CONSUMER BEHAVIOUR TOWARDS ONLINE SHOPPING DURING COVID 19

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CHAPTER 1
INTRODUCTION

With the COVID-19 outbreak all around the globe has created a chaos among different aspect of everyone"s life. In order to prevent it from spreading further, on 25th March 2020 the government of India under Prime Minister Narendra Modi took the decision of imposing a complete lockdown in entire nation for 21 days. Lockdown and social distancing was one of the few solution at that time to mitigate the virus from spreading. But even after continuous lockdown the coronavirus cases continued to rise which resulted in extension of lockdown.

Following are the phases of lockdown imposed by government

PHASE	DATES	DURATION(DAYS)
PHASE 1	25 March 2020-14 March 2020	21 days
PHASE 2	15 April 2020 - 3 May 2020	19 days
PHASE 3	4 May 2020 - 17 May 2020	14 days
PHASE 4	18 May 2020 - 31 May 2020	14 days

Unlock phase:-

PHASE	DATE	DURATION
UNLOCK 1.0	1 June 2020 - 30 June 2020	30
UNLOCK 2.0	1 July 2020 - 31 July 2020	31
UNLOCK 3.0	1 Aug 2020 – 31 Aug 2020	31
UNLOCK 4.0	1 Sep 2020 - 30 Sep2020	30
UNLOCK 5.0	1 October - 31 October 2020	30

Entire world went into the war mode against the coronavirus. It was a war against an invisible enemy which was not only led by government but other warriors also who were named as

„corona warriors" such as entire medical people (doctor, nurse, pharmacist, laboratory personnel) who worked entire day and night wearing PPE kits in the scorching summer to treat COVID-19 infected patients, police, military who worked on the street entire day and night to ensure that people were abiding by the lockdown rules. These warriors not only compromised their sleep but also their own life and family putting general public"s safety on priority.

Within minutes of after Prime Minister Narendra Modi"s announcement of imposing lockdown on 24 march 2020, people started panicking and ran towards nearby grocery stores to buy grocery items which resulted in empty up of shelves and display at grocery store. They started buying grocery in bulk and huge amount thinking that in lockdown they won"t be able to shop and retailers will charge them a higher price. And due to covid-19 within a span of few days thousands of people from cities were shifted to e-grocery shopping for the very first time.

In 2020, India"s online grocery sector saw a changes due to covid-19 pandemic situation which led to increase in their sales. Due to lockdown and fear of getting infected with coronavirus people were compelled to shift to online grocery shopping instead of offline shopping. Not only existing customer but also first timer users also shifted to India"s top two online grocery platform Big basket and Blinkit earlier known as Grofers and grocery being one of the essential services saw a massive rise in their sale.

Pre-covid scenario of grocery shopping across India

From very beginning we Indians relies on our traditional grocery stores for our monthly, weekly or daily grocery item requirements because they are present in the neighbourhood, have credit availability and easy return or exchange option. These retailers have a special bond with their customers which result in customer loyalty and every month these customers come back to those retailers only for their grocery requirements. Before covid-19 came, most of the office going people from urban or metropolitan cities

used to shop for grocery after their office hours from their nearby and trusted kirana or grocery store. Earlier most of the people used to do their grocery shopping from their local nearby grocery shop known as kirana store or from the retail chain supermarket such as Suvidha , Easyday , Bigbazar , V- mart etc as present in their locality. Most of the India"s grocery business take place through unrecognized sector that is local Kirana stores. Before covid-19 the local Kirana store was the core of India"s grocery market with 90% of the distribution under it.

It doesn"t mean that before covid-19 people do not shop through online mode for grocery shopping. The number of people shopping online for grocery was definitely less as compared to today"s date. With rising in income of people e-grocery market also increased. In 2017 as per the article written in IndianRetailer.com in 2017 Indian e-grocery market size was worth USD 0.69 billion. The fact that the population of younger people or young generation is very high in India plays a crucial role in shifting the preference mode of grocery shopping. Young

generation is more tech or internet savvy as compared to older generation and because of this they prefer to do their grocery shopping online. This had opened an opportunity or gateway

for upcoming e-grocery retailers. Before covid-19 came major players in E-grocery platforms were Bigbasket with 35.2%, Grofers with 31.5%, Amazon with 31.2% and others with 2.1% of market share in Indian e-grocery market.

During and Post-covid scenario of Indian grocery market

Earlier people used to buy only dry products, packaged food items like grains, rice, cooking oils etc through online mode but ever since covid-19 came consumer also started to buy fruits, vegetables, meat, dairy product, gourment product, poultry product etc through online mode using different online grocery shopping applications and websites. As a result, the sale and availability and variety of food items expanded on online platform. As a result, competition between different online grocery provider increased. And to differentiate themselves among crowd they started giving offers, discount, easy payment options, fast delivery options and even same day delivery option but in limited cities only, easy return and exchange policy, cashback offers, zero contact delivery with doorstep delivery while abiding by all the precautionary measures and guideline given by government.

Bigbasketis a Bengaluru based e-grocery platform in India and was one of the e- grocery platforms which is most benefited by covid-19 outburst and experienced huge amount of revenue. During covid-19 in the month of March 2020 they received twice traffic and revenue. And the average basket size value spent per customer per transaction was nearly 20% higher than normal days. On the other side in the mid of March Grofers experienced 80% rise in the number of orders. And the customer expenditure saw a rise of 48%. Even before covid-19 pandemic BigBasket used to deliver 1lakh orders per day and number of orders deliver by Grofers was 40,000.

In a survey conducted by Rakuten Insight in May 2020 among 17440 respondents about 80% respondent aged 25-34 years said that they had purchased grocery online on daily bases. The most purchased item was food, grocery, personal hygiene and cleaning item. According to survey conducted by Rakuten Insight there was a rise in online grocery shopping during covid-19 pandemic in India. Online grocery

platform Bigbasket received about two lakh eighty three thousand orders till 28th day of lockdown. Earlier in 2019 Bigbasket had the largest market share of online grocery shopping across India.

As per a survey conducted about the impact of the coronavirus in India in May 2020 revealed that in terms of fulfilling the requirement of essential grocery, local shops or local retailers were much more dependable and capable than online grocery platform. People who shopped their grocery through online mode among them only 10% of people received everything that they required. Online grocery retail took a hit in the days following the lockdown with overbooking and disrupted services.

Indian online grocery market outlook 2022-2027

In the year 2021, the Indian online grocery market reached a value of US$ 5.1 billion. It is expected that by2027 it will reach upto US$ 28.3 billion. Due to the covid-19 pandemic there has been a great shift in consumers buying habit.

Market share of online grocery platform in India(2019)

In 2019, Bigbasket had the highest market share of 35.2% among online grocery platform in India followed by Amazon 31.2%, Blinkit(Grofers) 31.5% and others2.1%. In the same year the market value of online groceries was about 100.7 billion Indian rupees.

Company	Market share
Bigbasket	35.2%
Amazon	31.5%
Blinkit	31.2%
Others	2.1%
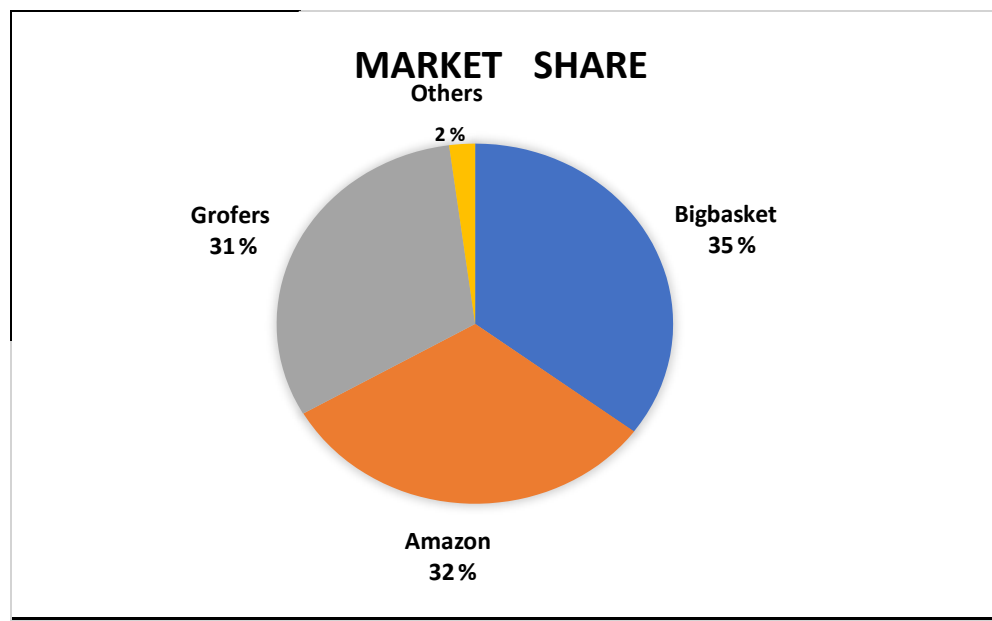
Frequently purchased online food products during covid-19 in India(2020)

As per survey done by Rakuten insight in May 2020 on Indian online shopping behaviour during covid-19 situation, majority vof people among total respondent said that they purchased dry food items during pandemic through online platform. The most commonly bought category of products were food and grocery product, personal hygiene product and household cleaning item. Following are the rest of the spending:-

Region:- India

Survey time period:- 7 May – 30May (2020)

Age group:- 16 years

No. of respondent:- 3158(female), 8141(male)

