

An Analysing of Consumer Behaviour towards Big Basket with Special Reference Coimbatore City

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Abstract

Consumer behaviour towards Big Basket, an online grocery delivery platform. Understanding consumer behaviour is crucial for businesses to effectively cater to customer needs and preferences. This study aims to explore various factors influencing consumer behaviour towards Big Basket, including motivations, satisfaction, loyalty, and adoption of online grocery shopping. Additionally, the abstract highlights key findings related to consumer attitudes, preferences, and purchasing patterns. The results indicate that convenience, product quality, competitive pricing, and trustworthiness are significant determinants of consumer behaviour towards Big Basket. Furthermore, the abstract briefly discusses the implications of these findings for marketers and provides recommendations for enhancing customer satisfaction and loyalty on the platform. Overall, this abstract offers a succinct summary of the research conducted on consumer behavior towards Big Basket, providing valuable insights for both academia and industry practitioners.

Keywords- *Consumer Behavior, Big Basket, Industry Practitioners, Online Grocery*

INTRODUCTION

Big Basket is a leading online grocery store that offers a wide range of products

including fresh fruits and vegetables, household essentials, personal care items, and more. As a customer-centric

organization, Big Basket places a strong emphasis on ensuring customer satisfaction. With a commitment to providing a seamless and convenient online shopping experience, Big Basket has earned a reputation for delivering high-quality products, reliable service, and excellent customer support. Big Basket's customer satisfaction is reflected in its user-friendly website and mobile app, which are designed to make online grocery shopping easy and convenient. Big Basket's focus on delivering fresh and quality products is another key factor that contributes to customer satisfaction. The company has a robust supply chain and stringent quality control measures in place to ensure that customers receive only the best products. Additionally, Big Basket offers a "no-questions-asked" return policy, allowing customers to return or exchange products that do not meet their expectations, further enhancing their satisfaction and trust in the brand. Big Basket's commitment to providing a safe and secure online shopping experience is another aspect that contributes to customer satisfaction.

OBJECTIVE

- To identify the factors influencing customers to purchase through Big basket.

- To know the customer satisfaction level on online purchase of groceries through big basket.
- To identify the issues faced by the consumer while using Big basket.
- To identify the services provided by Big Basket.

SCOPE OF THE STUDY

- E- Grocery is happening in India to a big way. The E-Shopping will replace traditional in store shopping in the future.
- To know about various factors which consumer considered for online shopping in Big Basket.
- To determine which future of Big Basket website attracts customer or not.
- To know about customers are positively affected by online grocery shopping on Big Basket.
- This study is conducted to reveal the consumer's attitude on e-grocery and their preference towards the same.

RESEARCH METHODOLOGY

- To find out satisfaction level of existing customers.
- To identify issues faced by user for online shopping in groceries.

- To find out the reason d of dissatisfaction of customers via feedback obtained.
- To find the expectations of customers from a retailer.
- To know about the strategies to attracts customers.

LIMITATIONS

- Shortage of time factors one of the major constraints.
- It is very difficult to check the accuracy of the information provided.
- The method will be unsuitable if the number of employees to be surveyed is less as it will be difficult to draw logical conclusions regarding the digital marketing concept sat Big Basket.
- All the observation and recommendation will be made on the feedback obtained from the survey.
- All the secondary date are not readily available.

REVIEW OF LITERATURE

- Palumo and Herbing (2014)The run of the mill internet client of the twentieth century is youthful, expert, and prosperous with more elevated amounts of wage and advanced education (palumo and hubris,1998). They esteem time more than cash

which consequently makes the working populaces and double wage or single parent family units with time limitations better contender or to be focused by non-store retailers (burke,1997). In reality , the two socioeconomics and identity factors, for example, conclusion initiative or hazard averseness are critical components that are considered in examines attempting to decide the precursor of the internet buys (kwak et al., 2002)

- Co-moor (2014) Corroborative work demonstrates that pay and acquire power have reliably been found to influence buyers' penchant to move from block and-cement to virtual shops(co-mor,2002)

Hoffman and Novak (2007) Web utilization history and force additionally influence web based shopping potential. Buyers With longer chronicles of interact use taught and furnished with better aptitudes and Impression of the web condition have altogether higher forces of web based shopping Encounters and are better contender to be caught in the well known idea of stream in the Digital world (Sisk,2000;Hoffman and novak,1996; Liao and cheung,2001)

