaheen Mansori et al. (2014), buy intention is defined as customers' plans to purchase products and services as represented by their cognitive state. Customers' opinions of website quality and satisfaction have a beneficial. Bhattiasevi (2018) This study looked into the variables that affect Thai customers' decisions when they shop for groceries online. This study was carried out as a quantitative online self-administered survey of online grocery shoppers in Thailand. The sample size was primarily composed of women, followed by children, those under 40, and people with high levels of education. This study indicates that the majority of consumers hardly ever purchase groceries online. This study looked at how consumers' online shopping behavior was influenced by variables like model variable and technological

acceptability. According to Kasinphila et al., (2023) the online purchase intention of the consumers is influenced by web design, simplicity of use, and enjoyment on beauty and cosmetics consumers' from a popular brand in Thailand.

## 2.2. Online website design

In the words of Kasinphila et al., (2023), a site for shopping online is one that allows individuals to buy goods and services over the internet (Ranganathan & Ganapathy, 2002). Consumers value a website that is well-organized just as much as the well-designed physical, social, and aesthetic parts of a traditional firm (Hasan, 2016; Khare 2016). Customers in a physical purchasing environment can use all of their sense receptors to see, hear, smell, taste, and touch products and services. Wells et al. (2011) define website design aspects such as aesthetic and interface design, as well as product information, to impact buyers' initial perceptions. These factors influence customer buying choices (Mcdowell et al., 2016). As a result, studies suggest that website design is critical in luring and changing users' opinions and purchasing behaviour (Demangeot & Broderick, 2010; Hasan, 2016). However, practically all of the customers' sensory reactions in an online shopping environment are carried out solely through their eyes and ears (Solomon, 2017). Furthermore, an informational website enables users to compare and evaluate product alternatives, increasing consumer satisfaction and contributing to online buy intent. The quality of a brand's information on online shopping platforms is also an important aspect. According to one study, of all website quality factors, information quality has the largest influence on customer happiness. According to Hasanov & Khalid (2015) Website design is a major predictor of website features and is vital for optimizing the standard of service provided to clients via the website. Aesthetic appearance, navigation, and an organized and well-managed display of data are critical components of a successful website design. Attractive and intriguing effects on e-commerce websites encourage customers to engage in online purchasing. A group of researchers discovered that website elements have a significant impact on online purchase intent.

## 2.3. Online grocery buying behavior

Hanus (2016) This paper's goals were to outline the conditions around online grocery buying and ascertain consumers' attitudes toward making food purchases via the internet. Secondary data served as the basis for this study. The investigator discovered that there were no geographical or operational constraints. He talked about how the biggest advantages of online shopping are time savings and convenience, but the biggest disadvantages for consumers are the possibility of making incorrect judgments about particular products and worries about how to choose and handle perishable foods is the biggest concern. (Sharma, 2015), This study's main goal was to examine how consumers behave when they purchase online. He also attempted to comprehend the factors that influence their decisions regarding the features of the shopping app. Finding criteria for selecting a particular channel of purchasing for grocery purchases is the study's secondary goal. He also attempted to determine whether and what factors make internet shopping beneficial. A sample of 200 respondents was chosen in Bikaner for this study, which combined primary and secondary data. The majority of respondents agreed to purchase online, according to the study's findings. Additionally, this survey discovered that consumers benefit from online shopping due to characteristics including quality, convenience, time savings, and range of options.

## 2.4. Online customer reviews/ e-WOM

According to Elwalda et al., (2016), online customer reviews (OCRs) have evolved into a key source of product information and a significant influence on customers' purchasing decisions. This has led a substantial impact on consumer purchasing decisions. The impact of OCRs on consumer behaviour has recently received a lot of academic attention. As a result, there is a need for a reassessment of such consequences. Thus, this research investigates the most recent understandings of the linkages and relationships between OCRs and client purchase intentions. It examines the key aspects of OCRs and how they influence customers' purchasing intentions. It also discusses the credibility, roles, origins, usefulness, metrics, and repercussions of OCRs. Sheshadri et al., (2021) have highlighted the importance of online customer reviews. On the impact of online customer reviews (OCRs) and electronic word-of-mouth (eWOM) on consumer purchase intent (PUI). This study also looks into the cultural differences between clients in India and the United Kingdom. According to a research being done on Instagram about the impact of (e-WOM) on the purchase intention for cosmetic products it has been found that engagement with cosmetics items works as a bridge between eWOM reputation, quality, and attitude. The findings imply that implementing activities on Instagram that promote eWOM about cosmetics can foster favourable attitudes and favourably influence purchase intention. (Portelada & Damasceno, 2023).

