

An Attitude Towards Online Buying of Veggies & Grocery: A Survey of North Gujarat

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ABSTRACT

Paper is presented to show the use of E-Commerce site for the day to day purchase of grocery and vegetables. In India we usually buy fresh products and we don't have tendency to store specially for green veggies. We buy these products from open market and local vendors. Often it is also found that hawkers are demanding for more money as they provide vegetables at door step. it often take too much time in bargaining process and for working families we don't have that much time so buying pattern is slowly shifting toward online shopping from the traditional shopping it has already started in big cities of India and now entering to the other part. This study shows overall picture of North Gujarat Region.

Keywords: Veggies, Grocery, online Shopping.

INTRODUCTION

Present study shows the buying pattern of buyers of North Gujarat. It is to clear in the first phase that most of the users has used E-Commerce. But most of the E Commerce sites of the present study are not providing their services in this region and the data are based upon their past use may be they have used it outside this region.

Of course, it is always convenient to buy over fingertips and the products which don't have much option to choose it is quite easy to buy. As we move to vegetable market there are many option to buy veggies are available but often we face the trouble due to rates, measures, mixing with old stock even we face issue like traffic, badly lit area where the hawkers are stand. It's a picture like perfect competition market buyers are free to buy but in a same way seller are also free to fix their own price. Within few minute our ear here many voices many schemes our eyes are searching for the quality goods but where quality is good price is not and where price is good we compromise the quality. Similarly our local Baniya we call them Kiranawala are also doing the same practice they offer us loose goods more so that they can earn their handsome profit margin.

To overcome this situation now new generation has shifted to the online market. Here we buy the fresh veggies and fruits of our choice need not to manage with the preference of Kiranawala. Present study is focusing upon the choice and preference of people of North Gujarat. What they believe about the online shopping of veggies and grocery.

Popular site: India's top rated grocery and veggies sites are selected as per Alexa rating 2018 and Money Connexion.com

1. Big Basket (Alexa Rank in India: 288)

Big Basket is the number one online grocery store in India. It has over 14,000 products and 1000 brands in its catalogue.

2. Local Banya (Alexa Rank in India: 1509)

Second in our countdown list is Local Banya.

3. ZopNow (Alexa Rank in India: 1572)

ZopNow is also a great online grocery store for shopping. The best part of ZopNow is it allows cash on delivery options for its customers.

4. Nature Basket (Alexa Rank in India: 2981)

Nature Basket is an online grocery store run by Godrej. It has over 15000 products in its catalogue.

5. Reliance Fresh Direct (Alexa Rank in India: 6948)

Reliance Fresh Direct has all kinds of products.

6. Green Cart (Alexa Rank in India: 9491)

Green Cart is also for customers living in Mumbai only just like Reliance Fresh Direct.

7. Aaram Shop (Alexa Rank in India: 9627)

Aaram Shop is also a popular online grocery store in India. Although they sell all kinds of grocery however they don't sell fresh vegetables.

8. Eemli (Alexa Rank in India: 16462)

Eemli grocery shop is really great for fresh vegetables and organic food items.

9. Day to Day Fresh

Day to Day Fresh is based in NCR only. Alexa Rank in India: NIL

10. Naturally Yours (Alexa Rank in India: 30375)

Naturally Yours is an organic superstore. They have over 1500+ products and 50+ brands on the catalogue.

11. Dilli Grocery (Alexa Rank in India: 60, 123)

Dilli Grocery is mainly about dry items not fresh vegetables. They offer free delivery of goods.

12. Kiranawalla (Alexa Rank in India: 68,400)

Kirana walla is the last online grocery shop in our top 12 list. It is for people living in Bangalore only.

Few more recent but popular sites for Veggies and Grocery in India are:

Online Apps to Buy Grocery

1. Grofers: Really good for solid staples.

Alexa Rank in India: 1095

2. Pepper Tap: Pepper Tap is also a great app for online grocery shopping. No delivery fee for order above Rs 250/-

Alexa Rank in India: 1226

Review of literature

Chemma, U. et. al., (2013). people are not purchasing for their basic or emergency utilities but they just enjoy the comfort of the shopping.

Gehrt, K. C. et. al., (2012). As per the conclusion consumer can compromise any price for quality is a basic fact but the price of competition also affect the most to the buyer.

Shukla, R. K. (2016). Male are more concern than women for delivery duration, Risk Factor wile female are much concern with Price, EMI & they are more influenced with the recommendation & suggestions received with their friend & relatives.

RAVI, D. et. al. (2016). From the survey researcher is trying to highlight Chennai market it is found that market is emerging and mix approach is shown by respondents for both digital market and traditional Market.