Method of interview:- online survey

ITEM	FEMALE	MALE
Dry food(rice, flour, pulses)	50%	77%
Milk and dairy	45%	44%
Condiments and seasoning	50%	42%
Fresh produce	40%	37%
Sweets and snacks	39%	36%
Instant noodles	36%	31%
Canned food	27%	27%
Vitamins and nutritional supplements	27%	26%
Frozen food	24%	25%
Non-alcoholic beverages	19%	22%
Alcoholic beverages	8%	8%
Others	5%	7%

category of product ordered frequently online during pandemic
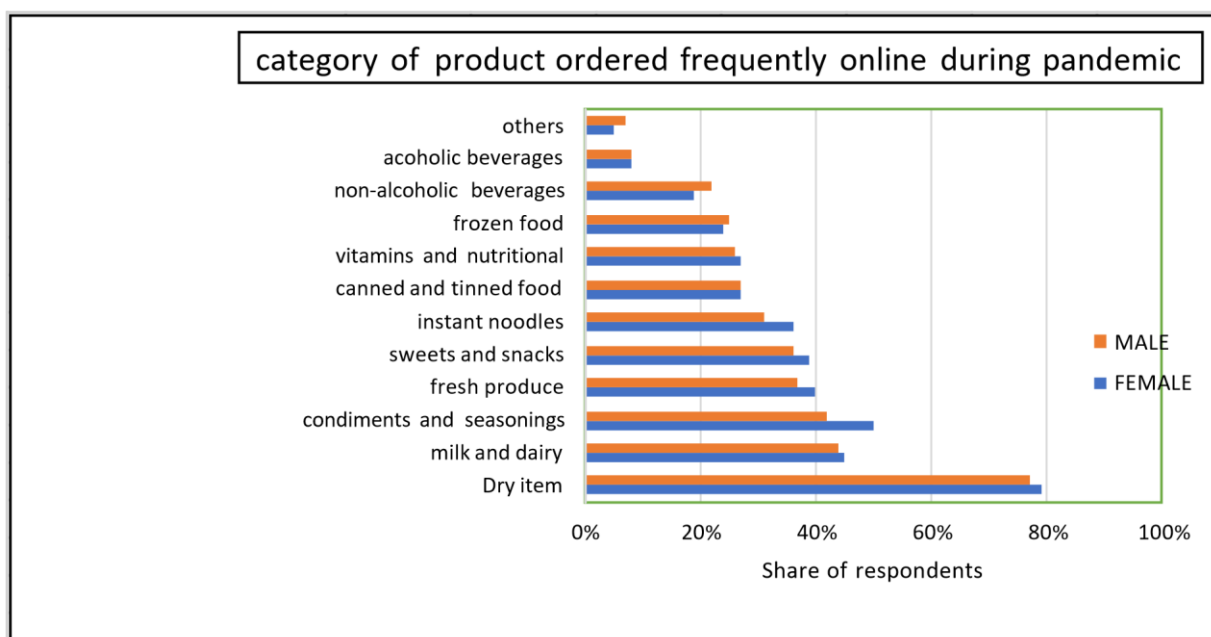
Online grocery orders during covid-19 India 2020

There is no doubt that there was a rise in online grocery shopping during coronavirus pandemic in India.Not only existing customers but online grocery shopping platform witnessed new customer also.Bigbasket received about one thousand orders on the 28th day of the pandemic.

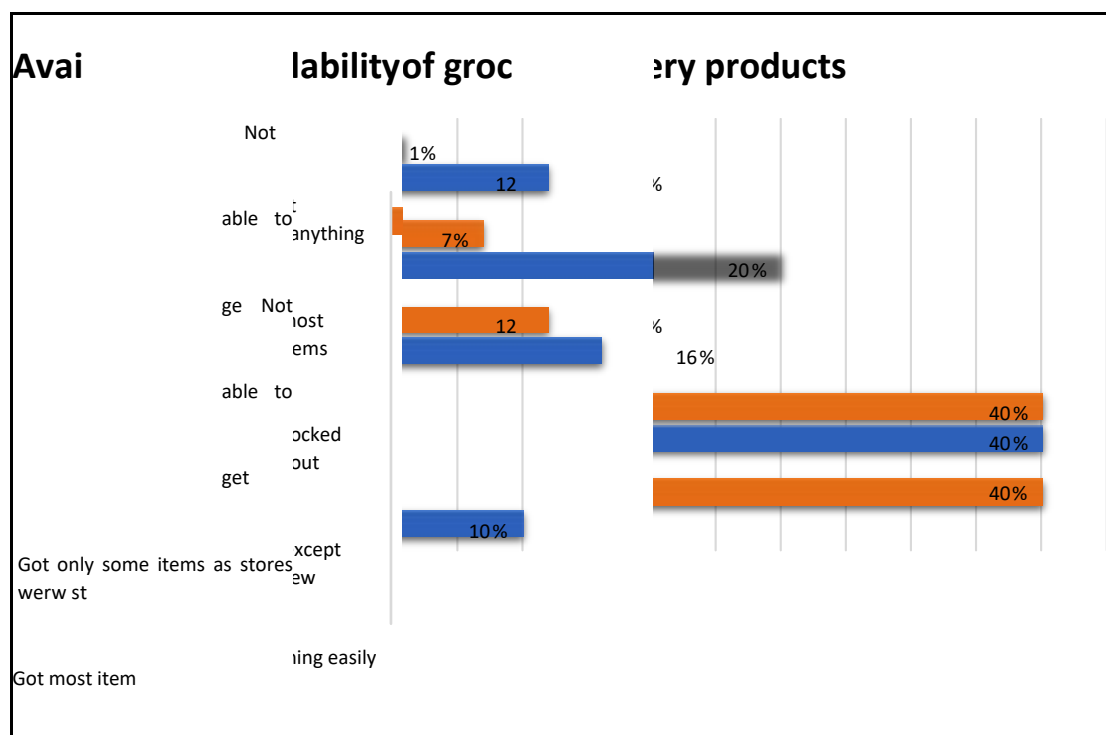| Characteristics	Bigbasket	Grofers
Day 28 of lockdown	2,83,000	190,000
Day 1 of lockdown	30,000	12,000
Pre-lockdown	150,000	100,000
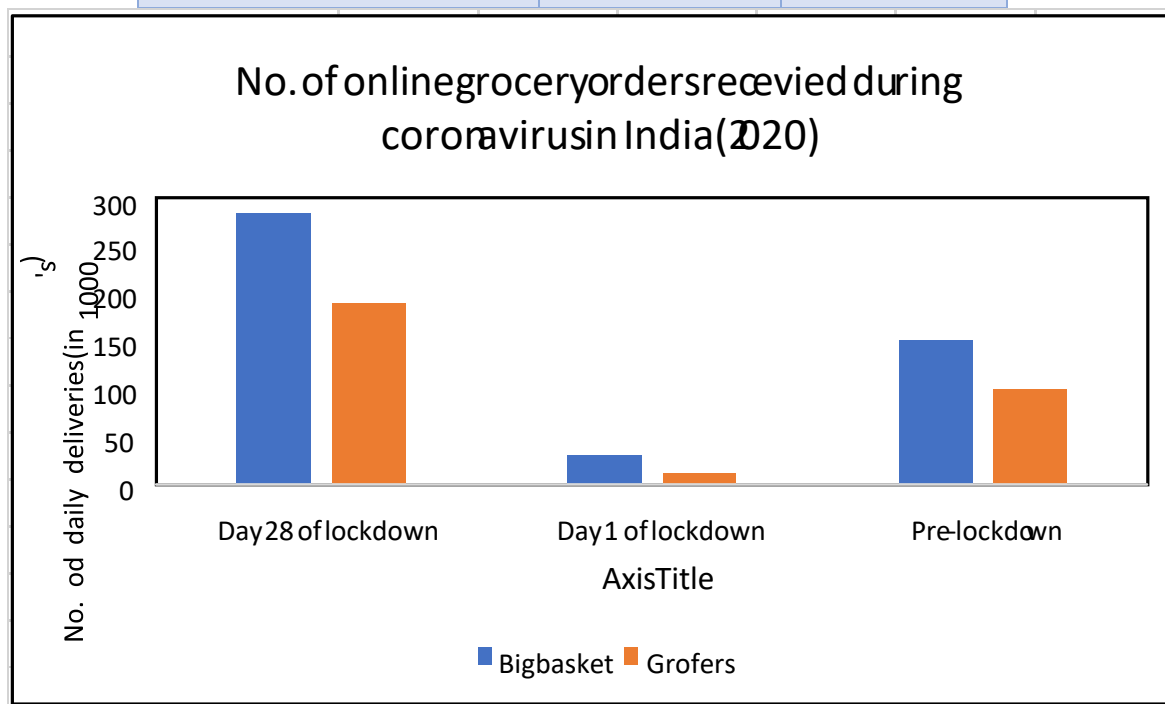
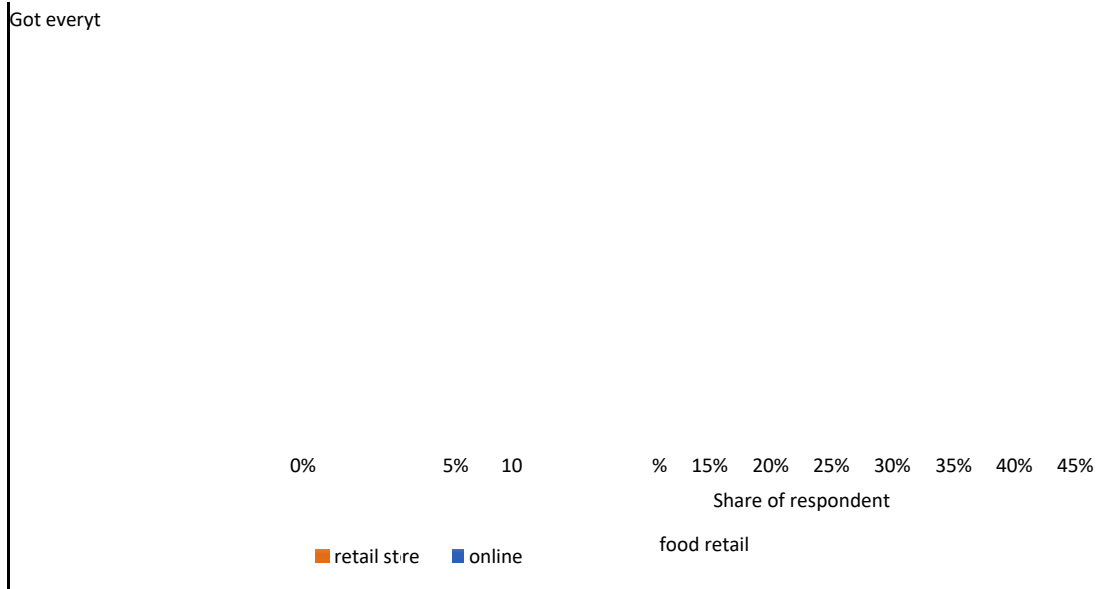## Customer's experience of online grocery shopping during pandemic

As per a survey conducted about the impact of the coronavirus in India in May 2020 revealed that in terms of fulfilling the requirement of essential grocery, local shops or local retailers were much more dependable and capable than online grocery platform. People who shopped their grocery through online mode among them only 10% of people received everything that they required.

Information about survey

- Region:- India

- Time period:- May 17 to May 18, 2020

- Method of survey:- online survey

- No. of respondent:- 8000+

Characteristics	Online food retail	Retail store
Got everything easily	10%	40%
Got most item except few	40%	40%
Got only some items as stores were stocked out for others	16%	12%
Not able to get most items	20%	7%
Not able to get anything	12%	1%

Availability of grocery products

Got everyt

0%   5%   10   %   15%   20%   25%   30%   35%   40%   45%

Share of respondent

■ retail stre   ■ online   food retail

MAJOR ONLINE GROCERY RETAILERS IN INDIA

Amazon fresh:-you can now shop for your monthly grocery on amazon fresh either at their official website or mobile application It has a wide range of product at best price with

good

quality. The best thing about amazon fresh is that they deliver your all the grocery at one time in a single box with great packaging at your doorstep. India is the main client for Amazon e- commerce after the US.

