

# CUSTOMER'S PERCEPTION TOWARDS ONLINE GROCERY SHOPPING APPS WITH SPECIAL REFERENCE TO COIMBATORE CITY

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## **Abstract**

The swift expansion of e-commerce has markedly changed the retail environment, with online grocery shopping applications surfacing as a practical substitute for conventional shopping. This research examines customers' views on online grocery shopping applications, investigating essential elements that affect their choices, contentment, and obstacles. The study concentrates on elements like user-friendliness, product standard, cost, delivery effectiveness, and confidence in online transactions. An approach based on surveys is employed to collect information from various consumers, aiding in the comprehension of their motivations and issues. The results emphasize how elements such as technological progress, customized experiences, and marketing incentives influence customer perceptions. Furthermore, the research highlights obstacles like shipping delays, lack of product availability, and safety issues that influence adoption rates. The findings from this study can help companies improve their app functionalities and services, ultimately boosting customer satisfaction and loyalty.

**Keywords:** E-commerce, consumer behaviour, digital retail, online grocery shopping, customer perception, mobile apps.

## Introduction

Grocery shopping applications have transformed how individuals purchase groceries by providing convenience, efficiency, and tailored experiences. These applications enable users to explore items, compare costs, and make orders for delivery or collection, while functionalities such as digital coupons, loyalty schemes, and tailored suggestions improve the shopping experience. Fuelled by technological progress and shifting consumer habits, grocery apps are consistently developing with enhanced features. They also offer retailers important consumer insights, assisting in customizing offerings and enhancing customer loyalty. With the rise of mobile commerce, grocery shopping applications are likely to become increasingly advanced, improving the overall shopping experience even more.

## Review of literature

**Shroff et al. (2024):** provide an extensive overview of the development of online grocery shopping, analysing consumer habits, technological progress, and logistical issues. Employing a multi-method strategy that involves bibliometric analysis and the creation of a conceptual framework, the research highlights crucial elements that affect the acceptance and contentment with online grocery shopping platforms. The results emphasize the relationship between convenience, perceived risk, and technological advancements in influencing consumer choices.

**Ang, Y., & Neo, L. (2024):** analyses online grocery shopping habits by categorizing consumers according to their shopping preferences. Through a survey and cluster analysis of Finnish consumers, the study reveals unique shopping profiles, emphasizing significant variations in preferences and behaviours. The results offer important information for online grocery sellers, assisting them in customizing services to more effectively address the requirements of various consumer groups

**Shukla S M (2017):** examines how consumers view online grocery shopping, emphasizing the difficulties and future opportunities within the sector. Featured in the Indian Journal of Computer Science, the research highlights essential elements affecting consumer acceptance, such as ease of use, time efficiency, and availability of diverse products. Nonetheless, obstacles like worries about product quality, trust problems, and delivery inefficiencies impede wider acceptance. The study emphasizes the necessity for upgraded digital frameworks, secure payment methods, and dependable logistics to bolster customer trust and stimulate growth in the online grocery industry.

**Kumar R and Gupta S (2020):** examine consumer tendencies regarding online grocery shopping in Hyderabad. Featured in the Journal of Emerging Technologies and Innovative Research, the study investigates elements affecting adoption, such as convenience, time efficiency, discounts, and product diversity. The writers recognize significant obstacles like trust problems, worries about product quality, and reliability of delivery. The study emphasizes demographic patterns, indicating that younger and technologically adept consumers tend to embrace online grocery shopping more readily. The results provide

retailers with guidance on boosting service quality, increasing trust, and refining digital platforms to grow the online grocery market in Hyderabad.

**Hansen T (2021):** investigates the elements affecting the uptake of online grocery shopping in Europe through the lens of consumer behaviour. Appearing in the Journal of Retail and Consumer Services, the research analyses essential factors including convenience, time efficiency, digital proficiency, and trustworthiness in online transactions. The writer further emphasizes obstacles, such as worries about product quality, shipping expenses, and absence of physical shopping experiences. The research highlights how demographic elements, technological progress, and retail strategies influence consumer preferences. The results offer guidance for companies aiming to improve digital grocery shopping experiences and boost market reach.

### **Objectives**

1. To analyse awareness level of customers towards Grocery shopping apps
2. To identify customer opinion towards Grocery shopping apps
3. To identify driving factors towards Grocery shopping apps
4. To evaluate satisfaction level of customers
5. To know about the challenges faced by customers during shopping journey

### **Research methodology**

Research methodology refers to the systematic and structured approach used to conduct research. It involves a comprehensive plan that outlines the methods, procedures, and tools employed to collect, analyse, and interpret data. A well-defined research methodology helps ensure the validity, reliability, and generalizability of the research findings. The research methodology begins with defining the research problem, which involves identifying the research question, objectives, and hypotheses. This is followed by selecting the research design, which can be qualitative, quantitative, or mixed-methods. The research design determines the overall approach to the study, including the data collection methods and data analysis techniques.

