

CONSUMER ATTITUDE TOWARDS DECISION MAKING AND LOYALTY TO ONLINE GROCERY SHOPPING

Dr. G.K. Sharma

Research Supervisor
Department of Commerce
SSV (P.G.) College, Hapur
CCS University, Meerut

Neetu

Research Scholar
Department of Commerce
SSV (P.G.) College, Hapur
CCS University, Meerut

ABSTRACT

The growing consumer interest in buying foods online has caused that online grocery shopping is the current most evolving E-Commerce category therefore focus on the factors influencing E-Commerce decisions making is an important key to Taylor optimal marketing strategy (OGS) is specific due to food aspect quality, freshness, durability as well as to the offers services delivery condition of the online purchase process to extend the external factors of online consumers decisions process and examine the influence of offers, services and delivery condition towards consumer decision making is online grocery shopping the result show that high customer sensitivity is in delivery time and charges while the impact of the minimum required order on the consumer intention to shop grocery online is not to decisive it. The result suggests the delivery process is the consumer most requested services and could play a role in the building loyalty of the customers.

Key Words: Online grocery shopping, Decision making, Loyalty, Delivery condition.

1.1 INTRODUCTION

A consumer is a person or a group who at in time to order or use purchase goods products or services family for personal social family household and similar needs who is not directly related to entrepreneurial or business activities.

Consumer Attitude-Consumer attitude refers to a set of emotions behavioural intentions and belief that a consumer has towards behaviour or products it can be changed by influencing one or more of its three compartments behaviour effective and cognitive. In other words, attitude consists of thoughts or believe feelings and behavioural or intentions towards a particular thing which in this case is usually a good or services for example you may have very positive view of particular sports car for example you believe it perform better the most it makes you feel good and you and to buy it. Why is why is consumer attitude important? businesses use consumer attitude to differentiate their consumer and identify the target group it can also help a business personalize its marketing companion and keep the customer happy.

Understanding attitude being with the understanding the consumer behaviour theory that underline attitude formation and change.

- Consumers learn attitude from a variety of sources ranking from direct experience to word of mouth to marketing
- A consumer personality is one of the most critical driver of the attitude given the individual nature of personality attitude to our highly individualistic and differ greatly from one consumer to the next marketer to understand attitude to that they can per sweet consumer to form positive attitude towards our products and services.

1.1.1 Online grocery shopping-Online grocery shopping is a way of buying goods or other household necessity is using a web based dropping service there are two basic method that people can use to purchase

these item online 1 is to order them from the local grocery store that participate in online shopping are customer can then arrange for the home delivery directly from the store once or he can pick up his order at the store once and employee has a sample it another common practice is to order groceries from the large company such as Amazon net grocer that will shift the items to one's home.

1.2 OBJECTIVE OF THE STUDY

- To study the consumer attitude towards OGS
- To Examine online grocery shopping decision making process of consumer
- To study loyalty and satisfaction level of consumer towards OGS

1.3 LITERATURE REVIEW

Ajit kaushal (2015) - Online grocery services have not been able to cater to the rural areas and towns, the awareness about this is also limited in such areas. There is a huge section of the audience who is unaware about such services Significance differences were found in various demographic traits regarding the awareness of the OGS. Factors that influenced the decision of the consumers greatly were found to be perceived risks, perceived cost, perceived convenience and perceived enjoyment. One of the studies determined the relationship between change in behaviour and the environment of Covid 19. This change leads to an opportunity for the food retailers and deliverers to tailor business strategies according the scenario. They may consider increasing their existing capacity as per the demand.

Banumathi P.(2018)- concluded that the perception towards Fast Moving Consumer Goods in particular reference to Thoothukudi District from the point of view of the customers. According to the study, the brand value of the FMCG products are not determined by the packaging, Promotion and pricing of the products. But it is believed that the consumers buy FMCG product based on their quality.

Gnana lakshmi G. (2016) - made a study focused on what extent brand awareness endorses brand loyalty among the customers of FMCG products in Thiruvavur. The study concluded that, successes of many businesses depend on their ability to create and retaining the customers. FMCG companies to sell their products in standard price with good quality, availability of brands in all stores and is less costly to attracting new customers. Brand Loyalty is one of the important factors that provide sturdy image and spirited weapons to fight with competitors in the FMCG market.

