A Study on Consumer Satisfaction Towards Jiomart Mobile App for Grocery Shopping in Erode District

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ABSTRACT

This study aims to analyze customer satisfaction towards the JioMart mobile application for grocery shopping in the Erode district. With the rise of digital platforms and changing consumer behavior, understanding the effectiveness of online grocery platforms like JioMart has become crucial. The research investigates various factors influencing customer satisfaction, including user interface, pricing, product variety, delivery speed, customer support, and overall shopping experience. Primary data was collected through structured questionnaires from a sample of users in Erode who regularly use the JioMart app for grocery purchases.

The findings indicate that most users are moderately satisfied with the JioMart mobile app, appreciating its competitive pricing, timely delivery, and ease of use. However, issues such as occasional delivery delays, limited local product availability, and customer service responsiveness were identified as areas for improvement. The study concludes by suggesting that enhanced customer support and better inventory management could significantly improve customer satisfaction. This research provides valuable insights for JioMart to refine its services in tier-2 cities like Erode and can serve as a reference for future studies on digital grocery retail in semi-urban regions.

KEYWORDS: Customer Satisfaction, JioMart, Mobile App, Online Grocery Shopping, Erode District, User Experience, Digital Retail, E-commerce, Consumer Behavior, Delivery Services.

INTRODUCTION

This study is attempt to know the consumer satisfaction towards Jiomart mobile app forgrocery delivery services in Erode District. In 2020, India has valued at USD 2.9 billion in the online grocery market. Later it is expected to grow at the rate of 37.1% from 2021 to 2028. The reason for the immense change in e-commerce is due to the adoption of technology along with the change in the consumer's lifestyle and urban development. People nowadays are running in a busy world so they are looking for a convenient and customizable shopping experience for grocery shopping rather than going to the neighbourhood shops .In September 2016, Mukesh Ambani officially launched his telecommunication venture called Jio (Joint Implementation Opportunities) and set an example by turning Jio into the

largest mobile network in India and the third-largest mobile network operator in the world with over 477.94 million subscribers as of November 2024. Witnessing the growth in revenues, profits, and market share in the above-mentioned sectors, Mukesh Ambani is now all set to try his hand at e-commerce through his new venture called JioMart.

JioMart is an online grocery store that provides 50,000+ grocery products at discounted rates at your doorstep through an express delivery system. It follows an on demand model. The company will avoid the system of warehousing and partner with local retailers instead. These retailers will source the grocery products and deliver them to the customers JioMart began functioning in January 2020 and is available in over 200 cities and towns across India, including Mumbai, Chennai, Kolkata, Hyderabad, Delhi, Bengaluru, Jaipur, and Trivandrum .JioMart will operate on the online-to offline business model; it will connect with local retailers and deliver goods to customers by procuring them from the nearest store located in the customer's vicinity. This model is unlike the warehouse model used by Amazon now.

OBJECTIVES OF THE STUDY

- To study the demographic profile of jiomart grocery shopping consumers in Erode District.
- To study customer behaviour and their attitude and preferences while purchasing groceries in jiomart.
- To identify and evaluate the customer satisfaction level towards jiomart groceries shopping.
- To understand different view, opinion, ideas, impressions of jiomart products from the view point.
- To know about the likes and dislikes of customers regarding jiomart online grocery shopping.

SCOPE OF STUDY

The scope of this research is to assess the level of awareness and preference among individual towards the delivery services of jiomart grocery shopping. The study is specifically focused on the Erode District. Its primary goal is to examine how the company effectively meets custom. This study will let us know whether jio mart store is able to satisfy its consumer's needs by delivering the products on time which are demanded by consumers. This study analysis jio mart relationship with all its local store members. Jiomart has come so far with its hard work so we are getting to know the reason behind the success of jio mart. This study will let people know more about the jio mart store.

