

## **-Acceptance of E-Grocery shopping among the consumer in Dindigul District**

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**Abstract-** The study is focused on the acceptance of E-Grocery shopping among the consumer in dindigul district. E-Grocery is in emerging stage and high potential area in the electronic commerce. A well-structured questionnaire was developed and circulated to grocery shoppers in dindigul district through convenient method and then collected data was analysed using ANOVA. The results declare that most of the respondent are students and educated, among the demographic factor the age and family income have positively influence e-grocery shopping.

**Keywords-**E-Grocery Shopping, Consumer, Acceptance.

### I.INTRODUCTION

Due to globalization and liberalization consumer buying behaviour has been changing, Even though e-grocery shopping is nascent stage it has high potential and market value , a report predicted that e-grocery shopping will be \$ 10.5 billion dollar market by 2025,driven by Variety of products and on the day delivery operation. As of now main player in the E-grocery market are Bigbasket (1,00,000 orders per day) and Grofers (40,000 orders per day). Predominately grocery shopping is a routine process, where one need not to think much to purchase an item. Throughout the world the grocery purchase is very low compared to other products.

### II.PROBLEM STATEMENT

Dindigul is a city in state of Tamilnadu. There are more than 6,00,000 people reside in the district. In order to cater the needs of the consumer in dindigul district the development of a profitable e-grocery strategy even more difficult. the Dindigul district is 420 KM far from the state capital Chennai, and tier-III city has its own advantage and disadvantage, these are things make an entrepreneur think to invest in e-grocery shopping in Dindigul and rise following questions: how do you facilitate the consumers with technology? What is the list of items need to cater the consumer day to day requirement? How do you satisfy the consumer expectation in order to accept the E-Grocery shopping? In the light of above, it is imperative to know factor influence the consumer's acceptance towards e-grocery shopping.

### III.LITERATURE REVIEW

Appropriate technology will make people accept the e-grocery shopping studied by Kurnia and chien (2003),factors like time saving, familiar products and brands, free from technological hiccups and convenience are determine the e-grocery acceptance by Mattila (2013), interestingly Hartman (2015) group also studied the same that e-grocery shopping acceptance are determined by time spent to purchase, money spent to reach the shop, fuel consumed to reach the shop, situational factors like having baby or developing health problem are the reason to switch e-grocery shopping by Chrish hand et al (2008).

### IV.OBJECTIVE OF THE STUDY

1. To study the impact of customer's demographic characteristics on acceptance of e-grocery shopping.
2. To determine factor influencing e-grocery shopping.

### V.RESEARCH METHODOLOGY

It is an analytical study based on the empirical research. It is describing the situation as it exists at present. Primary data was collected by sending structured questionnaire contain open ended, close ended, multiple choice questions like Likert 5-scale to online shoppers in dindigul to measure various influencing factors such as time spent on Internet for personal use, Demographic characteristics e-grocery experience and awareness of e-grocery shopping. Questionnaires were filled by 97 respondents and their responses were analysed by using statistical tool such as Mean, Standard deviation and one-way ANOVA.

## VII.ANALYSIS AND INTERPRETATION

Table 1 shows Impact of Demographic characteristics on acceptance of e-grocery shopping. it is obvious that age on attitude towards acceptance of e-grocery shopping, ANOVA was performed, and the result shows a significant outcome ( $F=7.486$ ;  $p=0.023$ ). that is the respondents differ significantly with respect to their age on acceptance of E-grocery shopping. One more factor is differed significantly with respect to their family income towards e-grocery shopping.

Table1 Impact of Demographic characteristics on acceptance of E-grocery shopping

Demographic Details	N	Mean	SD	F	Sig
<b>Age</b>					
16-24 years	60	3.2432	1.32221		
25-34 years	7	3.6471	1.27187		
35-44 years	13	4.2500	.95743		
45-54 years	10	3.5000	2.12132		
Above 55 years	7	3.2432	1.32221		
Total	97	3.834	1.895	7.486	0.023
<b>Gender</b>					
Male	70	3.2857	1.3741		
Female	27	3.5556	1.15470		
Total	97	3.3608	1.31645	2.513	0.116
<b>Qualification</b>					
Undergraduate	67	3.7368	1.32674		
Postgraduate	13	3.1940	1.30545		
Ph.D	10	4.0000	1.15470		
Professional	7	4.5000	.70711		
total	97	3.3608	1.31645	1.634	.159
<b>Occupation</b>					
Business	13	3.3134	1.36192		
Student	32	3.5714	1.15787		
Private Services	14	3.2727	1.27208		
Government Service	11	2.9104	1.23988		
Self employed	12	2.7857	1.25137		
Home Maker	15	3.0000	1.00000		
Total	97	3.3608	1.31645	.994	.434
<b>Marital Status</b>					
Unmarried	74	3.2568	1.33510		
Married	23	3.6957	1.22232		
Total	97	3.3608	1.31645	1.970	.164
<b>Working Members</b>					
One	72	3.4167	1.36192		
Two	12	3.0000	1.15787		
three	6	4.2500	1.27208		
Four	7	3.0000	1.23988		
Total	97	3.3608	1.31645	1.184	0.320
<b>Family Income</b>					
less than 5 Lacs	70	3.2432	1.32221		
5 lacs - 9.99 lacs	16	3.6471	1.27187		
10 lacs - 20 lacs	5	4.2500	.95743		
above 20 lacs	6	3.5000	2.12132		
Total	97	3.3608	1.31645	1.475	.006

**Table 2 Time spent on Internet**

	Time spent on Internet for personal use		
	Frequency	F value	Significance
Less than one hour	25		
One -Two hours	40		
Two -Three hours	30		
More than Three hours	12	1.534	0.032
Total	97		

**Table 3 Online Shopping experience and awareness on E-Grocery Shopping**

	Frequency	F value	Significance
<b>Awareness about E-Grocery Shopping</b>			
Yes	50		
No	47		
Total	97	1.234	0.232
<b>E-grocery shopping experience</b>			
Yes	10		
No	87	5.234	0.004
Total	97		

It is crystal clear that E-grocery shopping has potential to grow in dindigul. The high level of internet usage frequency indicates the potential of E-grocery shopping in dindigul.

## VIII.CONCLUSION

It is proved that demographic characteristics have impact on e-grocery shopping, among the various demographic characteristics Age and family income have high influence on e-grocery shopping. Other characteristics like Gender, Marital status, occupation, qualification have no impact on E-grocery shopping in dindigul, more over the factors like usage of internet is directly associate with acceptance of E-Grocery.

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