Harjinder Kaur (2017)- summarised in his research that the important thing for e-grocers to understand is that one cannot expect the same strategies that were successful in the electronics or apparel online retail sector to work in the online groceries sector. In fact, this is a completely different beast, and therefore has to be treated that way. Indians still love their in-store grocery shopping. They want to touch, smell and feel their food and staples. Local stores are now delivery at home, for free and within an hour. Larger brands are unable to manage this yet so they are not a good fit for immediate needs.

Jogi Mathew (2016)- concluded that Customer loyalty has a significant impact on customer retention in supermarkets. An increase in customer loyalty will lead to an increase in customer retention. The research also concluded that-Customer satisfaction is a direct predictor of customer retention in supermarket customers. Switching cost positively influence customer retention. Supermarkets can create a barrier which prevents the customer to switch to another retail service provider.

Kanimozhi V. (2021)- revealed the demographics of online shoppers and the difference in online grocery purchase intention based on demographics. These results can be used by marketers in formulating appropriate marketing strategies to better target and position their retail store brands. The perception of shoppers on various factors influencing online grocery purchase intention can be used by retailers while designing their online retail stores and positioning their retail store brands. The proposed online grocery purchase intention model adds to the existing literature and can help researchers serving as a basic model as there is always an opportunity for better model.

Krity Gulati Mehta (2018) concluded in her research that online shopping is the surge of this century, a trend that was capable of bringing remarkable change in the buying style of shoppers. The traditional pattern

of approaching market, finding a seller, choosing the desired product, bargaining the price and finally bringing the product to home is now changed to just click and receive the product at home.

Seema Agarwal (2018)-conducted a study on A Study of Factors Affecting Online Shopping Behaviour of Consumers in Mumbai Region and concluded that Companies are facing a tough competition in this dynamic arena of business. They are always looking for new avenues so that they can increase contact with consumers and for the same they are letting no stone unturned. In this regard, the latest trend is online shopping.

Subhra Rani Mondal (2018)- examined the impact of satisfaction and store loyalty with customers' buying behavior, store image and demographic factors and the association between satisfaction and loyalty. In general the results of study support the hypothesis and relationship of store image on satisfaction and loyalty of customers. Research findings indicate demographic factors contributing to a larger extent in shaping customers' buying behavior.

Suja R. Nair (2016) focused on the evolving consumer behaviour among urban Bengaluru customers who are showing a growing preference towards visiting modern outlets for purchasing food and groceries. While selecting stores for food and groceries customers look out for certain store attributes and if they are satisfied with the availability of these at the outlets they are likely to patronize such stores in the future-this is the premise on which the current study is based. Over the year, technology has taken a vast turn. As a boon almost everything has been made available to people online. Online Grocery being one of them. For people to adapt to change it takes a while it was found that price consciousness, convenience, variety and easy payment options were a few factors that impacted the consumer to shop online. However, most of the consumers were worried about the security of their payment details.

1.4 ONLINE GROCERY SHOPPING IN INDIA

The covid-19 pandemic act as a significant catalyst for the online grocery market locked down social distancing measures and safety concerns lead to search in demand for contacts less grocery shopping which loneliness platform India's increasing internet penetration coupled with the growing popularity of smart phones has created a massive customer base for online shopping organisation longer working hours and the busy life style have lead to consumers to see convenient shopping options online shopping alliance with these changing lifestyle saving times and efforts consumer have become more aware of the benefits of online shopping including the ability of compare prices access of wider range of products and read reviews from other shoppers online grocery retailers have invested heavily in the building efficient supply chain and cold storage facility this has enable them to handle goods and maintain product freshness significant challenges particularly in congested or one areas insurance delivery maintaining product quality can be logistical and deals online grocery retailer must try ka balance between offering competitive price and maintaining profit ability the regulatory in India is it allowing with various state imposing different rule and restrictions think and compliances challenges for retailers operating across multiple reason.

1.5 ADVANTAGES OF ONLINE GROCERY SHOPPING

- **Convenience and Time Saving**-One of them for most driver of the Indians online grocery market is the unpaid paralleled convenience its offer to the consumer in a fast paste world where time is a precious commodity online grocery shopping has emerged as a time saving solution.
- **Expensive Product Selection**-Another significant fibre of the India online grocery market is the extensive product selection and variety offered by these platforms limited self-space which can result in a restricted range
- **Digital Payment Option and Discount**-The white spreads adoption of digital payments method such as digital wallets and unified payment interface has made online transaction secure and convenient online grocery platform St frequently offer discount cash back and promotional offers to attract and retained customers these discounts can be specially appealing to price conscious consumer looking to save them on their gross rebels.

