

A Study on Consumer Satisfaction Towards Bigbasket Online Grocery Shopping in Bangalore

Punith S¹, Dr Susheela Devi B Devaru²

¹Department of MBA, Dr. Ambedkar Institute of Technology, Bengaluru 560056, Karnataka, India

²Associate Professor, Department of MBA, Dr. Ambedkar Institute of Technology, Bengaluru 560056.

ABSTRACT

Consumers have always been important in internet shopping. Because of technical improvements in the business sector and their influence on consumers, online purchase has grown in popularity. Groceries sell regardless of the situation of the economy. Without toothpaste, soap, vegetables, and foods, one cannot subsist. Due to time and geographical restrictions, consumers prefer online shopping over the fast-paced city life. The accessibility of payment options, as well as the availability of offers and discounts, are all suggestive features for online purchase. Several characteristics are heavily influenced by distribution at the door and convenience. When buying groceries, customers' demands are sometimes obeyed. Customers order groceries online from the retailer's website or through online grocery shops, and the food is delivered to their door.

KEYWORDS: Online Shopping, E-Commerce Sector, Groceries

INTRODUCTION

Consumer satisfaction is a phrase used quite a bit in marketing. It is an evaluation of goods and amenities supplied by a company or surpass consumer expectation. Consumer satisfaction is defined as the number of consumers, or the proportion of all consumers whose experiences with a company, its goods, or services are better than the desired levels of satisfaction. Consumers play a crucial part and are essential in keeping a product or service relevant, therefore, in the best interest the business to ensure consumer satisfaction and build consumer loyalty. Consumer your customer's level of satisfaction may find out if your business succeeds or fails. You must uphold strong satisfaction levels throughout the customer experience if you want your firm to succeed, especially in these unsure times. Everything you need is within. this manual to start prioritizing your customers.

LITERATURE SURVEY

1. **Dasprasun(2013):** Consumers satisfaction is nothing but consumer response to fulfilment. Satisfaction is a judgement of any aspect of the service or the service itself that provides this standard joy of fulfilment related to consumption. Consumer gratification is the highest of any consumer service according to requirements. The need and its fulfilment by the service provider. This research project examined das prasun in an effort to determine consumer pleasure when they purchased services related to any industry depending on consumers.
2. **Iacobucci (2015)** A skewed article about consumer pleasure that covers a range of management and marketing topics. He gave a clear and concise definition of satisfaction and contentment in regard to

service and consumer expectations. He asserted that no service standard will ever betray customer contentment, and that happiness is a confident outcome of providing greater profit. It implies that the need for the ministry will increase daily. Additionally, it stated that customers are dependable and will use services even if the service chart is not accurate.

3. **The sulk (2010):** Any firm that wants to grow its sales, revenue, and customer base should prioritize increasing client satisfaction. Consequently, it is referred to as positively affecting the sale of services.
4. **Labagh and Barsky (2017):** learned a work ethic, store location, and resource elements that support customer happiness in the automotive industry's service center. Choi and Chu have discovered that the top three elements influencing customer satisfaction with a sales service are the effectiveness of staff, equipment, and product value.
5. **Anderson(2012)**has observed the three and found that they strike a decent balance in terms of customer satisfaction at the retail level. Buyer satisfaction is the top approach to boost a firm's bottom line because it improves sales either directly or indirectly by increasing profit, corporate cost, and buyer value.

OBJECTIVE OF THE STUDY

- Researching big basket customer happiness
- To investigate the respondents' financial proclivities.
- To determine the customer's preferences with regard to the features of online shopping on huge bin
- To comprehend current customers' levels of satisfaction
- To understand the problems experienced by customers of online shopping

STATEMENT OF THE PROBLEM

Indian coordinated retailing is now ongoing and changing significantly in terms of the organization of retail. In this way, the structure of that web-based store and their contributions will be used to estimate consumer loyalty in coordinated large-crate online stores taken in Bangalore, preferences, and experience. Loyalty levels have become a big worry for all businesses in today's tough consumer environment. The ability to understand and meet the wants of the customer has grown unbelievably tough, as has providing customer service. The advertising must go to extraordinary lengths to retain their current clientele and attract new ones. Additionally, it is anticipated that special discounts will entice returning customer fulfillment marketing..