DATA ANALYSIS AND INTERPRETATION

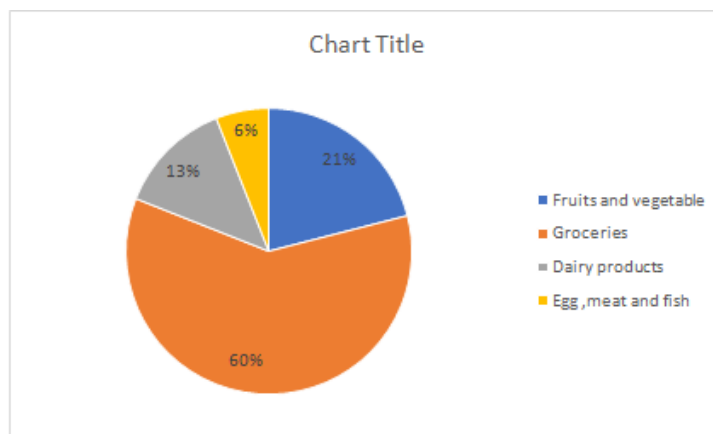
Table No. 1 Showing Type of product Respondents

S NO	PREFERENCE OF PURCHASE	NO OF RESPONDENTS	PERCENTAGE
1	Fruits and vegetable	26	21%
2	Groceries	73	60%
3	Dairy products	16	13%
4	Egg ,meat and fish	7	6%
	TOTAL	122	100%

SOURCE : PRIMARY

Interpretation: From the above table 21% of Respondents are Fruits and vegetables, 60% of Respondent are Groceries, 13% of Respondents are Dairy products and 6%of Respondents are Egg ,meat and fish

CHART NO .1



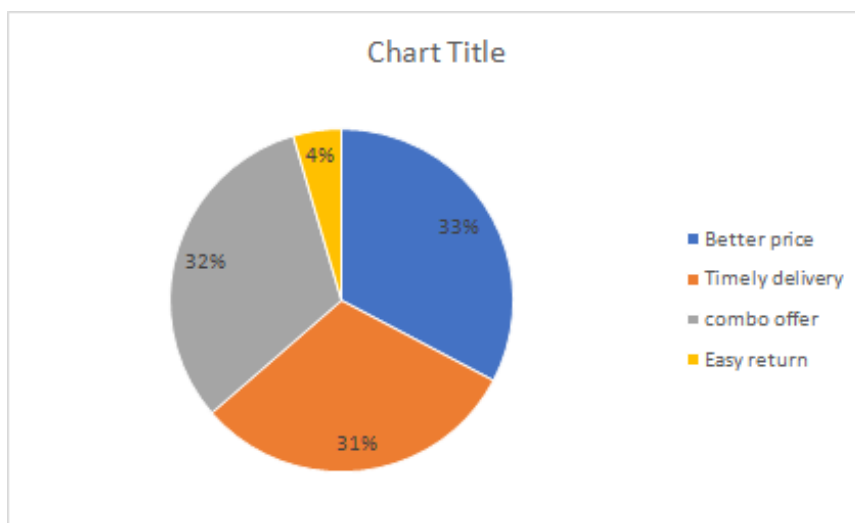
Inference : Majority 60% of the responses are Groceries.

Table No .2 Showing benefits behind purchase Respondents

S NO	BENEFITS	NO OF RESPONDENTS	PERCENTAGE
1	Better price	44	36%
2	Timely delivery	41	34%
3	Combo offer	31	35%
4	Easy return	6	5%
	TOTAL	122	100%

Interpretation : From the above table 36% of Respondent are Better price ,34% of Respondent are Timely delivery, 25% of Respondents are combo offers and 5% of Respondents are Easy returns.