1.6 KEY CHALLENGES IN ONLINE GROCERY SHOPPING

- **Intensive Competition and Consolidation** -The Indian online grocery market is characterized by force competitions among numerous player wearing for market dominance and this competition has lead to grasive pricing strategies and heavy investment in marketing logistic to capture and retained customer.
- **Complex supply chain and logistic**-The online grocery business operates on a complex approach and logistic model unlike traditional e-commerce where product can be store in warehouse for longer period groceries have limited self-life and required stringent temperatures self-life and requesting and temperature and storage conditions.
- **Consumer behaviour and trust** -Changing consumer behaviour and building trust in online grocery shopping post significant challenge for the industry traditionally Indians have preferred to select fresh produce and groceries in person inspecting item for quality and freshness.

1.7 CONSUMER DECISION MAKING IN ONLINE GROCERY SHOPPING

The consumer decision making process Intel the steps consumer go through to make decisions between marketplace alternative product choice product brand choice store choice or brand items options paying possibilities and even whether or not to make a purchase at all the decision process has five stage problem recognitions search alternative evaluation purchase and outcomes which are affected by external factors include individual characteristic social influence situational and economic factors and online environment website quality website interface website satisfaction website experience in two external factor of online consumer decision making.

Online environment offer some specific attribute influenced consumer decision making process the most frequently mansion attributes of online grocery shopping are time savings and saving of efforts during the purchase process these two attributes belongs to perceived convenience factor the most frequently mention benefit of online shopping perceive convenience is the construct that reflect consumer perceive time and efforts in purchasing these two attributes apply to online consumer decision making in general for all categories of service and products however the online grocery shopping area is specific due to the product itself many grocery items such as fruits and vegetables belong to the see, touch and smell category making it impossible to explore the product quality before online purchase while some entails can guaranteed up superior product freshness quality product meet once expectation and receiving the product in time the perceive bricks of failure to meet these requirement significantly affects online customer therefore a decision making process in buying groceries online can be different in some way in external factor from the store shopping and online shopping in journal most of the previous research into the online grocery shopping has focused on identifying consumer attributes to head online decision making process.

1.8 CONSUMER LOYALTY TOWARDS ONLINE GROCERIES

OGS offer both consumer and business a number of benefits for merchant its enable them to connect and gain access to potential customer around the clock and provides are dynamic virtual shop to make easier to buy and sell grocery service and information whenever they want its lesson the physical and mental efforts needed by customer to make traditional gross the store purchase grocery shopping especially for vegetable is in almost daily need in regular family OGS services not only minimise this efforts but also help customer avoid waiting in line at checkout counters and different stores online grocery shopping has advanced significantly in a short period of time there are already more than 2 million user register with the OGS website the next problem is getting them to become regular customer this is a quite relevant in the Indian market contact future difficulties for OGS may come from three direction adjusting and diversifying the product of rings strategies and modifying the supply chains to set his 5 the need of the online merchants and prevent the danger of being a noticed online given that competition current customer has become a herculean task for online rather there offline as online shop us today maybe interested in more than just price today they may also want a wide selection of products to be entertained while shopping etc. their four consumer loyalty is a crucial trade that has to be research specifically with regard to OGS.

1.9 FACTORS AFFECTING SATISFACTION AND LOYALTY IN ONLINE GROCERY SHOPPING-

- **Social Influence**-we presume that if someone or group of people who are significant to the user things that buying food online is advantages since it would improve the user social presence or reputation within the reference group.
- **Physical Efforts**-Physical work is required for required for offline food shopping including getting to and from the store and bringing you by home online grocery shopping safe time and efforts because the groceries are delivered to your home.
- **Time Pressure**-Consumer perception of their own business are referred to time pressure consumer believe that shopping for food offline take time of the how time constraint.

1.10 CONCLUSION AND RECOMMENDATION

Online grocery shopping is the current most evolving e- commerce category worldwide. With the growth of individuals purchasing grocery online, there is also growing need for scientists and managers to recognize and understand the factors that's affect consumer 'decision-making .this paper examined services offered and factors influencing consumer when purchasing online grocery it was found, these factors can be added to external factors influencing consumer 'decision making and loyalty towards online grocery shopping. And it was recommended that marketing communication and customer relationship management needed to improving the quality of the service provided.

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