Blinkit:-Blinkit is one of the most popular Indian online grocery delivery service provider. Earlier it was known as Grofers. It deals wide range of household items and variety of food products. The unique thing about Blinkit is that they connect you with your local selling grocery items. In this way customer can shop from their favourite store. Customer has

option to choose delivery time as per their convenience and not only this it has a unique program where customer can buy grocery item at wholesale rate. It has their own website and mobile application.

Bigbasket:- it is India"s leading online grocery shopping platform. They deal with all kind of grocery item such as all kind of pulses, rice flour, eggs, meat fruit, vegetables and beverages. If you are willing to save some money than Bigbsaket is the great option because they have amazing offers like 10% cashback and 5% on your order using coupon.

They ensure on time delivery with great packaging.

Jiomart:- it is a joint venture between Reliance Retail and Jio platform. It was launched in 2020 and is present in more than 200 cities across India. It is one of the latest online groceryprovidor. They delivery grocery item from your nearby store.It

deals in wide range of products including from fresh fruits and vegetables, snacks, beverages, dairy product and other essential grocery items.You can shop either on their mobile application or through their website. For a user-friendly experience the app can be linked to WhatsApp.

Flipkart grocery:-flipkart has also launched its online grocery shopping platform. It sell variety of grocery items with great deals and discount. They always have some offers going on, no need to worry about price. They have one of the great quality and range of grocery product like snacks, packaged food, dairy, beverages, eggs, personal care like hair

oil, toothpaste, shampoo, detergent) hygiene care, baby care, home kitchen and even pet care products. They even have different and easy payment option. They deliver your complete order at once in a cardboard packing at your doorstep.

Easyday:-itis an Indian retail brand that operates chains of consumer retail supermarkets and convenience store. We all have shopped from easyday in a physical outlet but now you can shop from them via mobile application.Easyday is owned by Future Retail that also owns BigBazaar grocery store, Brand Factory and Food Bazaar. They deliver your grocery at your doorstep.

Nature's Basket:- it is a premium food retail chain that operates online. Now they operate through 31 physical store in Mumbai, Kolkata Bengaluru and Pune. Through their mobile application they deal in 125 cities across India. They are well known to provide premium and

imported foods, including fresh fruits, vegetables, meat, seafood, organic product, gourment/exotic food, processed food, dairy product including imported cheese. It is now owned by Godrej now.

Spencer's Retail:- it is a multi-format retailer that supplies a wide range of grocery item including gourment food, wine, liquor, organic food, personal care, house decor and other grocery item. Spencer"s Retail operates retail stores in over 35 cities in India. It"s

headquarter is situated in Kolkata and recently opened its largest store in India. It claims to offer harmless and pesticides free food item. You can shop either on their website or mobile application.

DMart Online:- it is an prominent supermarket chain with 216 stores across 72 cities. Now it is available in online platform, people can shop from them either throughmobile application or official website. They offerdaily essentials, grocery items, fresh fruits and

vegetables. It is Mumbai based leading online grocery shopping platform. They deliver order at doors with easy payment option.

Online grocery platform available in Greater Noida - Noida

Suvidha Supermarket:- it is one of the best and most preferred online grocery platform among the people living in city. It is the

Uttarakhand"s first online grocery delivery app. It has more than 1 Lakh+ app downloads. It has been serving groceries since 1971. They have a moto "**Behtareen**

Quality, Kam Daam" and "**Suvidha AapkiVishwaasHamara**". They deal fruits and vegetable, personal care, beauty and wellness, household care, baby care, pet care etc at the lowest price. They deliverorder at the doorstep. The unique thing about shopping from Suvidha is the cash back offered on loyalty points on every purchase. They even have an option of passbook where you can check your past monthly grocery expenditure.

GrociMart:-GrociMart.com is a online grocery platform in Greater Noida - Noida. They provide grocery at your doorstep. They provide fast and free delivery service. They provide all the grocery items that customer needs with great deals and ki. They follow all personal and food hygiene practice to provide customer 100% safe, disinfected and sanitized product with the help of Arogya Rekha which provide them sanitization and disinfectant facility. The now provide fresh farm fruit and vegetable.

Noidakart:- it is first online fruits and vegetable store in Greater Noida- Noida city. They provide all kinds of fruits and exotic vegetables at your doorstep. They continue to provide satisfaction to customer by taking regular feedback. To make it more convenient for customer they even added an option to purchase pre-cut fruits and vegetable. They source their fruits and vegetables from the local farmers. They make sure that customer gets good quality and fresh fruit and vegetables and as well as farmers get best price for their produce. Noida kart deals in 20 kinds of organic fruits and vegetables and wide range of organic staple and has largest range of organic food product.

Smart Point:- it is owned by reliance industry and launched to deliver the service of grocery shopping. All the stores are backed up with an online shopping presence. They offer wide range of category of products such as fruits and vegetables, beverages, personal care, baby care etc. at discounted prices and offers. It offers more than 50 thousand products. Their physical stores are available at every neighbourhood of the locality which is why they even offer same day delivery option at the doorstep in more than 300 cities, whereas other online grocery platform takes 3-4 days to deliver the order.

Other than these online grocery platform e-commerce website like Amazon fresh, Flipkart grocery, Natures basket etc. also provide online grocery services in city.

Major physical grocery outlets available in City

Suvidha Supermarket:- it is one of the best and most preferred grocery shopping platforms among the people living in city. It is also one of the largest supermarkets in city. It has been serving groceries since 1971. They have a moto "**Behtareen Quality, Kam Daam**" and "**Suvidha AapkiVishwaasHamara**". They deal in fruits and vegetable, personal care, beauty and wellness, household care, baby care, pet care, apparel etc at the lowest price.

BigBazar:- it is one of leading store in city. They deal in all types of grocery and other category of products such as garments, house décor, electronic appliances. It was launched in approximately in December 2011 at City junction mall . They have a unique concept of „Wednesday Bazaar‟ that promotes „Hafte ka SabseSasta Din‟ which attracts many buyers to come and shop on Wednesday.

Urban Buy: -It has complete range of groceries such as pulses, rice, dry fruits, full kitchen utensils range and personal care range. Their aim is to provide best and fresh quality products at lowest price. Customer needs come first for them and to serve them with best quality, fits, flavour and offers is their primary aim.

Advantages of online grocery shopping to customer

During covid-19 pandemic people started shifting to online mode of grocery shopping to avoid the chance of getting infected with coronavirus but other than this, online mode of grocery shopping has

many more advantages to a customer. Following are the some more benefits of online grocery shopping from a customer point of view:-

1. **Helps in tracking spending:-** when you shop offline or from a physical outlet the chance of going over your budget is likely high because you don't know what is the total amount of money going to be before going for billing. On the other hand in online grocery shopping, you can easily check the total before going for payment option and can easily remove expensive item or add extra item as per your budget. Therefore, online grocery shopping helps in tracking your total and match it with the set budget.

2. **Reduces impulsive buying:-** when you shop offline you always put item in your cart or basket that you don't even need, you just get tempted by it end up putting in your cart leading to unnecessary shopping and over budget. Products in supermarket are placed in shelf such a way that you'll end up buying it even if you don't need it. But it is not in case of online shopping, infact online shopping helps in identifying your grocery need also food items looks less tempted on mobile screen than on display in a supermarket.

3. **Easy to use:-** while shopping through a physical outlet you have to roam here and there in search of products or a particular department of product. It not only requires a lot of time but consumes a lot of energy also. On the other hand, in case of shopping online you just have to search the product required or brand name on the search bar and it will appear on screen within fraction of seconds. And then you can easily check the further details and make decision.

4. **Helps in decision making:-** when you are purchasing through a physical store you always hesitate to buy a new product because there are no reviews available and even if you buy it and just in case it turns out to be different from your expectation then it is just a waste of money. But it is not in case of online grocery shopping because in online shopping you have option of reviews where you can easily read them and make a decision whether to purchase it or not.

5. **Convenient:-** for offline grocery shopping you have to especially take out time from your busy schedule and some time you have to compromise with your time also and stand in a long que for billing. But in case of online grocery shopping, you can easily shop while waiting for cab or going to office in metro and while having evening or morning tea or coffee and put item in your cart and you don't even have to stand in que for billing and payment because you can pay in just one click while shopping online.

6. **Various discount and offers: -**you"ll get discount and offer not only during festive season but occasionally also. Since rate of people shopping grocery online is increasing therefore to attract more customer e-commerce website keep offering great discounts and offers. You will get discount offers on particular bank card also and if you have discount coupon than it is a steal deal. This way you"re not only saving money on your grocery but on your petrol bill also because you don"t need to takeout your vehicle and go all the way to grocery store.

7. **Enable price comparison:-** when you shop through physical store you don"t have any idea at what price the other grocery store is selling the same product. But in case of online buying, you can easily compare the price of different seller within same e-commerce website and also with different website. And also, you can easily filter the value and quantity of product as per your budget. It not only saves money but also a lot of time.

8. **Less wastage:-** when you shop offline sometime you end buying the product which was already available at your home. It leads to wastage of money and just in case if it comes out to be a perishable item then it becomes a task to consume it before it turns bad. But in case of offline shopping, you can always check the fridge and kitchen cupboards to make sure you buy only those items which is not available at home.

9. **24×7 availability:-**offline grocery stores are not opened 24×7. To shop groceries, you have to take out time and visit during open hours only. But incase of online grocery shopping, you can place order at any time of the day whether it is morning, evening, midnight, night etc. It is the best thing about online grocery shopping that you can place order whenever you get free time from your busy schedule.

10. **Easy return/exchange options**:- incase of offline grocery shopping if you want to exchange the product because any reason such as quality issue, different product, purchased it buy mistake, expired product than you have take-out your vehicle and go all the way to store for returning or exchanging the product. But it is not in case of online grocery shopping, you just have to open the app or website and go to return/exchange option and place a request and the following day delivery agent himself will come and pickup your product and give you the fresh product.

Advantages of online grocery platform to retailors

Not only customer but online grocery retailers has also many advantages for selling grocery on an e-commerce platform:-

1. **Global reach:-** on going online on e-commerce platform for selling grocery retailers get aexposure to a larger market and customer base. Because in an offline mode they are confined to the area of their physical store only and also only people living near that area visit the stores. Whereas going online you get order from different part of the nation and products can be delivered easily with help of transportation services.

2. **Improved customer service:-** due to the option like review/feedback, customer careon online platform, there is a smooth and immediate respond/communication between customer and the retailer and these communications are recorded on the application. The issue/complain related to the product are dealt in a much better way this results in a better customer service. Whereas in offline mode customer themselves has to visit the store in case of any complaint/issue regarding the product purchased which is very inconvenient.