RESEARCH METHODOLOGY

Research means careful investigation and inquiry especially through searchfor new facts in any branch of knowledge research involves collecting , organizingandevaluating data by making deduction researching conclusion and the carefully testingtheconclusion to determine whether they fit for the hypothesis. This includes the specification of

- Data collection
- Sampling design
- Statistical tools used for analysis

DATA COLLECTION

Data collection is the process of gathering and measuring informationfor research using standard

validated techniques. A researches can evaluate their hypothesison the basis of collected data. There are two types of data used in this study:

- Primary data
- Secondary data

PRIMARY DATA

Primary data are these which are collected for the first time and are original in character. In this study the primary data was collected through structured questionary.

SECONDARY DATA

Secondary data are those which has been collected from various sources like magazines, documents, books and websites etc.

SAMPLING

Sampling is a statistical analysis process that entails selecting a predetermined number of observations from a larger population. The methodology used for sampling from a larger population should be carefully considered to ensure the validity and reliability of the analysis.

SAMPLING TECHNIQUE

Sampling Technique are used for collecting the data.

SAMPLE SIZE

Field survey technique was employed to collect primary data from the 50 sample respondents. The sample is of wide range of people from different age groups and different occupation.

STATISTICAL TOOL

Used simple statistical tools were utilized to analysis and interpret the data.

AREA OF STUDY

The data collection process involved conducting the survey in different areas of the Erode District.

TOOLS FOR ANALYSIS

Data collected through questionnaire were presented in a master table fromthemaster table, sub tables were prepared. For analysis and interpretation of the data simplestatistical tool percentage analysis, was used to found necessary analysis. The FormulaforSimple Percentage Analysis is follows,

Number Of Respondent

Simple Percentage Analysis = -- 100

Total Of Number Respondents

LIMITATIONS OF THE STUDY

- The sample size has been taken to only 50 respondents.
- This study is only for the people who are shopping in jiomart.
- This study is conducted only for the respondents.
- Accuracy of the figure and data depends on a respondent view.
- Time and resources constraints are the others limitations too.

FINDINGS OF THE STUDY

- The Maximum (30%) of the respondents are belongs to the category of 26 – 35 years.
- The Majority (70%) of the respondents comes under the female category
- The maximum (68%) of the respondents are Unmarried.
- The Maximum (36%) of the respondents are belongs to the category Graduates.
- The Maximum (32%) of the respondents has monthly income of Above 60,000.
- The Majority (66%) of the respondents are from Nuclear family.
- The Maximum (30%) of the respondents are spending time to jiomart for Monthly.
- The Maximum (32%) of the respondents are influenced by Social Media.
- The Maximum (34%) of the respondents are using jiomart for More than 1 year.
- The Maximum (30%) of the respondents are choosing the jiomart for Offers/Discount.
- The Maximum (28%) of the respondents on the purchase groceries using jiomart areRarely
- The Maximum (32%) of the respondents are purchasing Household Essentials in jiomart.
- The Maximum (34%) of the respondents of the app's user interface is Good.
- The Maximum (34%) of the respondents of app speed is Satisfied
- The Maximum (30%) of the respondents in the payment process is Convenient injiomart.
- The Maximum (30%) of the respondents of the mode of payment is Cash on delivery
- The Maximum (34%) of the respondents of the price of jiomart is Slightly Cheaper.
- The Maximum (30%) of the respondents of the delivery time is Fast.
- The Maximum (30%) of the respondents of the packaging of groceries is Good.

SUGGESTIONS

1. Enhance customer support through multiple channels (e.g., phone, email, chat) queries efficiently.
2. Use data analytics to offer personalized product recommendations, promotions, and content to customers.
3. Streamline the checkout process to reduce friction, minimize cart abandonment, andincrease conversions.
4. Collect customer feedback through surveys, reviews, or focus groups to identify areas forimprovement.
5. Optimize logistics to reduce delivery time and increase customer satisfaction.

CONCLUSION

In recent times, the awareness of the jio-mart groceries delivery service havebeenincreasing among customers and this has led to an increasing demand for such products. Consumers are satisfied with

quality of the jio-mart services which suggest that they are willingto purchase more groceries. Overall study has shown that the consumers increasing the aware and interestedinjio-mart groceries delivery service. it is important for the industry to maintain standards andensurethat the customers are provided with authentic and high quality product to maintaintheirsatisfaction and trust.

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