METHODOLOGY

The design used in the study is descriptive type of research .The descriptive type of research is typically determining frequently with which something occurs or how variables vary together. Structured data is collected to design the primary data and secondary data. The population consist of approximately 100 customers. Sampling unit choose randomly who visits the Big Basket shop outlet and convenience sampling is positioned on availability and accessibility by forwarding questionnaire.

SOURCES OF DATA COLLECTION

Primary data

The primary data are collected per specific set of objective to assess buying behavior of Consumer. The first-hand Data were gathered from respondents. Of Bangalore by forwarding structured questionnaire through google forms.

Secondary data

Secondary data is readily available data from diverse bases including websites, journals, articles, magazines etc.

SAMPLING METHOD

Indiscriminate sample has been employed since the selection of units from the population has been performed at random by visiting outlets and by sending a questionnaire, convenience sampling was conducted based on accessibility and availability.

POPULATION AND SAMPLING UNITS

Research and review actions had been carried out for the populace of Bangalore in order to know buying behavior towards big basket products and services in Bangalore.

Sampling units-A review has been conducted for consumers who prefer know the consumer satisfaction in Big basket

SAMPLE SIZE

As the study's sample size, 100 respondents were selected. Only a sample size of **100** people

STATICSTICAL DESIGN

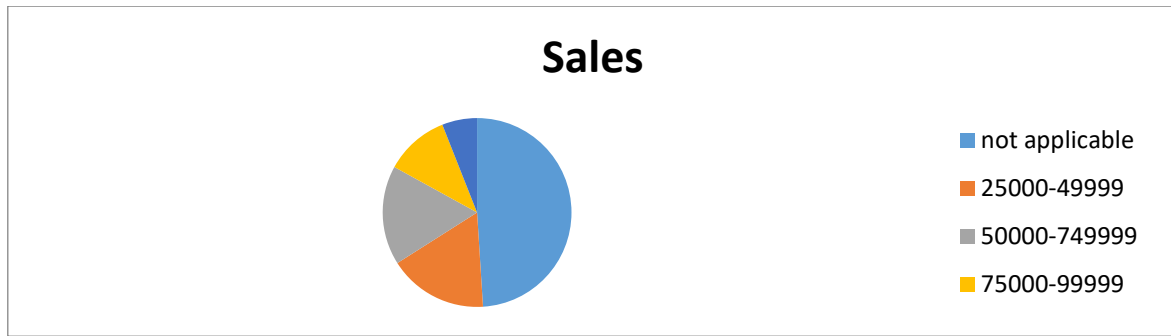
The gathered information is displayed. In a tabular form and analysed using statistical tools such as percentage analysis, Chi square , ANOVA, Correlation, Weighted average test, Descriptive Statistics for which SPSS software is used to regulate the hypothesis among dual variables.

1. Table showing the income of the respondents

Income	No. of respondents	Percentage of the respondents
Not applicable	49	49%
25000 -49999	17	17%
50000-74999	17	17%
75000-99999	11	11%
100000-149999	6	6%

Analysis:

It is analysed that 49% of the defendants income are not applicable, 16.34% of the defendants income is 25000-49999, 17% of the defendants income is 50000-74999, 17% of the respondents income is 75000-99999, 6% of the respondents income is 100000-149999.



Hypothesis

Null Hypothesis (H0): There is no meaningful connection between Income and spending pattern

Alternative Hypothesis (H1): There is a substantial connection between income and spending patterns

Case Processing Summary

	Case					
	Valid.		Missing.		Total.	
	N	Percent	N	Percent	N	Percent
INCOME*Spending Pattern	100	100.0%	0	0.0%	100	100.0%

Chi-Square Tests

	Value	df	Asymptotic Implication (2-sided)
Pearson Chi-Square	24.539 ^a	8	.002
Possibility Ratio	24.051	8	.002
Linear-by-Linear Suggestion	11.529	1	.001
No of Legal Cases	100		

INTERPRETATION

A symp (P Value) = 0.002

Level of significance = 0.05(LOS0.05 > P value0.002)

- As level of significance is higher than P value, Alternate hypothesis H1 is accepted and null hypothesis H0 is rejected
- Therefore, There is association between income and spending pattern
- Hence, There is a weight rapport between income and spending patterns

FINDINGS OF THE STUDY

1. According to the poll, more men than women responded Most internet buyers are between the ages of 20 and 30. We may conclude from it that young people are at ease using technology,

buying online, returning or exchanging products, and are more careful while using contactless payment methods during a pandemic.

