



A STUDY ON CONSUMER PREFERENCE ON GROCERY PRODUCTS IN E COMMERCE PLATFORMS IN MADURAI CITY

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ABSTRACT:

E-commerce platforms have emerged as key players in the online grocery market, offering a wide range of products and services to consumers. There is a need to investigate the impact of marketing-related factors, such as pricing, promotions, and product assortment, on consumer behavior and preferences.

KEYWORDS:

E-COMMERCE, ONLINE GROCERY PRODUCTS, MARKETING STRATEGIES, BEHAVIOUR, PREFERENCE.

1.1 INTRODUCTION:

The Indian e-commerce market has witnessed unprecedented growth in recent years, with the grocery segment being a significant contributor to this growth. The COVID-19 pandemic has further accelerated the adoption of online grocery shopping, with consumers increasingly relying on e-commerce platforms to meet their daily needs. E-commerce platforms have emerged as key players in the online grocery market, offering a wide range of products and services to consumers. However, the preferences and behaviors of consumers when it comes to online grocery shopping are not well understood.

1.2 STATEMENT OF THE PROBLEM:

A comparative analysis of the marketing strategies employed by E-commerce platforms is necessary to understand their strengths and weaknesses. There is a need to investigate the impact of marketing-related factors, such as pricing, promotions, and product assortment, on consumer behavior and preferences.

1.3 REVIEW OF LITERATURE

Nanda et al.(2021) using a mixed method approach, the researchers examined both strategy event data from variety of UK shops as well as insights from interviews with retail asset managers and landlords. The study's findings revealed that physical stores must urgently reposition the roles of their multi-channel business. Their investigation produced substantial insights and highlighted various implications for merchants.

Sharma (2020) the research paper entitled A surge in E commerce market in India after Covid-19 pandemic, focuses on growth of e commerce market due to COVID-19 and it became very popular and parallel source of retailing in post pandemic era.

1.4 OBJECTIVES OF THE STUDY:

- To identify the demographic characteristics of online grocery shoppers in Madurai.
- To identify the satisfaction level of customers with the online grocery retailing
- To determine various factors that influence the customer behavior towards online grocery
- To understand customers preferences towards e commerce platform
- To provide suggestions and recommendations.

1.5 RESEARCH DESIGN:

In accordance with the above objective, the research is planned in such a way that the customer satisfaction of online grocery shopping. This study include use of both primary and secondary data.

1.5.1 Method of data collection:

PRIMARY DATA:

Primary data is the data that is collected for the first time through personal experiences or evidence, particularly for study. It is also described as raw data or first-hand information. The primary data was collected by using a

questionnaire

SECONDARY DATA:

Secondary data is a second-hand data that is already collected and recorded by some books, journal articles, websites and report, etc.

1.5.2 SAMPLE SIZE:

100 responses were collected through questionnaire.

1.5.3 SAMPLING:

Convenience sampling method is used in this study for data analysis.

1.5.4 TOOLS:

Simple percentage analysis, charts are used in this study for data analysis.

1.6 DATA ANALYSIS:

The data collected were categorized and tabulated. Various aspects of the themes under study and observations made from the data were discussed in detail.

1.7 DATA ANALYSIS:

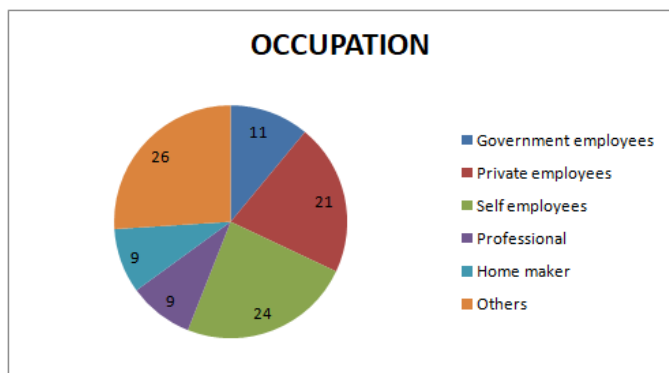
TABLE 1

OCCUPATION - WISE CLASSIFICATION OF THE RESPONDENTS.

Occupation	No of Respondent	Percentage
Government employee	11	11
Private employee	21	21
Self employed	24	24
Professionals	9	9
Home maker	9	9
Others	26	26
Total	100	100

SOURCE: PRIMARY DATA

PIE CHART



INTERPRETATION

The above tables shows that 11% of respondents are government employee. 21% of respondents are private

employee. 24% of respondents are self employed. 9% of respondents are professionals. 9% of respondents are home maker and 26% of respondents are others works.

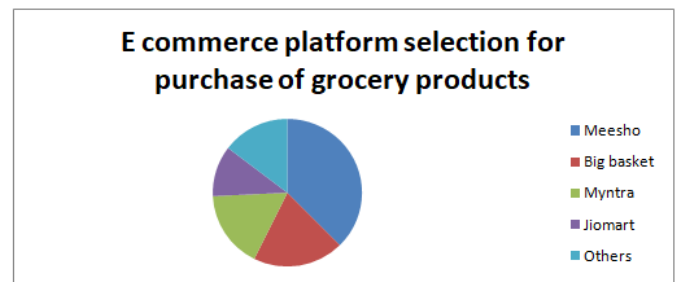
TABLE 2

RESPONSES TO E COMMERCE PLATFORM SELECTION FOR PURCHASE OF GROCERY PRODUCTS

E commerce platform	No of Respondent	Percentage
Meesho	51	51
Big basket	27	27
Myntra	23	23
Jiomart	15	15
Other	20	20
Total	100	100

SOURCE: PRIMARY DATA

PIE CHART



INTERPRETATION

The above tables shows that 51% of consumers are buying groceries in Meesho. 27% of consumers are buying groceries Big basket. 23% of consumers are buying groceries in Myntra. 15% of consumers are buying groceries in Jiomart and 20% of consumers are buying groceries in other Ecommerce platforms.

TABLE 3

FACTORS INFLUENCING SHOPPING OF GROCERIES ON ONLINE

Particular	No of Respondent	Percentage
Competitive prices	30	30
Wide product selection	25	25
Fast delivery	32	32
Easy	6	6
Other	7	7
Total	100	100

SOURCE: PRIMARY DATA

PIE CHART



INTERPRETATION

The above tables shows that 30% of respondents are choosing online platform for competitive prices. 25% of respondents are using online platform for wide products selection. 32% of respondents are using online platform for fast delivery of products. 6% of respondents are easy for them and 7% of respondents selected online for purchasing groceries are other reasons.

1.8 FINDINGS:

1. Out of 100 respondents, 9% of respondents are home maker, 26% of the respondents are others in online grocery shopping.
2. Out of 100 respondents, 51% of the respondents are meesho in online grocery shopping.
3. Out of the 100 respondents, and 7% of respondents selected online for purchasing groceries are other reasons. 32% of the respondents are using online platform for fast delivery of products.

SUGGESTIONS:

1. Try to provides after sale services to consumer like guarantee and warrantly
2. They must give correct information about the product and update continuously
3. Internet marketers should take proper step regarding security of credit card information in order to mitigate this risk.

CONCULSION:

Online grocery shopping is an e-commerce businessThe concept of online grocery shopping isn't familiar to many people as it has come up much recently. Considering the preferences of online grocery shopping, people having hectic lifestyles prefer this method. It is much efficient that manually going to a supermarket and buying groceries.

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