3. **Analysing consumer behaviour and delivering personalized offers:-** When you are engaged in a business it is really important and critical to analyse the consumer behaviour and their shopping preference. By taking your business online you can analyse their purchasing behaviour like their shopping preference time, most shopped product or brand, method of payment. By doing so you can provide them with personalized offers and relevant suggestion/substitute and enhance their shopping experience by making it more user friendly.

4. **Enhanced convenience: -** it is one most essential thing which you can give to your customers. People who are busy in their jobs find it difficult to take out time to go for grocery shopping and stand in long que with huge trolley or basket for payment. But by taking your

business online you can provide them the convenience to shop whenever they have time without standing in que and get them delivered at their doorstep.

5. **Auto-generated report:-** with online grocery shopping application you can get the important information or data regarding product such as most selling product or brand in your website, most preferred buying time. Customer engagement etc. With this report orinformation, you can analyse and study the customer behaviour or can get your sales report and can use in your business to make it more efficient and customer friendly

6. **Stay updated with your delivery:-** with an online platform you can easily track where your delivery agent has reached, how far he is from the client"s place, at what he delivered the product successfully. It helps owner to track and maintain the data regarding delivery and helps in taking future decision regarding delivery like decreasing the idle time required to do delivery by decreasing number of deliveries in a day. This helps businesses in managing the deliveries in a better way.

7. **Growing store offerings:-** with offline grocery business the retailer is only confined to limited product and product range but by taking the business online retailer can increase the range of products and can increase your business offerings. This will help the business to attract new customers. This will not only save customers time to go and visit different store to find what they need but help them buying what they need in a single place.

Disadvantages of online grocery shopping to customer

1. **Convenience comes with cost:-** most of the time you have to buy up to certain limit in order to get free home delivery. Sometimes delivery charges may vary from website to website. So, make sure to compare the charges before placing any order.

2. **Quality of perishable items:-** most concern thing about online grocery shopping is quality and freshness of perishable food items. The quality of packed food items is still good but sometimes there is a quality issue with perishable item. The seller who is preparing your order would not pick fruits and vegetables as good as you would"ve have picked up for yourself. While shopping online for perishable item it is advisable to check the return or exchange policy carefully.

3. **Lack of socialization/interaction:-** it is the biggest disadvantage of doing online grocery shopping that it minimizes the human contact with store owners or staff and with other customer also. For those who are social butterfly, who loves to interact with other people they would feel loneliness. There is a lack of personal touch while shopping online grocery as you are shopping in a virtual mode and there is no communication between customer and retailer.

4. **Return policy:-** sometimes if you don't like the product and you want to return it than again return policy differ from website to website. It becomes headache to return the item because sometime your return request is not accepted, sometime delivery person donot come for pickup, delay in refund request, delay in refund of amount. And it becomes a whole lengthy process.

5. **No scope of bargain:-** in a country like India where bargaining is must when you shop fruits and vegetables offline but it is not in case of online grocery shopping. You cannot bargain over price there though they provide product at best price but still you can save a good amount of money while offline shopping by doing bargaining.

6. **Poor substitution:-** sometimes what offline grocery retailor do is that they offer substitute product for any item which is out-of-stock. But that substitute product is not good as the product you were wishing to purchase earlier. And this is really a bad thing about online grocery shopping.

Advantages of offline grocery shopping

With the growing number of e-commerce grocery platform across internet many people are shifting towards online grocery shopping because of convenience and busy schedule. But there are still many people who loves to do offline grocery shopping, like to visit store personally for choosing right product for them and their family and believes in seeing something in person before buying. So below are some benefits of doing grocery shopping in a physical mode:-

1. **No waiting for delivery:-** while doing grocery shopping offline through a physical store you don't have to wait for 3-4 days for your order to be delivered. Instead, you can go and visit store whenever you require something and purchase it instantly. It is much convenient than waiting for your order to be delivered because still in many cities same day delivery option is not available in online mode.

2. **Choose by experience:-** when you do offline shop the biggest advantage is that you can touch and see the product in person and can make your decision easily whether you want to buy it or not. This can prove to be more beneficial in case when you are buying fruits and vegetables because in online grocery shopping there is a risk of freshness and quality of fruits

and vegetables.

3. **Personalized recommendation from staffs:-** when you buy grocery online it takes a little more time to research before buying an item. But when you shop through any physical store there are staff members present to help you find the product that suits you best as they are specialized in handling customers query. And you can get personalized recommendations from these staff before buying any wrong product.

4. **Bargaining:-** It is one of the most important factors which is only present in offline grocery shopping. You can save a good amount of money while buying fruits and vegetable in offline mode buy doing bargaining. Sometimes if you are regular customer than fruits and vegetables vendor himself gives you discount before doing bargaining to lower the price.

5. **Joy of shopping:-** shopping is all about enjoyment and satisfaction when done with friends or family. You can never get that satisfaction in online mode of grocery shopping. You can only get it in offline grocery shopping when you visit your favourite grocery store with your family and pushing cart forward and chatting while waiting in the que for billing. The most important and enjoyable thing is when you go and eat in your favourite restaurant after done with shopping. You cannot get that joy in online shopping.

6. **Quick and easy return:-** In such a case you buy defective or damaged product, you can easily go visit store with bill and return or exchange it immediately without any hassle. Unlike online website where you have to place return request and call customer care number several time and even after this,they come to pick your product after many days, sometime weeks even. And even if they pick-up the product then refund takes a lot time which is very irritable.

CHAPTER 2

LITERATURE REVIEW

- To study the impact of covid-19 on digital platforms and change in e-commerce shopping trends. Pandemic had a significant impact on customer behaviour, sales levels, and the entire supply chain. People tend to feel unsafe when shopping online, which caused significant fluctuations in the number of orders for products in different categories such as groceries, healthcare, luxury goods and fashion. We conducted an analysis on various category of goods sold on different online platform during lockdown phase. Their study mainly focused on change in customer buying trend on various factors

- In research I made an attempt to study how covid-19 impacts e-commerce business and factors affecting change in demand and buying behaviour of customer with reason influencing the increased use of e-commerce platform as traditional purchasing is being replaced with e-commerce. E-commerce is the most preferred way of doing shopping for any kind product.

- As covid has changed the global trends, ecommerce and grew a lot in this phase. It was the only substitute available at that time which people felt safe to shop from. People started buying even those items online which they used to buy it from physical supermarkets. In their research they studied about impact of coronavirus on e-commerce and how it might affect consumer buying behaviour in future.

- The pandemic situation has a significant impact on world"s economy. I studied about the repercussion in different sector of Indian economy due to coronavirus and reason why India can be benefitted by coronavirus in the post pandemic period by their business survival skills.

- Research about changing consumer behaviour towards online shopping due to covid-19 outbreak with an aim to reflect on various perspectives and issues of online marketing as there were still aspect untouched to be studied over about the sale in next few month and how it is going to create an impact over economy. Also impact of covid-19 on daily essential items.

☐

To about impact of covid-19 on offline grocery shopping and online grocery shopping and the shift from offline to online grocery shopping post pandemic by conducting an online survey including questions based on social-economic characteristics. They found out that women who are worried due to covid-19 are more likely to shop online groceries during pandemic as well as post pandemic.☐

☐

I tried to find out that once the pandemic situation gets over will consumer still prefer to buy grocery online as because of the outbreak of covid-19 consumer moved from offline grocery shopping to online grocery shopping due the fear of getting infected with covid-19 and also with rising number of online shopping platform**.** She conducted quantitative analysis based on primary data to figure out the post pandemic era of grocery shopping.☐

☐

conducted a research to find out the grocery shopping preference during the covid-19 pandemic while considering the various factors like purchasing method, time window, minimum order requirement and fees as grocery shopping is an essential in everyday life and there is no information about link between grocery shopping and covid-19 pandemic. With their research they concluded that covid-19 situation has caused a huge impact on grocery shopping preference, people do not want to visit grocery store as no. of covid -19 cases keeps on rising.☐

Bharti Aggarwal and Deepa Kapoor as offline shopping became risky during coronavirus pandemic situation and to avoid getting infected people will move to online mode therefore, their study is based on the influence of covid-19 pandemic on customer‟s online buying behaviour and the category of product which they will continue to buy even after covid through online platforms. Methodology used by them is descriptive on the basis of published☐ report, published research papers and journal.

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☐

Due to covid 19 outburst and government"s quarantine rules has affected one of the essential activity of everyone"s livesthat is grocery shopping. This study focused on the food retailing market and changing grocery shopping behaviour among Chinese consumer during the initial stages of covid-19. They took the data from online survey which disclosed covid outbreak affected the farmers resulted in losing most of their customer and customer retention in local small independent retailers.☐

☐

Study aimed to find out the reason which can affect the decision of online food shopping during pandemic in Italy as the covid-19 outbreak is making people think before going outside for buying anything and effect of set of explanatory variables on the satisfaction level on the online food shopping experience. They found that consumer prefer those channels for online food shopping which is easy to use.☐

☐

Study is about the impact of covid-19 on home delivery purchase and expenditures. They found that people who are more concerned about their health are more likely to spend more money on home delivery and also the expenditure of higher income household is more on online home delivery shopping.☐

☐

According to study consumer has their own preference for shopping whether it is online or offline. There are various factors on the basis of which they select mode of shopping. And their research aimed to study the impact of covid-19 situation on the shift of consumer from offline to online especially for grocery shopping and factors influencing the consumer to shop from online or offline during pandemic.☐

☐

Based on the fact that consumer show certain buying behaviour in their normal life before the emergence of covid-19 and different buying behaviour in different situation and condition their study was aimed to analysed the consumer buying behaviour during covid-19 on the☐

basis of Maslow''s need of hierarchy theory.

⬜

Conducted research about the household consumption responds to epidemic such as covid-19 by using the transaction level or expenditure level of households. As the covid cases rises the spending pattern on shopping also changed on the basis of priorities across number of different category.⬜

⬜

To study whether the pandemic outburst affected the grocery buying trend in household of India in terms of category of grocery item preferred, expenditure incurred in grocery shopping, duration for which grocery was purchased, family income, size of family. They conducted an online survey among 506 families from across India expected that their study is going to help in designing supply policies during new normal situation.⬜

⬜

Study was based on the consumer attitude towards online grocery shopping during covid-19 pandemic and the factors influencing online grocery shopping. Due⬜
to pandemic and sudden lockdown people were locked inside their home and tried to find new ways of shopping on e-commerce platforms and online grocery shopping platforms took the advantage of covid-19 situation. The researcher conducted the study based on collected sample 0f 380 people using convenience sampling.

⬜

To research about the effect of covid-19 on demand for online grocery shopping on the basis of municipality data from Dutch online supermarket as there is definitely an increase in online shopping ever sice covid start. They also found out that covid has different impact over urban

and non-urban municipality and it is still need to be seen whether demand for online grocery shopping will continue to rise or not.