2. The majority of the population works and owns a business, earning up to 1.5 lacs per year.
3. People frequently purchase offline because they believe that the information supplied about the items offered online is inaccurate and deceptive. Others believe that using an online payment method is unsafe since more money might be taken from their bank accounts, etc. However, difficulties with replacing or returning a product can make it difficult for an online shopper to make a purchase the following time..
4. Additionally, we can see that most consumers are willing to spend between \$1,000 and \$5,000 each month on online grocery shopping.
5. The most popular website for online food shopping is Big Basket, which is followed by Gofers and Amazon.
6. With the rise of COVID instances, more individuals are purchasing fruits and veggies online to avoid interacting with others at mandis and supermarkets. About 12% of respondents expressed some level of dissatisfaction with the prompt delivery, however a majority of respondents were satisfied with the delivery occurring as promised.

CONCLUSION

Performance towards buying online, be it the fashion and electronics or their monthly groceries. The pandemic has impacted any sectors and the business of online retailers has also been affected to a great extent. During the lockdown, businesses were not operational due to limited availability of transport and other service. Post lockdown, there were still According to the study, it is evident that today's consumers have challenges-lack of resources, limited availability inventory, transportation and delivery people. From consumers end the service were not fully functional during the lockdown. And when unlock started, there were limitations in terms of variety and restricted deliveries. The people have been cautions and concerned about the risk...

SUGGESTION

Consumers may always save significant time by buying online, and there is a huge selection of products available. Additionally, people may select their preferred items by contrasting them with those of the business that sells the same item. Therefore, organizations must establish some sound tactics that will enable them to set their products apart from those of other businesses. The researcher has made some suggestions that would aid businesses in strengthening their distinctiveness in the marketplace those suggestions are. Offers and reductions. Feedback mechanism. Products are sent for no charge. Social media promotion.

Praising the awareness campaign for the product's originality. Details of products available on e-commerce websites

REFERENCES

1. Algemoud, A.M (2008) Shopping behavior of supermarket customer I Kuwait journal of business and economics research, 6(3)
2. Ali, J., Kapoor, s., and janakiraman, M. (2010).Buying behavior of consumer for food products in an emerging economy. British food journal,112(2), 109-124.

3. Arnold, S. J., Oum, T.H., and tigert, D.J. (1983). Department attributes in Retail Patronage: Seasonal, Temporal, Regional, and International Comparisons. *Journal of Marketing Regional*, 20,149-157.
4. Bakerr, J.P., Grewal, D., and Voss, G.B. (2002). The influence of multiple store environment cues on perceived merchandise value and patronage intentions. *Journal ofmarketing*,,120-122. Bawa, K, and ghosh, A.(1999). A Modal of household grocery shopping behavior. *Marketing letters*, 10(2), 149-160. © 2017 IJRTI | Volume 2, Issue 5 | ISSN: 2456-3315 IJRTI1705020 *International Journal for Research Trends and Innovation* (www.ijrti.org) 130
5. Bearden, W.O. (1977). Determinant attributes of store patronage: downtown versus outlying shopping centers. *Journal of retailing*, 53(2)
6. Bellenger, D.N.,Roberetson, D.H., and Hirschan, E.C. (1976). Age and education as key correlates of store selection for female shoppers. *Journal of Retailing*, 52 (winter) 71-78
7. Bhatnager , A., and Ratchford, B.(2004). A modal of retail format competition for nondurable goods. *International journal of research in marketing*, 21(1), 39-59.
8. Bitner, M.J.(1992). Servicescapes: the impact of physical surrounding on customers and employees. *Journal of markering* 56(April), 57-71
9. Buxton, P, Companies with Social Conscience, *Marketing*, pp.33-4.2000.
10. Carroll, A, Corporate Social Responsibility, *Business and Society*, 38(3), pp. 268-295, 1999.