Freedman, D. A. et. al. (2011) Multi-component environmental intervention designed to increase access to fresh fruits and vegetables in four low-income, minority, urban communities with few healthy food retail outlets. The intervention, the Veggie Project, included three components: (a) onsite farmers' markets, (b) a Super Shopper voucher program, and (c) a Youth Leader Board.

Yuan, M. et. al. (2016) To study shopping behaviors of Walmart online grocery customers. In contrast to traditional online shopping, grocery shopping demonstrates more repeated and frequent purchases with large orders. Secondly, to present a multi-level basket recommendation system.

Jayasankara Prasad, et. al. (2011) The findings suggest that shoppers' age, gender, occupation, education, monthly household income, family size and distance travelled to store have significant association with retail format choice decisions. The choice decisions are also varied among shoppers' demographic attributes. The findings from shoppers' psychographic dimensions like values, lifestyle factors and shopping orientations resulted in segmentation of food and grocery retail consumers into hedonic, utilitarian, autonomous, conventional and socialization type.

OBJECTIVE

- To know the preference of the buyers of North Gujarat region.
- To check availability of such online veggies & grocery Site.
- To suggest from the result, whether it is beneficial to enter in the market of North Gujarat or not.

METHODOLOGY

The Study: The present study is descriptive in nature. This study is useful for collecting more accurate information from the respondent in limited time.

Tools for Data Collection: The present research is based on primary data. Here the researcher has used questionnaire method of collecting information from the respondents by visiting personally. The researcher has also interviewed the respondents personally. The questionnaire includes 38 items which are in 5 point likert scale.

The Sample: In the present study, the researcher has selected the North Gujarat as its population. Sample size for the present research work was 1060. The researcher has covered the villages, talukas & Districts of the Mahesana, Patan, Banaskantha & Sabarkantha. Data are collected from the different group belonging to the said districts they are from different age group, different Income Group & gender.

Tools for Data Analysis: Chi Square test and cross tabulation is performed to analyze the data collected from different sources.

HYPOTHESIS

1) H₀: There is no significance difference between users and non users of online shopping sites for purchase of veggies and grocery online.

H₁: There is no significance difference between users and non users of online shopping sites for purchase of veggies and grocery online in North Gujarat Region.

2) H₀: There is no significance difference between usages of popular websites in the north Gujarat Region in North Gujarat Region.

H₁: There is a significance difference between usages of popular websites in the north Gujarat Region.

3) H₀: There is no significance difference between level of satisfaction with the sites experience.

H₁: There is a significance difference between level of satisfaction with the sites experience.

DATA ANALYSIS AND HYPOTHESIS TESTING

1) H₀: There is no significance difference between users and non users of online shopping sites for purchase of veggies and grocery online.

H1: There is no significance difference between users and non users of online shopping sites for purchase of veggies and grocery online in North Gujarat Region.

Below mention is the data statistics of the valid % about the respondents. Below table is showing the case summary about the respondents belonging to the District Head Quarters, Taluka Head Quarters & Village and their usage of online veggies & Grocery Sites.

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Area of Residence *	1060	100.0%	0	.0%	1060	100.0%

Area of Residence * Veggies Grocery Cross tabulation				
Count				
		Veggies		Total
		Yes	No	
Area of Residence	District Head Quarter	30	70	100
	Taluka Head Quarter	108	212	320
	Village	246	394	640
Total		384	676	1060

Above table shows that out of 1060 respondents 676 respondents are not using online shopping of veggies and grocery while 384 respondents has shopping experience of buying veggies and grocery online.

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.882 ^a	2	.144
Likelihood Ratio	3.928	2	.140
Linear-by-Linear Association	3.862	1	.049
N of Valid Cases	1060		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 36.23.

The Chi-square test was performed at 5% level of significance. The output of Chi-square test is as presented in above table. The Pearson Chi-square significance value is 0.144 and degree of freedom is 2. Here table value of Chi square as per book table is 5.991 and calculated value as per above table is 3.882 calculated chi square value is less then critical (book table) value so null hypothesis is accepted and alternative hypothesis is rejected. And we can say that there is no significance difference between the users and non users of online shopping sites for purchase of veggies and grocery online.

2) H0: There is no significance difference between usages of popular websites in the north Gujarat Region in North Gujarat Region.

H1: There is a significance difference between usages of popular websites in the north Gujarat Region.

Below mention is the data statistics of the valid % about the respondents. Below table is showing the case summary about the respondents belonging to the District Head Quarters, Taluka Head Quarters & Village and their usage of different online veggies & Grocery Sites.

