

FACTORS INFLUENCING WORKING WOMEN TO BUY FROM “ONLINE GROCERY STORE”

Jagruti Darji

M.Com, M.Phil, Net,
Asst. Prof. at K. P. B. Hinduja College of Commerce,
Department of Accountancy, Mumbai

Abstract : In India women hold more than 25Per cent of the white collar jobs in sector like IT, ITES, Pharmaceutical, Biotechnology, market research, financial services, advertising, marketing and media. The new Indian woman is a hard working professional woman. That time has passed when women go personally at grocery market for buying grocery items or other daily needs items for their home. With the facility of internet becoming accessible, online shopping has become convenient for everyone. It is most beneficial for those women who have not time to go personally at grocery store to buy their daily needs items, but can place their order at online grocery stores website while working in their office. The online grocery stores provide you home delivery services and you receive your ordered items in easy way without any hassle. Caught in the city's fast pace, tedious commuting and long working hours, many women don't have the time to buy groceries or would like to avoid the chore. The research paper deals with the study of working women purchase attitude with special reference to online grocery store.

Keywords: Women , Grocery , ICT

1 INTRODUCTION

The growth of e-commerce calls into question the viability of traditional retail formats. Information and Communication Technologies (ICT), especially the Internet, now play a major role in retailing. Ordering food on the Internet is similar to ordering any other product--the desired food items can be searched for specifically, or one can browse through listings of products or sections, similar to sections one might walk throughout an actual grocery store.

E-commerce

Ecommerce (or electric commerce) refers to the buying and selling of goods and services via electronic channels, primarily the Internet. Online retail is decidedly convenient due to its 24-hour availability, global reach and generally efficient customer service

E-tailing

Electronic retailing (e-tailing) is a buzzword for any business-to-consumer (B2C) transactions that take place over the Internet. Simply put, e-tailing is the sale of goods online. E-commerce used specifically for retail purchases, including grocery and supermarket items.

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Consumers

An end user, and not necessarily a purchaser, in the distribution of a goods or services. Here working women who shop grocery items online are the consumers.

An online grocery store

An online grocery store is a website that allows users to purchase food over the Internet to be delivered to the person at a later time. Ordering food on the Internet is similar to ordering any other product- the desired food items can be searched for specifically, or one can browse through listings of products or sections, similar to sections one might walk throughout an actual grocery store. The products offered by an online grocery store are identical to any normal grocery store. Since Internet groceries must deliver the food to the customers, they typically pay a fee for delivery based on the amount of food they buy.

Caught in the city's fast pace, tedious commuting and long working hours, many women don't have the time to buy groceries or would like to avoid the chore. The research paper deals with the study of working women purchase attitude with special reference to online grocery store.

1.STATEMENT OF PROBLEM

The new Indian woman is a hard working professional woman. Caught in the city's fast pace, tedious commuting and long working hours, many women don't have the time to buy groceries or would like to avoid the chore. Online grocery retailing is new method of purchasing preferred grocery products or goods for home consumption. The research paper deals with the study of factors affecting working women's purchase attitude with special reference to online grocery store.

2.OBJECTIVE

To identify the factors influencing working women to buy from “Online Grocery Store”

3.RESEARCH METHODOLOGY

The researchers have focused on Primary data and Secondary data. Primary Data is collected through structured questionnaire and Secondary data is collected through Books, Journal, articles and various data on websites of the topic and review of various literatures.

4.FINDINGS OF THE STUDY

Factors affecting the buying decision of working women who shop from online grocery stores

- 1)Time Saving: It saves time as we don't have to go to the store personally, leaving you more time to work, enjoy your family, and even take a few minutes for yourself.
- 2)Convenience: It seems to be convenient for working ladies who cannot go shopping on daily basis because of hectic work schedule. It can also be done through apps in mobile phones. It is also convenient because there is no crowding as in stores and it is also open when all physical stores are closed. The best part is no more long checkout lines, counting the number of items to see if you qualify for the Express Lane, forgetting your grocery list at home, or carrying heavy bags up your front steps
- 3)No hassles of travelling: online shopping avoids driving and reaching the store. There is no traffic or problem of searching for convenient parking.
- 4)Home delivery: The products shopped are delivered at our place. Some online retails do give delivery free while some charge a nominal fees. So we do away with long queues at billing counter.
- 5)Accessibility: We can browse the virtual shopping on such stores 24*7 without leaving the comfort of sofa.
- 6)Features comparison of two or different products: We also get access to greater & comprehensive variety of goods to choose from. It is easy to compare and then choose from varieties.
- 7)Big Sale offer and Price discounts: The best part is that instead of driving all over town to snag sale items at various supermarkets, it only takes a single click of a button to take advantage of the best online deals.
- 8)New products and Latest fashions: You even get to know global brands, new products in market & latest fashions accessories. you also get access to greater & comprehensive variety of goods to choose from.
- 9)Payment Options: Either we pay online through credit cards or debit cards, NEFT etc or even the option of cash on delivery is offered by various online stores nowadays

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10) Being techno savvy: The use of online-based grocery stores is increasing in popularity as more and more people become comfortable with using the Internet to make purchases.