 In recent research the attempted to study the analysis of online grocery shoppers on the basis of demographic profile and household characteristics. In their survey they found that the maximum user of online grocery due to covid-19 are the people of below 45 years old, people with higher household size and the higher earnings. In the group 45 years and above are the women who are worried about the health of their loved one.

In study research about factors affecting choice of Indian consumer on different category of product with regard to health and hygiene products, preferences of consumer for shopping and their future expenditure during pandemic situation.

Study is focused on the impact of covid-19 on fruit and vegetable markets in Canada. Due to the lockdown in the beginning of March 2020 and closure of restaurant, hotels and schools, the producers and distributors of fruits and vegetables were compelled to shift their supplies to retail channels.

Fear of getting infected with the covid-19 and lockdown has compelled people to shift to online shopping instead of offline shopping due to this the sale of e-commerce website has drastically increased and even the e-grocery saw a huge increase in their sale. They studied about the consumer trust in online purchase of grocery shopping using UTAUT2 model and its influence on consumer trust. The result of their revealed that covid-19 has a huge impact on buying behaviour of Indian consumer

 With presence of internet and online shopping and payments has become way more easy and convenient moreover with the emergence of covid-19, online shopping has become even more

attractive. In their study they discussed about the correlation between covid-19 and to buying behaviour of consumer in Iraq.

Due to the outburst of covid-19 online grocery platform witnessed a huge increase in the customer engagement. Online grocery shopping is mostly famous among millennial generation. Their study is aimed to find out the impact of covid-19 on selected part of generation towards online grocery shopping and also to find out whether covid-19 is also influencing their purchasing frequency.

Their research is based on the impact of covid-19 on the consumer purchasing behaviour and predicts the future of logistics movements in online grocery in Oman. Their research is based on the qualitative data that target the grocery consumers in Oman including citizens as well as residents to find out their purchasing behaviour and satisfaction level through online grocery shopping in Oman.

CHAPTER :- 3

RESEARCH METHODOLOGY

Introduction to Research design

Research design is a systematic and logical plan prepared for directing a research study. It provides the basic guidelines for the details of the project. It comprises of series of prior decision that taken together to provide master plans for executing a research project. It basically bridges the gap between what has been established i.e., the research objectives and what is to be done, in conduct of the study to achieve those objectives. If there were no research design, the research would have only foggy notions as about what is to be done.

It is also known as blueprint to carryout the research study. It is like a plan by an architect to build the house. It specifies the objectives of the study and techniques to be adopted to achieve the stated objectives. Therefore, research design is a conceptual structure with which research is conducted.

Objectives of the study

- To find out whether people still prefer to shop online for groceries after pandemic.

- To find out the factors influencing the decision of selecting mode of grocery shopping.

- To find out the difference between expenditure on grocery shopping before and after covid-19.

- To find out the preference mode of grocery shopping before and after covid-19.

- To find out whether consumer compare price on online and offline mode before purchasing grocery.

Sample design:-

Convenience sampling method is used to collect primary data regarding grocery shopping preference mode who are within the area of Dehradun city.

Sample

A sample of 150 customers both male and female drawn from Dehradun cityhave given back the duly filled up questionnaire.

Source of data:-

For my research study I have used the primary source of data.

Tools of collecting data: -

I have used survey method to collect data using questionnaire(google form)

Limitations: -

- The sample size is small for the accurate study of the customer.
-

- Some respondents might have given the biased answers which might have an impact on the findings of the study
- There are chances that respondents have filled the questionnaire without reading properly.
- Due to small size of sample, it is difficult to identify the factors affecting the selection mode of grocery shopping. Respondents tried to escape some statements by simple answering.

CHAPTER :- 4

DATA ANALYSIS IS AND INTERPRETATION

Present chapter deals with the presentation of the analysis and interpretation of the data. As stated earlier the purpose of this study is to find out the post pandemic grocery shopping preference mode among the consumers of Dehradun city. The data obtained from responses to the questionnaire are tabulated and analysed in this chapter.

4.1 Gender distribution of grocery shoppers of Dehradun:

Gender	No. of responses	% of responses
Male	60	60%
Female	90	40%
Prefer not to say	Nil	nil
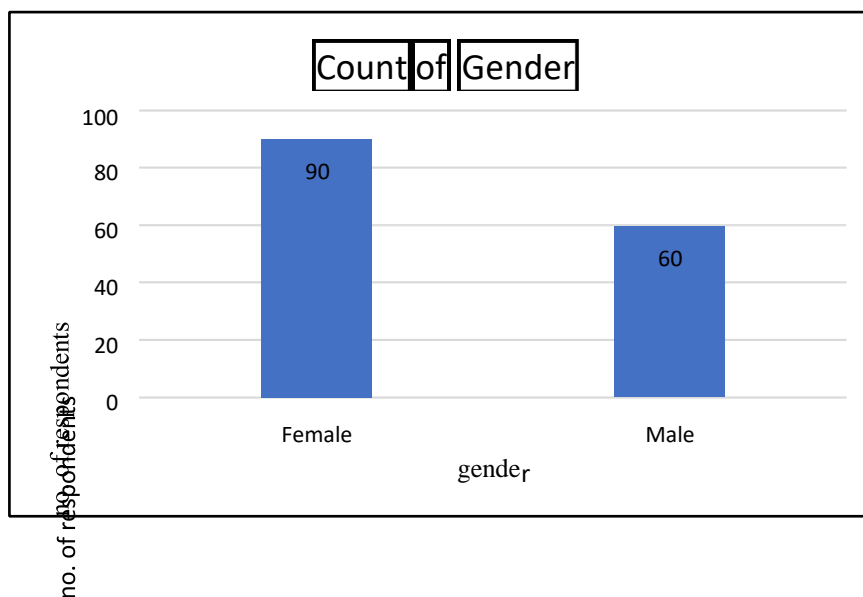
Interpretation

This research has been conducted by taking sample size of 150 respondents out of which 60% of the respondents were Female and rest 40% were Male.

4.2 Age distribution of grocery shoppers of Dehradun:

Age	No. of responses	%of responses
16-25	117	78%
26-35	19	12.6%
36-45	12	8%
46-55	2	1.4%
56 above	nil	nil
Total	150	100%
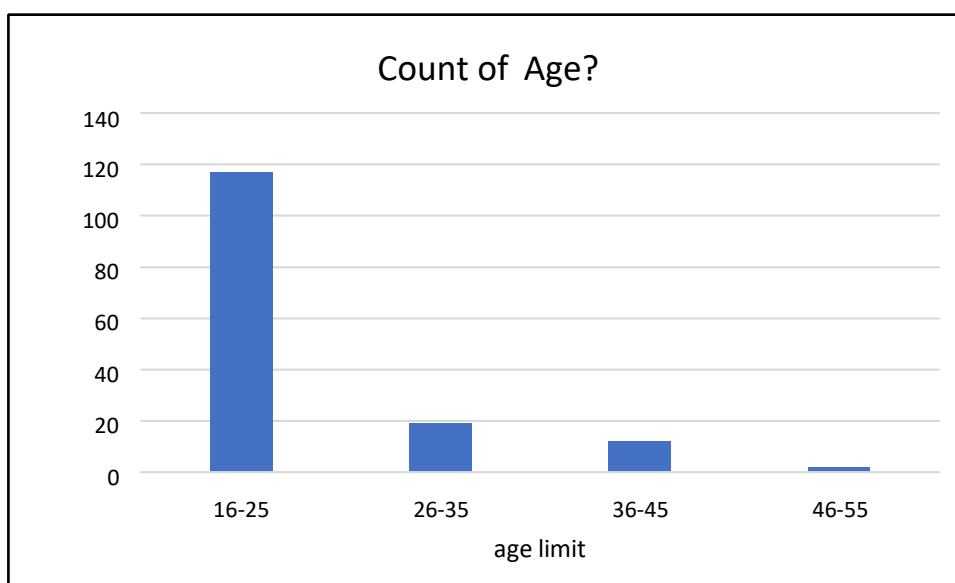
Interpretation

So, out of 150 responses majority of age group is of 16-25 old i.e.78%, second is 26-35 with

12.6%, third is 36-45 with 8%, then is 46-55 with 1.4%.

Major respondents are youngster between the age group of 16-25.

4.3 distribution of occupation of grocery shoppers of Dehradun:

Occupation	No. of responses	% of responses
Businessman	10	
Housewife	12	
student	108	
Works at corporate	13	
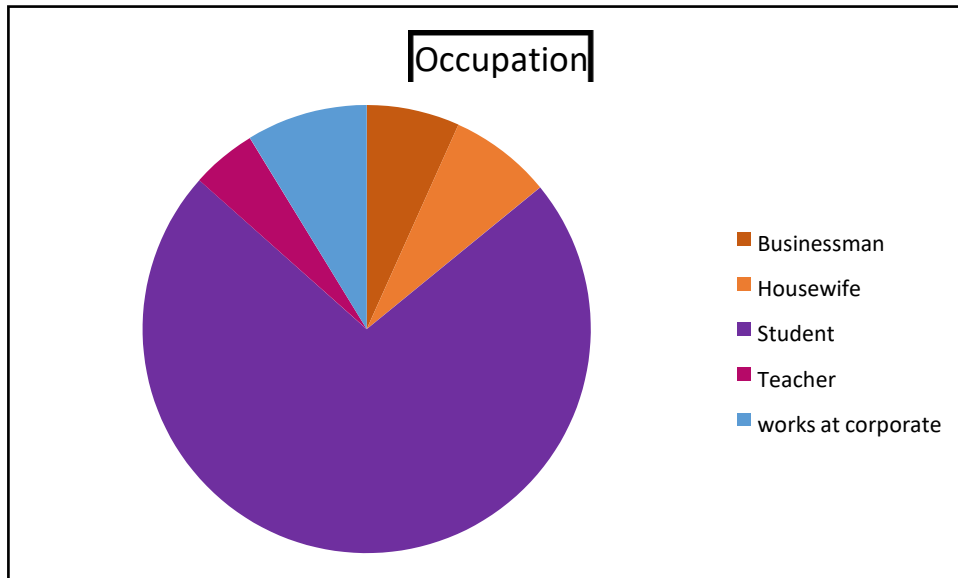
Interpretation

So out of 150 respondents the majority of the respondents are Student with 72% following people working at corporates 9%, then housewife with 8%, then businessman with 7% and least are teachers with 5%.

The major respondents are students.