## III. RESEARCH METHODOLOGY

In the current study, a descriptive research approach was utilized to describe the knowledge and purchase intention of young customers towards purchasing of grocery items online. The study was carried out in the Hoshangabad region of Bhopal, and samples were obtained from young customers of the age group of 18-24 living in the Hoshangabad region of Bhopal. We will gain insight about the level of awareness of young consumers in Bhopal through this research because no previous research on this topic has been undertaken. The participant population in this research consists of young consumers from the Hoshangabad district. Due to time and economic constraints, the sample size would be limited to 105 young customers for sampling purposes. The convenience sampling approach was utilized to conduct the research, and those in the hoshangabad region were selected for data collection. The data was analysed using descriptive statistics. The research instrument used is an online survey questionnaire to minimize the time of survey being done as many times people are reluctant to fill the questionnaire in hard copy. The empirical study was initiated in the month of March and April 2024. The questionnaire is divided into two sections. The first part of the questionnaire incorporated demographic variables of the respondents (For eg. Age, gender, occupation). The second part consists of questions related to the purchase intention towards the grocery products sold online on a five point likert scale (1 – strongly disagree, 5 – strongly agree).

### **Objectives of the Study:**

1. To study the impact of online customer reviews on the purchase intention of consumers for grocery products.
2. To study the influence of website design features on the online purchase intention for the grocery products.
3. To find out the most preferred e-commerce website among consumers in Bhopal District.

### **Limitations of the Study:**

1. The poll is restricted to Bhopal City, and the study's primary focus is on internet shoppers' purchasing patterns.
2. Personal presence was not present in this study because the questionnaire was based on a Google Form.
3. The majority of respondents provided extremely poor answers to the questionnaire, which was another study constraint.
4. Another drawback of this study is that it was challenging to identify the respondents who purchase online at the time primary data was being collected.

### **3.1 Research hypotheses:**

A few research hypotheses are being put forth based on the scientific problem and research objectives:

H1 - Online website design features has significant influence on the online purchase intention of consumers.

H2 - Online customer reviews has significant influence on the online purchase intention of consumers.

In order to broaden the understanding about variables that influence consumer purchase intentions towards organic products, it assumes consumer purchase intention is the dependent variable and online website design and e-commerce websites as the independent variables. So linear regression and multiple regression analysis is being applied through SPSS 20 along with descriptive statistics (Tabachnick and Fidell, 2007).

## **IV. ANALYSIS AND INTERPRETATIONS**

A sample size of 105 has been taken and the results from the online survey include the following:

**Table-1**

Demographic factors	Variables	Frequency	Percentage %
Age	Up to 18	9	0.085714286
	18-24	65	0.619047619
	24-35	31	0.295238095
Educational Qualification	Metric	2	0.019047619
	12th	11	0.104761905
	Graduation	40	0.380952381
	Post-Graduation	42	0.40
	Doctorate	8	0.076190476
	Diploma	2	0.019047619
	Student	78	0.742857143
Occupation	Private Employee	13	0.123809524
	housewife	8	0.076190476
	Govt.Employee	6	0.057142857
	less than10,000	18	0.171428571
Monthly Income	10,000-20000	17	0.161904762
	20,000-40,000	15	0.142857143
	40,000-60,000	21	0.2
	60,000-100000	20	0.19047619
	More than 10,0000	14	0.133333333
	<b>Total</b>		<b>105</b>

(Source: Primary Data)

1. Demographic characteristics of the respondents (Table-1):

I. Maximum side of the general population is between the age group of 18 and 24. That means 85% of the female consumers in the sample are between the ages of 19 and 25. Only 9% were under the age of 18 and 30% were between the ages of 25 and 35.

II. Based on the educational qualifications of the respondents, 38% were graduates, 40% were post-graduates, 10% had only a 12th grade education, and 7% were doctorates. Diplomas and metrics are among the remaining items.

III. According to the deciphered sample the respondents' occupation 78% were students, 13% were private employees, 8% were housewives, and the remainder were government employees.

IV. The respondents' household income ranged from 10,000 to 60,000 (17%), 40,000 to 60,000 (16%), and 60,000 to 1 lakh (19%). Only 13% of those polled belong to one of the more than one lakh income groups.