### **Sources of data**

#### **Primary data**

**Primary data** refers to data that is collected directly from original sources for a specific research purpose. It is firsthand information that is gathered through various methods, such as surveys, interviews, experiments, or observations.

For this study, primary data was gathered using a mix of Quantitative data and Qualitative data. The structured questionnaire was framed to collect Primary data.

### **Secondary data**

**Secondary data** refers to data that has been collected by someone other than the researcher for a purpose other than the current study. It is data that already exists and is readily available from external sources.

Secondary data has been gathered through Websites, journals.

### **Area of the study**

Coimbatore, a swiftly urbanizing metropolis in Tamil Nadu, is an excellent location to examine consumer views on online grocery shopping applications. Due to a varied consumer demographic, rising smartphone usage, and an escalating need for convenience, the city is seeing a transition towards online grocery shopping. Elements like confidence in online transactions, accessibility of local products, delivery speed, and cost affect app usage. Grasping these factors offers essential information about consumer behaviour in the area.

### **Limitation of the study**

- ❖ **Geographic Constraints:** The study may be limited to Coimbatore city only, which could affect the generalizability of the findings to a global audience.
- ❖ **Sample Diversity:** The diversity of the respondents in terms of demographics, such as age, income, and digital literacy, may not fully represent all user groups.
- ❖ **Dependence on Secondary Data:** Relying on secondary data may result in outdated or biased findings, affecting the study's accuracy and relevance.

### **Findings**

- Majority (51.3%) of the respondents who have attended are females.
- Most (49.7%) of the respondents are below the age group of 20.
- Majority (77.2%) of the respondents are Under graduates.
- Majority (89.4%) of the respondents are Students.
- Majority (61.4%) of the respondents has their monthly income level of Below ₹20000
- Most (34.4%) of the respondents are very familiar with online grocery shopping apps.
- Most (46.6%) of the respondents have known about grocery shopping apps through Social media/ Ads.
- Most (42.3%) of the respondents are using Swiggy Instamart as a platform of online grocery shopping.
- Most (33.3%) of the respondents are using grocery shopping apps on Monthly basis.
- Most (43.9%) of the respondents agree with pricing of online grocery shopping apps compared to local stores.

- Half (50.8%) of the respondents have selected Level 3 in customer support service provided by online grocery platforms.
- Most (33.9%) of the respondents are into discounts and offers for their Purchase decisions.
- Most (36.5%) of the respondents are selecting Delivery tracking feature as the most valuable one.
- Most (38.6%) of the respondents are choosing Buy 1 Get 1 as the most appealing offers in online grocery shopping apps.
- Most (34.4%) of the respondents are giving much importance for the speed of delivery.
- Most (38%) of the respondents are satisfied with the delivery process of online grocery shopping apps.
- Most (41.8%) of the respondents are moderately satisfied with the packaging made through online grocery apps.
- Most (40.7%) of the respondents often get the exact product they ordered without any substitution.
- Majority (87%) of the respondents have selected Level 3 in their experience with grocery apps.
- Most of the respondents state that Lack of product quality (30.2%) and Difficulty in navigating the app (30.2%) as the major challenges faced.
- Half (50.8%) of the respondents stated that they rarely had technical glitches while using the grocery apps.
- Majority (86.2%) of the respondents have suggested the online grocery shopping apps to others.

### Suggestions

- **Enhance Navigation & User Experience** – Since 30.2% of users face difficulty navigating the app, simplifying the interface, improving search functionality, and refining category organization can improve usability.
- **Ensure Better Product Quality** – As lack of product quality is a major concern (30.2%), implementing strict quality checks, verified seller partnerships, and customer feedback-driven improvements can enhance trust.
- **Improve Packaging & Delivery** – With 41.8% moderately satisfied with packaging and 34.4% prioritizing delivery speed, optimizing packaging materials and ensuring faster, more reliable delivery will boost satisfaction.
- **Leverage Discounts & Offers** – Since 38.6% prefer "Buy 1 Get 1" offers and 33.9% are driven by discounts, apps should provide personalized deals, loyalty programs, and seasonal discounts to attract and retain users.

## **Conclusion**

The research shows that online grocery shopping applications are commonly utilized, particularly by younger students with restricted finances. Although aspects like discounts, tracking deliveries, and social media advertising draw in users, issues such as navigation problems within the app and worries about product quality remain. Enhancing user experience, guaranteeing superior product quality, refining delivery and packaging, along with providing appealing discounts, can boost customer satisfaction and increase engagement levels. In general, the results show a favourable adoption pattern, with most users suggesting these apps to others.