4.4 Preferred mode of grocery shopping before covid-19

Mode of shopping	No. of responses	% of no. of responses
Online	24	16%
Offline	80	53.3%
Both	46	30.7%

preferred mode of grocery shopping before covid-19?
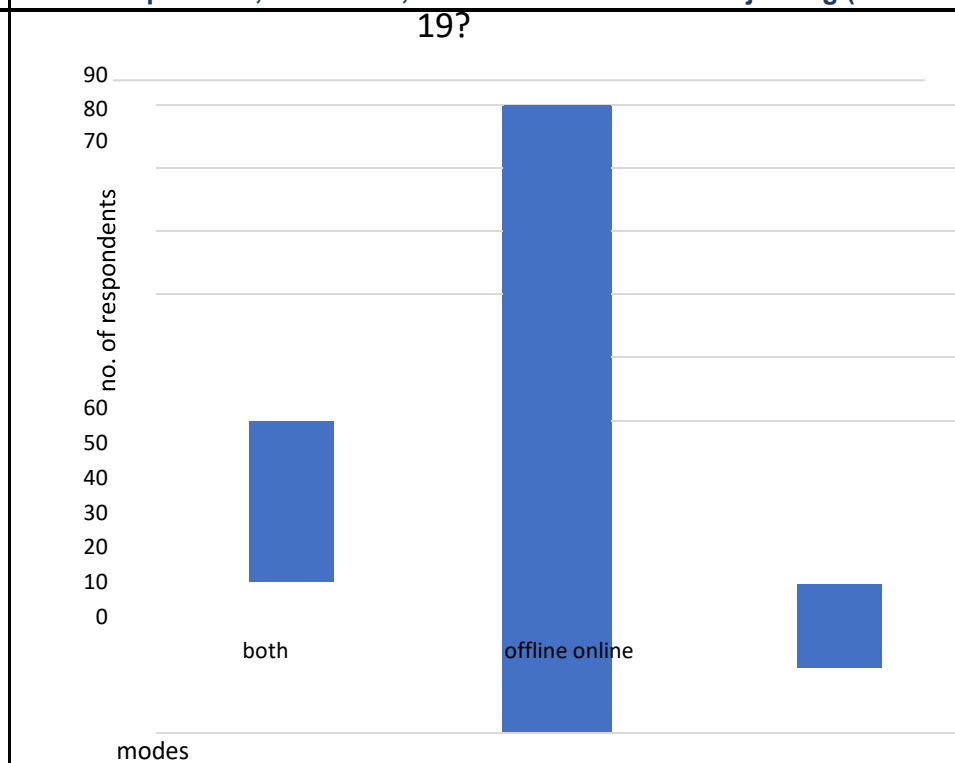
Interpretation

So out of 150 respondents the percentage of respondent who preferred shopping groceries online before pandemic are 16%, following 53.3% people who preferred shopping groceries offline before pandemic and least were people who preferred both mode online and offline for grocery shopping with 30.7%.

It shows more than 50% of the respondentspreferred shopping groceries using online and offline mode both.

4.5 preferred mode of grocery shopping during covid

Mode	No. of respondents	% of respondents
Both	43	29%
Offline	43	29%
Online	64	42%
total	150	100%

preferred mode of grocery shopping during Covid-19
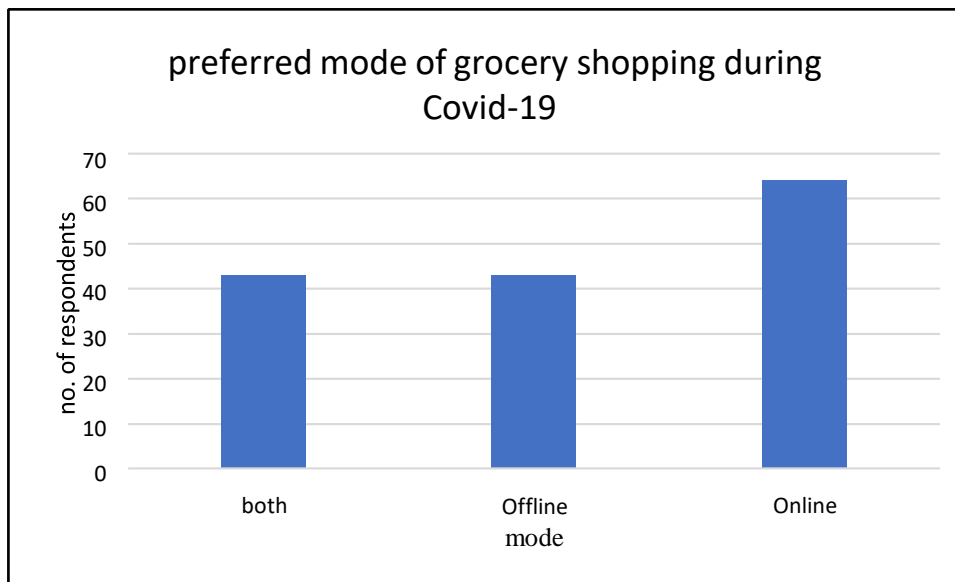
Interpretation

So out of 150 respondents the percentage of respondents who preferred shopping groceries through both online and offline is 29%, also percentage of respondents who preferred offline mode of grocery shopping is also 29% and percentage of people who preferred online mode of grocery shopping is 42%.

Percentage pf respondent preferring online mode and blended mode of online and offline was same as 29%. And also, more people preferred shopping groceries online during covid-19.

4.6 Current mode of grocery shopping?

Mode	No. of responses	%of responses
Online	28	18.6%
Offline	69	46%
Both	58	38.4%
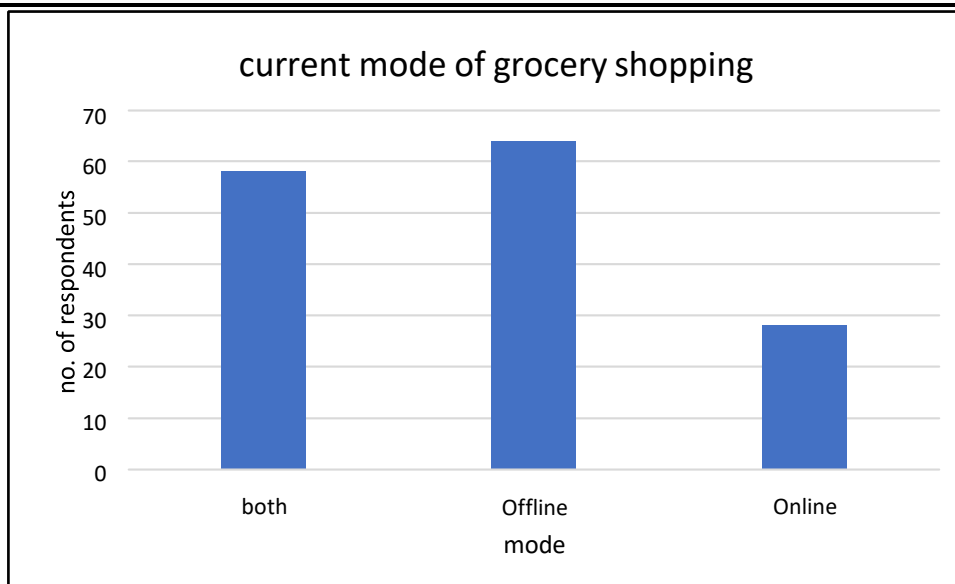
Interpretation

So out of 150 respondents no. of people who prefer to shop groceries online are with 18.6% following 46% of people who shop groceries in offline mode and 38.4% of people shop for groceries in both online and offline mode

4.7 How frequently you used to shop grocery before covid-19?

Time	No. of responses	%of responses
Once in year	1	0.7%
Everyday	26	17.3%
Once in a month	37	24.4%
Once in a week	86	57.6%
Total	150	100%
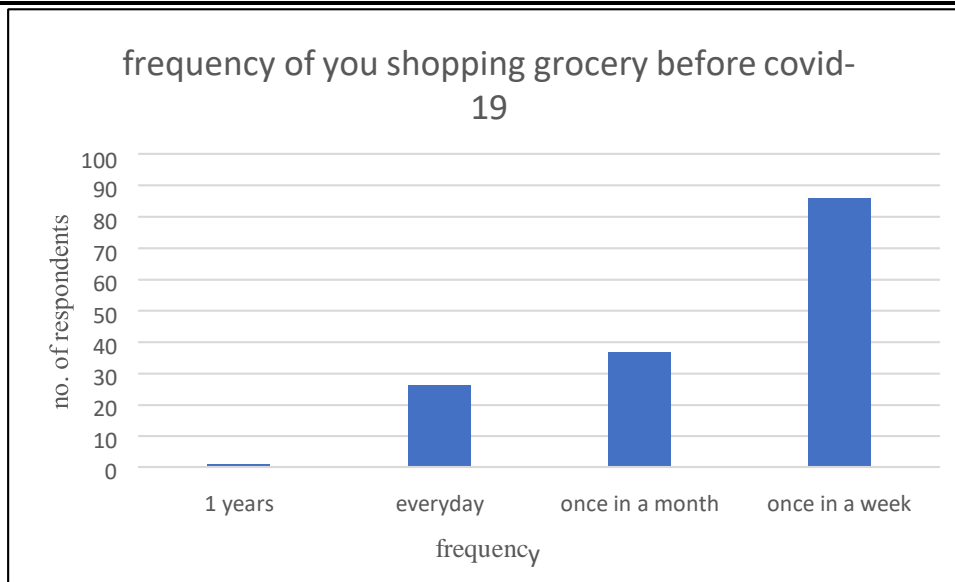
Interpretation

Out of 150 respondent percentage of respondents who shop grocery before covid 19 once a year is 0.7%, percentage of respondents who shop grocery everyday is 17.3%, percentage of respondents who shop grocery once in a month is 24.4% and percentage of respondents who shop grocery once in a week is 57.6%.

Before covid-19 most of the people shop grocery once in a week.

4.8 how frequently you used to do grocery shopping after covid-19?