**Table-2(Mostly preferred E-commerce websites for grocery purchasing)**

Online shopping websites	Frequency	Percentage%
D-mart	64	0.60952381
Blinket	26	0.247619048
Big basket	8	0.076190476
Instamart	2	0.019047619
Zepto	3	0.028571429
Jio mart	2	0.019047619
<b>Total</b>	<b>105</b>	<b>100</b>



2. The 2nd Table includes the sources of information of the respondents about grocery products. The results show that the majority of the respondents (60.4%) shop grocery items from D-mart stores through online mode, then from Blinket(25%) and the rest do grocery shopping apparently from either Bigbasket, Flipkart and Zepto.

Categories of products purchased by consumers	Frequency	Percentage %
Grocery	9	0.085714286
Electronic Goods	45	0.428571429
Cloths	12	0.114285714
Footwear	10	0.095238095
Accessories	15	0.142857143
Cosmetic Products	14	0.133333333

<b>Total</b>	<b>105</b>	<b>100</b>
<b>Table-3</b>		

3.The Table-3 is related to the categories of products used by the consumers and the results show that:

- I. Maximum respondents (45%) among the population use Electronic goods
- II. 14 % of respondents use Accessories to purchase from e-shopping sites.
- III. 13% orders cosmetic products.
- IV. Only 12% of total respondents order cloths or Apparels online.
- V. The last includes grocery items which is ordered by only 9% of the respondents.

**Table 4. Hypothesis Testing Results**

Hypothesis	Statistical test applied	Independent variable	Dependent variable	Sig.	Beta coefficient value	Result
H10: Online website design features has no significant influence on online purchase intention for grocery items	Multiple regression analysis	Online website design features	Online purchase intention	0.000*	0.038	Rejected H10
H20: Online customer reviews has no significant influence on online purchase intention for grocery items	Linear regression analysis	Online customer reviews	Online purchase intention	0.000*	0.042	Rejected H20

**Note: P-value \* < .05**

The first hypothesis H1 which states that online website design features has a statistical significant influence on online purchase intention ( $r=0.038$ ,  $\text{sig}<0.05$ ) is accepted and null hypothesis being rejected. Furthermore, The second hypothesis H2 which states that online customer reviews has significant influence on online purchase intention ( $r=0.042$ ,  $\text{sig}<0.05$ ). Hence, the Beta coefficients value for the variable that has the highest positive impact on online purchase intention is Online customer reviews for the grocery products (H20) with  $B=0.042$ .

## V FINDINGS AND DISCUSSIONS

The research was carried out to find out the purchase intention of consumers of Bhopal towards grocery products. These days everyone wants convenience and comfortably. Humans use an online e-shopping app for ordering groceries online. According to this survey, the majority of participants favor D-mart and blinket as their main online shopping destinations. Additionally, the majority of respondents to this poll believe that purchasing food online is advantageous as compared to purchasing food from a physical store, and it's also less expensive. The information gathered above also highlighted that the most important considerations for customers when making an online grocery purchase are price, delivery time, freshness, product quality, speed, time-saving, etc. Through the survey being commenced it has been observed that bulk of responses are between the ages of 19 and 24. The majority of respondents

have a bachelor's degree or more, and the majority are studying. Females in Bhopal are aware of the e-shopping sites, and they agree that they use it for purchasing grocery products online. Approximately all young customers stated that they always check the product's reviews before ordering the grocery items online. The goal of this study is to identify how online web design features and online customer reviews affect the online purchase intentions for groceries. Which will include result and knowledge inspiring the manufacturing and marketing of grocery products online. In order to design an effective plan for expanding online sales and sales through online platforms, marketers must first need to have a clear picture about what actually hampers customers' decisions to use online sales medium. This demonstrates that potential buyers of beauty and cosmetic items place a high value on the online customer reviews by previous customers of organic products as consumers generally have a keen intention of using those brands which are being recommended by other users of the product. Online Website design also impacts the purchase intention of groceries and websites should not only be physically appealing, but also easy to use. An intuitive user interface, methodical web page navigation, and so on should be included in the design features of the website.

## VI. CONCLUSION

The study shows that Bhopal consumers are increasingly choosing to purchase for groceries online due to the ease, affordability, and effectiveness provided by websites such as D-Mart and Blinkit. Price, delivery time, freshness, and product quality are important considerations when making purchases, and young consumers (mostly those between the ages of 19 and 24) and women are the ones who are using e-commerce platforms the most. The study shows that Bhopal consumers are increasingly choosing to shop for groceries online because to the ease, cost, and effectiveness provided by websites like D-Mart and Blinkit. Given how much consumers depend on other people's opinions to help them make decisions, online customer reviews are crucial in influencing their intentions to make a purchase. Furthermore, the total purchasing experience is greatly impacted by the usability and design of e-commerce websites. Retaining customers and increasing their satisfaction requires a website that is visually appealing, easy to use, and intuitive.

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