Limitations of buying from online grocery stores

1) No touch and feel: The products can be only seen on the screen as the store is virtual one. It is not suitable for fresh fruits and vegetables which have to be felt & smelt.

2) Replacement Guarantee: Returning or exchanging becomes a problem if the product delivered is not as per our order.

3) No Bargaining: There is no bargaining possible which can be done in physical stores.

4) Time lag in delivery of goods: When shopping online we have to wait to receive our products, whereas shopping in store means we can get our product right away.

5) Dangers of packed food: Mostly online stores sell the sealed packed food which can pose a threat to our health.

6) Not user friendly: If you are not techno-savvy, you need feel confident about navigating online because some grocery stores websites are poorly designed and searching for a specific item is not always easy.

7) Vanished order: Sometimes the orders get vanished, the order went through and was paid for by confirm mail but the food doesn't arrive.

There are many online grocery stores from where working women are buying grocery.

- 1) AmazonGrocery
- 2) MySupermarket
- 3) FreshDirect
- 4) Localbanya.com
- 5) Greencart.in
- 6) Freshetarian.in
- 7) BigBasket.com
- 8) NetGrocer
- 9) AllSuperStore

Major Findings

For the present study, 100 consumers were selected on judgemental basis to respond to the structured questionnaire which attempts to find the factors influencing the working women as consumers to buy from local provisional stores.

Table No. 1: Details showing demographic profile of the respondents

Headings	Sub Headings	Number of Respondents
Age	21-35	47
	35-50	32
	50 and above	21
	TOTAL	100
Marital Status	Married	73
	Unmarried	27
	TOTAL	100
Educational Level	UG	13
	PG	53
	Others	34
	TOTAL	100
Income (Rs. Per month)	Less than 20,000	19
	20,000 to 50,000	63
	50,000 and above	18
	TOTAL	100

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Table No. 2: Details of Factors influencing buying behavior of working women to buy from “Online Grocery Store”

S.No.	Factors	SA	A	N	DA	SDA	Total
		5	4	3	2	1	
1	Time Saving	53	35	2	5	5	100
2	Convenience	21	36	25	10	8	100
3	No hassle of travelling	49	34	0	10	7	100
4	Home delivery	100	0	0	0	0	100
5	Accessibility (24*7)	68	23	0	3	6	100
6	Comparison	66	26	1	3	4	100
7	Big Sale Offers (Combo Offers)	67	23	0	4	6	100
8	New Products (Brands)	76	21	0	1	2	100
9	Payment Options (COD,CC,DD)	81	17	2	0	0	100
10	Being techno savvy	48	16	0	7	29	100

Source: Primary Data

Table no. 1 reveals that out of 100 respondents, 47 are from the age group 21 years to 35 years. There are 32 respondents between age group 36-50 yrs while 21 respondents are of age 50 years and above. It also shows there are 73 married working women while 27 are unmarried. As per education is concerned, 13 women are undergraduates while 53 are graduates and 34 women are professionals etc. When the income level was seen, there are 19 women with salary less than Rs. 20,000, 63 women have salary ranging from Rs. 20,000 to Rs. 50,000 and there are 18 working women who have salaries Rs. 50,000 and above.

As per Table No.2, 88 per cent respondents agree (includes strongly agree) that online shopping of grocery saves lot of time. Only 57per cent respondent find online shopping of grocery, very convenient but others don't may be because they don't find it very user-friendly. 83Per cent agree that there are no hassles of travelling and going to the physical store. 100Per cent respondents agree that home delivery is the main factor which impulses them for online shopping. 91 per cent feel that 24*7accessibility is also a strong factor influencing them. 92Per cent strongly agree that online comparison of the products based on prices and features makes shopping convenient. There are many online big sale offers, combo offers, big discounts which attracts 97 per cent respondents to these online stores. 98 per cent of the respondents agree that the payment methods offered by online stores like cash on delivery or credit cards are making it more convenient. Only 36 per cent respondents agree that not being techno savvy influences them to buy from online stores.

6. CONCLUSIONS

E-grocery is an upcoming market. Although it is at nascent stage, it will be growing slowly; the coming of the millennium generation can drastically change the landscape. Women, handling household work and other work at office at the same leads them to spare time for grocery purchase through online. With the advent of technology also supports women to complete their household duties whenever they get time. Thus, with growing complexity of life in Mumbai especially for working women leads to greater use of purchase from E-Grocery stores.

7. SUGGESTIONS

1. Women using E-shopping always have to be careful when sharing credit card information online.
2. Women using E-shopping should search online for codes which can save money in the form of free gifts, discount etc.
3. Women using E-shopping should do online shopping to get the best deals and offers.
4. Online shopping on such grocery stores is advisable for women working in shifts or for the women who work for long hours.

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5. E-Store providers should update the products through SMS to regular clients.
6. E-Store providers should update the products information and products combos under discount offers/various deals to regular clients.

Proving that no sector of the retail market is safe from the online shopping revolution, it is now possible for the humble hometown grocery store to become digitized and available on your smart phone, tablet, or computer. Just think: no longer checkout lines, counting the number of items to see if you qualify for the Express Lane, forgetting your grocery list at home, or carrying heavy bags up your front steps. Online grocery shopping is dramatically changing the consumer's relationship with the food market and making a service that may have once felt luxurious into an everyday convenience

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