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Area of Residence *	1060	100.0%	0	.0%	1060	100.0%

Area of Residence * Veggies Grocery Site Cross tabulation																
Count																
Area of Residence		Veggies Grocery Site														Total
		Big Basket	Local Baniya	ZopNow	Nature Basket	Reliance Fresh Direct	Green Cart	Aaram Shop	Day To Day Fresh	Eemli	Dilli Grocery	Naturally Yours	Kiranawala	Food Panda	Other	
Area of Residence	District Head Quarter	3	0	1	2	1	1	1	2	1	1	0	0	0	87	100
	Taluka Head Quarter	17	3	0	5	17	0	3	6	0	2	0	0	2	265	320
	Village	58	11	5	24	17	7	12	6	2	10	5	2	11	470	640
Total		78	14	6	31	35	8	16	14	3	13	5	2	13	822	1060

Above cross tabulation shows that respondents in North Gujarat are not using any of the popular site for buying veggies and grocery online from the above statistic we may say that only big basket is somewhat known brand here. It is even interested to learn that respondents has answered with the option of “Others” and said that “our local Kiranawala and Baniya are providing us our selected goods over phone call or grocery list.”

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	44.926 ^a	26	.012
Likelihood Ratio	55.460	26	.001
Linear-by-Linear Association	13.473	1	.000
N of Valid Cases	1060		

a. 27 cells (64.3%) have expected count less than 5. The minimum expected count is .19.

The Chi-square test was performed at 5% level of significance. The output of Chi-square test is as presented in above table. The Pearson Chi-square significance value is 0.012 and degree of freedom is 26. Here table value of Chi square as per book table is 38.885 and calculated value as per above table is 44.926 calculated chi square value is grater then critical (book table) value so null hypothesis is Rejected and alternative hypothesis is Accepted. And it can be said that There is a significance difference between usages of popular websites in the north Gujarat Region. Here we may add that most of the popular sites are not having their reach in this particular area so due to unavailability of resource the result is showing like this.

3) H0: There is no significance difference between level of satisfaction with the sites experience.

H1: There is a significance difference between level of satisfaction with the sites experience.

Below mention is the data statistics of the valid % about the respondents. Below table is showing the case summary about the respondents belonging to the District Head Quarters, Taluka Head Quarters & Village and their Experience of usage of online veggies & Grocery Sites.

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Area of Residence *	1060	100.0%	0	.0%	1060	100.0%

Area of Residence * Veggies Grocery Experience Cross tabulation						
Count						
		Veggies Grocery Experience				Total
		0	Most Comfortable	Average	Not Comfortable	
Area of Residence	District Head Quarter	76	6	12	6	100
	Taluka Head Quarter	240	14	49	17	320
	Village	432	52	90	66	640
Total		748	72	151	89	1060

Mostly respondents had avoided to answer the question on the ground of experience of using online site for veggies and grocery. But it was also observed that the respondents were happy with the service of their local Kiranawala and Baniya they also said that now they are personally taking care for their grocery list and provide it in 24 hours which is even faster than any of the shopping site.

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.413 ^a	6	.025

Likelihood Ratio	15.151	6	.019
Linear-by-Linear Association	6.430	1	.011
N of Valid Cases	1060		
a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.79.			

The Chi-square test was performed at 5% level of significance. The output of Chi-square test is as presented in above table. The Pearson Chi-square significance value is 0.025 and degree of freedom is 6. Here table value of Chi square as per book table is 12.592 and calculated value as per above table is 14.413 calculated chi square value is grater then critical (book table) value so null hypothesis is Rejected and alternative hypothesis is Accepted. And it can be said that there is a significance difference between level of satisfaction with the sites experience.

FINDING & CONCLUSION

From the above survey we may conclude that people of North Gujarat are using services online but its major impact is upon the availability of resources. Mostly all shopping sites has enhance their reach in this area but particularly if we talk about online veggies and grocery the reach of popular sites is not available in this region. We may define certain finding as below.

- People are aware about the online shopping concept.
- People are ready to use all available resources but big companies are not taking initiative of entering in this area due to threat of performance.
- It is also found that many local vendors are providing the services of online purchase and they are able to deliver good within 24 hrs.
- Satisfaction level with local vendor is quite high due to years long bonding and personal relations.
- It is also observed that each online site is popular in the particular region only and mostly it is mega and metro cities.
- It is also observed that these sites are not providing services to any small town. So it is indirectly tuff to cover full market of country.

LIMITATION OF THE STUDY

The study is performed in the area where most popular online veggies and grocery sites are not available and data has been collected from respondents past experience and experience with the local kiranawalas.

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