Mode	No. of respondents	%of respondents
After every 2 days	1	0.7%
Everyday	21	14%
Once in amonth	53	35.3%
Once in a week	74	49.3%
Thrice a week	1	0.7%
total	150	100%

frequency of shopping grocery after pandemic
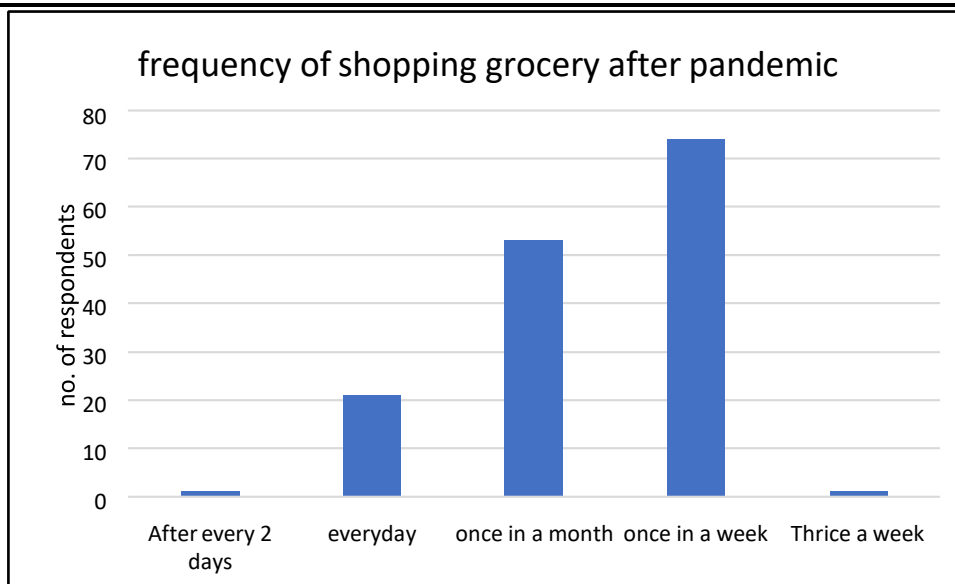
Interpretation

Out of 150 respondent percentage of respondents who shop grocery after covid-19 after every 2 week is 0.7%, percentage of respondent who shop grocery everyday is 14%, percentage of respondent who shop grocery once in a month is 35.3%, percentage of respondent who shop grocery once in a week is 49.3% and lastly percentage of respondent who shop grocery thrice a week is 0.7%.

After pandemic most of the people shopped grocery once in a week.

4.9 monthly expenditure on grocery shopping before covid-19:

Amount range	No. of respondents	% Of respondents
Rs.1000-2000	51	34%
Rs.2000-4000	55	36.6%
Rs 4000-6000	24	16%
Rs.6000 above	20	13.4%
Total	150	100%
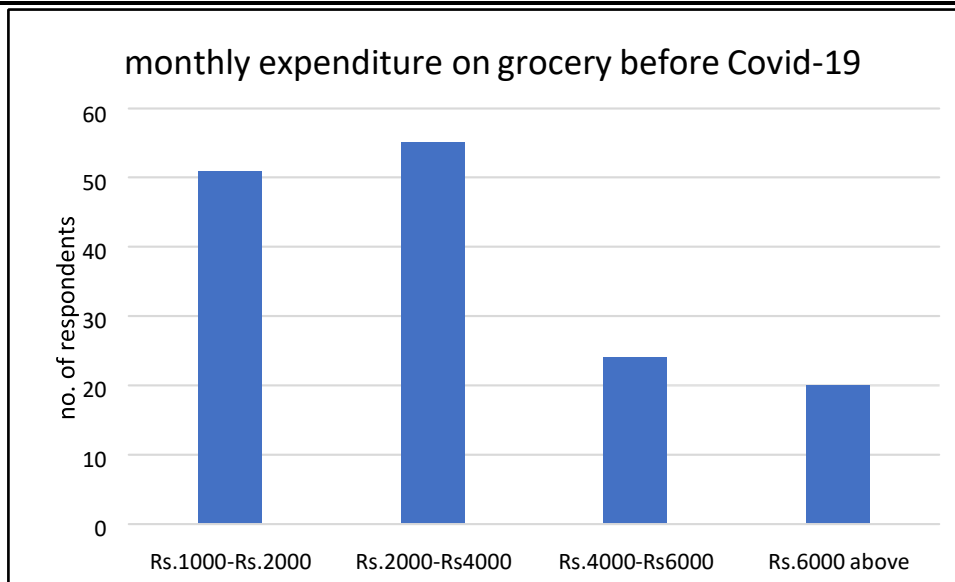
monthly expenditure on grocery before Covid-19

(Bar chart: x-axis categories — Rs.1000-Rs.2000, Rs.2000-Rs4000, Rs.4000-Rs6000, Rs.6000 above; y-axis "no. of respondents" from 0 to 60. Values approximately 51, 55, 24, 20 respectively.)
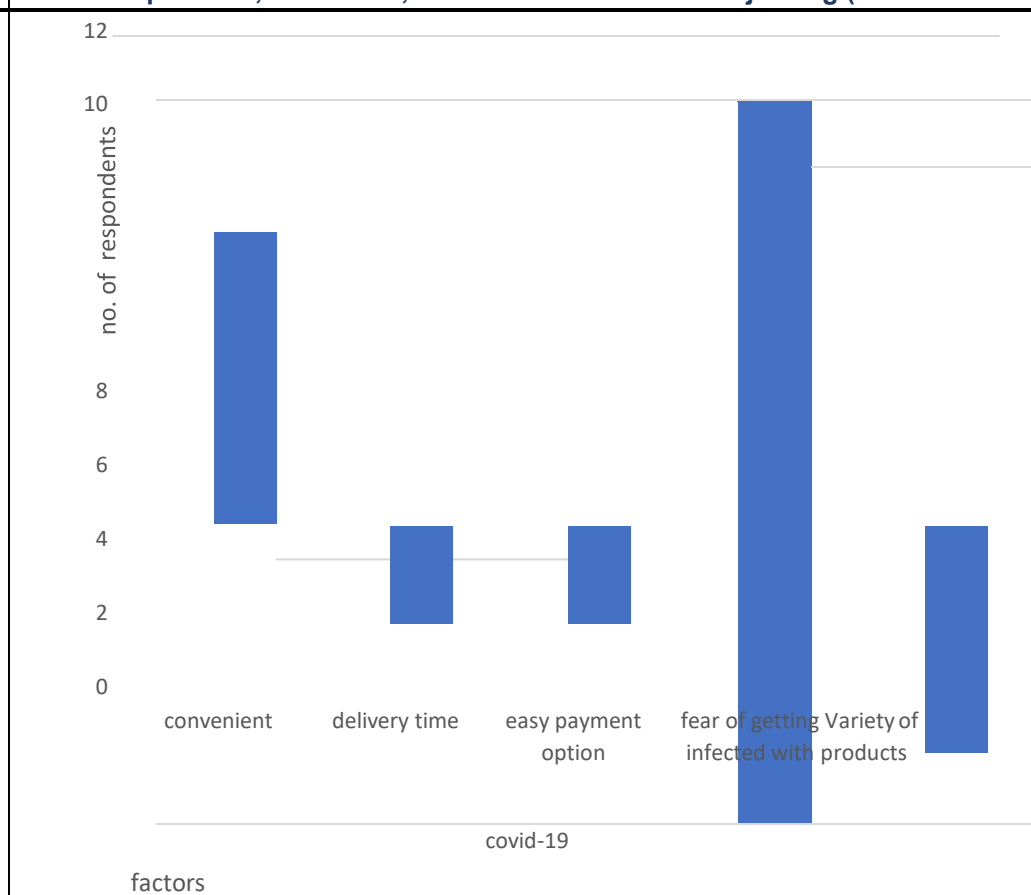
Interpretation

Out of 150 respondent percentage of respondents whose expenditure on grocery before covid- 19 was between 1000-2000 is 34%, between 2000-4000 is 36.6%, between 4000-6000 is 16%, between 6000 and above is 13.4%.

Before covid-19 outbreak monthly expenditure of majority of people was between Rs.2000-Rs.4000.

4.10 expenditure on grocery shopping after covid-19

Amount of expenditure	No. of respondent	% Of respondent
Rs.1000-2000	38	25.4%
Rs.2000-4000	52	34.6%
Rs.4000-6000	33	22%
Rs.6000 above	27	18%
Total	150	100%
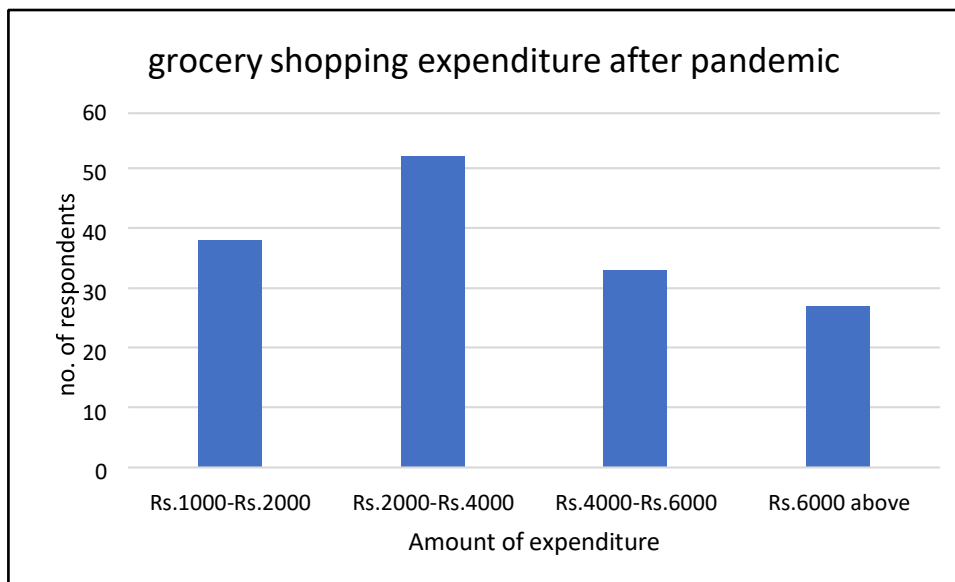
grocery shopping expenditure after pandemic

(bar chart: no. of respondents vs Amount of expenditure)
- Rs.1000-Rs.2000: ~38
- Rs.2000-Rs.4000: ~52
- Rs.4000-Rs.6000: ~33
- Rs.6000 above: ~27

Interpretation

Out of 150 respondent percentage of respondents whose expenditure on grocery after covid- 19 was between 1000-2000 is 25.4%, between 2000-4000 is 34.6%, between 4000-6000 is

22%, between 6000 above is 18%.

After covid -19 outbreak monthly expenditure of majority of people still between

Rs.2000-Rs.4000.

4.11 factors affecting the selection of online grocery shopping over offline

Factors	No. of respondents	% Of respondents
Convenient	9	28%
Delivery time	3	9%
Easy payment option	3	9%
Fear of getting infected with covid-19	10	32%
Variety of products	7	22%
total	33	100%

factors of selection of online grocery shopping

Interpretation

Out of 33 respondent percentage of respondent who choose online grocery shopping because of convenient is 2%, delivery time 9%, easy payment option 9%, fear of getting infected with covid-19 32%, variety of products is 22%.

Majority of people choose online grocery shopping over offline shopping because of fear of getting infected with covid-19 and convenience .