CHART NO .2



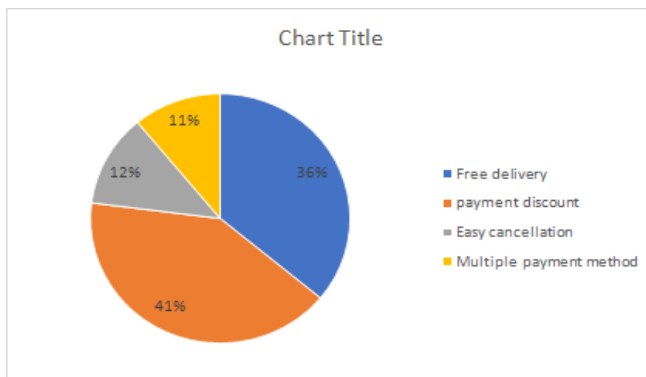
Inference : Majority 36% of the responses are better price.

Table No. 3 Consider mostly while purchasing in big basket respondents

S NO	Consider while purchasing	No of Respondent	Percentage
1	Free delivery	43	36%
2	Payment discount	50	41%
3	Easy cancellation	15	12%
4	Multiple payment method	14	11%
	TOTAL	122	100%

Interpretation: From the above table 36% of Respondent are Free delivery, 41% of Respondents are Payment discount, 12% of Respondent are Easy cancellation and 11% of Respondents are Multiple payment method.

CHART NO .3



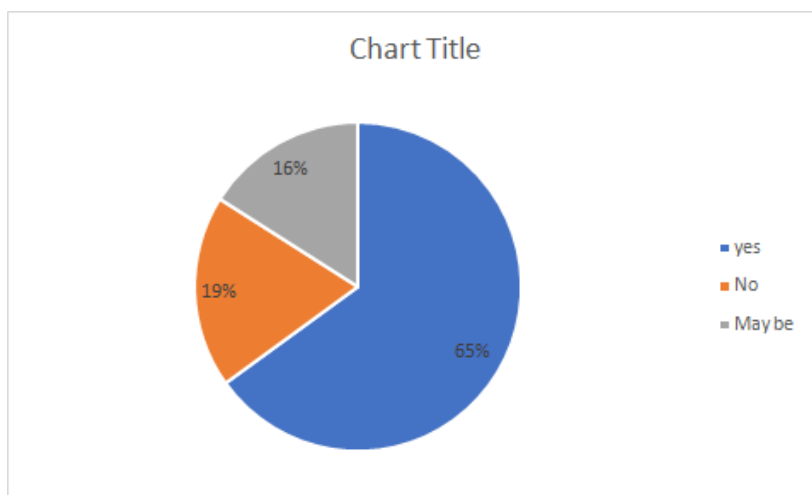
Inference : Majority 41% of the responses are payment discount.

Table No 4 Showing Advertisement Respondents

S NO	ADVERTISEMENT	NO OF RESPONDENTS	PERCENTAGE
1	Yes	79	65%
2	No	23	19%
3	May be	20	16%
	TOTAL	122	100%

Interpretation: From the above table 65% of Respondents are Yes ,19% of Respondents are No and 16% of Respondents are May be

CHART NO 4



Inference : Majority 65% of the responses are yes

FINDING

- Majority 60% of the responses are Groceries.
- Majority 36% of the responses are better price.
- Majority 41% of the responses are payment discount
- Majority 65% of the responses are yes.

SUGGESTION

Review from the client must be taken in the wake of giving conveyance if any negative input in there than organisation needs to make a move to enhance them to client will get fulfilled.

- Proper preparing must be given to conveyance kid to build the consumer loyalty.
- Wrong item are convey to the client , organisation needs to make a on this issue.
- Website inquiry must be tackled to expand consumer loyalty.

CONCLUSION

Big Basket is an online grocery delivery platform that has gained popularity in India due to its convenience, wide range of products, and competitive pricing. Consumer behaviour towards Big Basket may be influenced by several factors, Convenience Consumers are increasingly looking for convenient ways to shop for

groceries, and Big Basket provides a convenient option by delivering groceries to the doorstep. Consumers place a high value on trust, especially when it comes to purchasing essential items such as groceries. Big Basket has built a reputation for providing quality products and reliable service, which may encourage consumers to continue using the platform. The online grocery delivery market is becoming increasingly competitive, with several players entering the space. Consumer behaviour towards Big Basket may be influenced by how it competes with other platforms in terms of product range, pricing, and service. As technology continues to advance, consumer behaviour towards online platforms such as Big Basket may change. In conclusion, while it is difficult to predict consumer behaviour towards Big Basket is coming years, factors such as convenience, trust, competition, and technology are likely to play a role in shaping consumer preferences.

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