4.12 availability of required category of products

Availability	No. of respondents	% Of respondents
no	15	47%
Yes	17	53%
total	33	100%

product availability
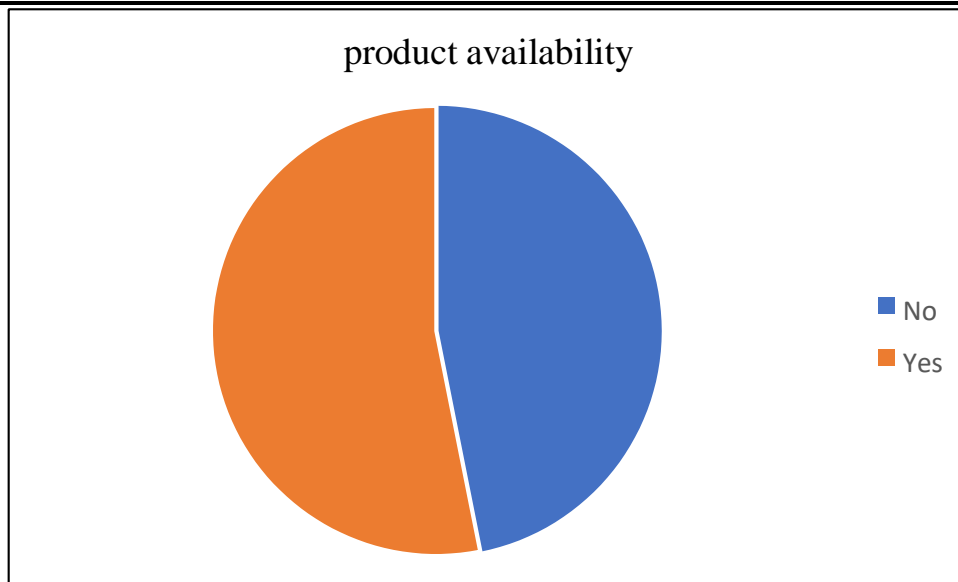
Interpretation

Out of 33 respondent percentage of respondent who found all the required grocery item online was 47% and who did find all the item was 53%.

Majority of people did not find the required grocery item online

4.13 Satisfaction level of quality of online grocery

Satisfaction level	No. of respondents	% of respondents
Highly satisfied	3	9%
Satisfied	16	48.4%
Neutral	9	27%
Unsatisfied	4	12%
Highly dissatisfied	1	3.6%
total	33	100%
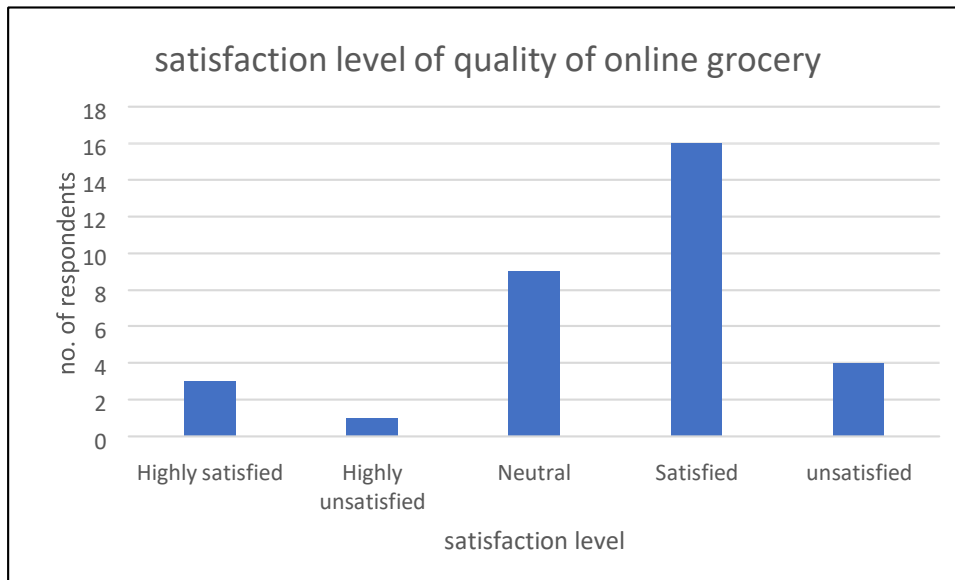
Interpretation

Out of 33 respondent percentage of respondent who are highly satisfied with the quality of online grocery is 9%, who are satisfied is 48.4%, who are neutral is 27%, who are unsatisfied is 12% and who are highly unsatisfied are 3.6%.

So, majority of people were satisfied with the quality of online grocery.

4.14 experience of online grocery shopping

Experience	No. of respondents	% of respondents
Excellent	9	27%
Avearage	20	61%
Poor	4	13%
Total	33	100%
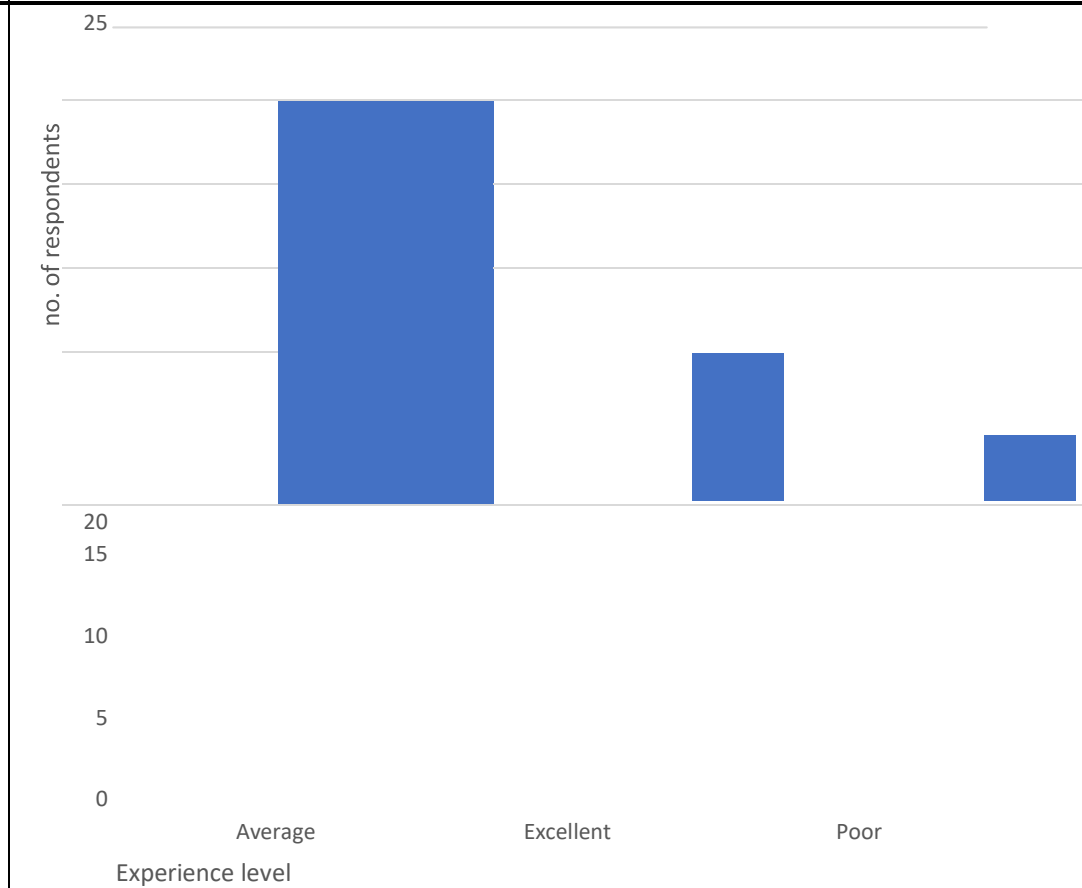
Interpretation

Out of 33 respondent percentage of respondents whose overall online grocery shopping experience was excellent is 27%, average is 61% and poor is 13%.

So, majority of people had average experiece with online grocery shopping.

4.15 how likely recommend online grocery shopping to others

Recommendation	No. of respondents	% of respondents
Likely	12	36.4%
Neutral	15	45.5%
Unlikely	6	18.1%
Total	33	100%

Interpretation

Out of 33 respondent percentage of respondent who are likely to recommend online grocery shopping to other is 36.4%, who are neutral is 45.5% and who are unlikely to recommend online grocery shopping to others is 18.1%

4.16 factors affecting selection of offline grocery shopping over online:

Factors	No. of respondents	% Of respondents
Easy exchange/return	36	30%
Good relations with store owner	13	12%
Nearby house	51	44%
Reasonable price	16	14%
Total	117	100%

factors affecting the selection of offline grocery shopping
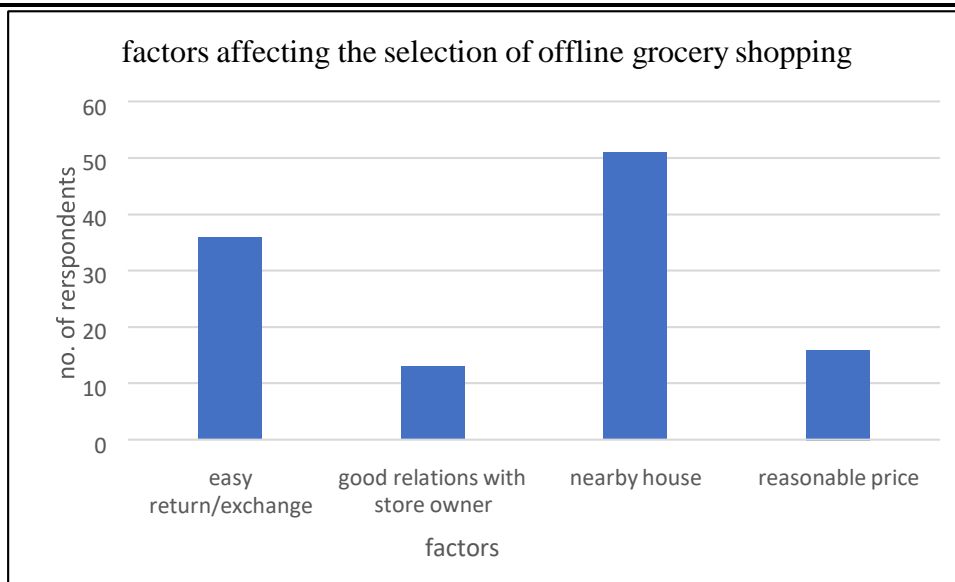
Interpretation

Out of 117 respondent percentage of respondents 44% of the respondents selected offline grocery shopping because it was nearby their house, 30% of the respondents selected offline grocery shopping because of easy exchange and return, 14% because of reasonable price and 12% because of good relation with store owner.

Majority of respondents selected offline grocery shopping because it was nearby their house.

4.17 satisfaction level of quality of offline grocery:

Satisfaction level	No. of respondents	% Of respondents
Highly satisfied	21	18%
Satisfied	73	62.3%
Neutral	17	14.5%
Unsatisfied	1	0.8%
Highly unsatisfied	5	4.2%
Total	117	100%
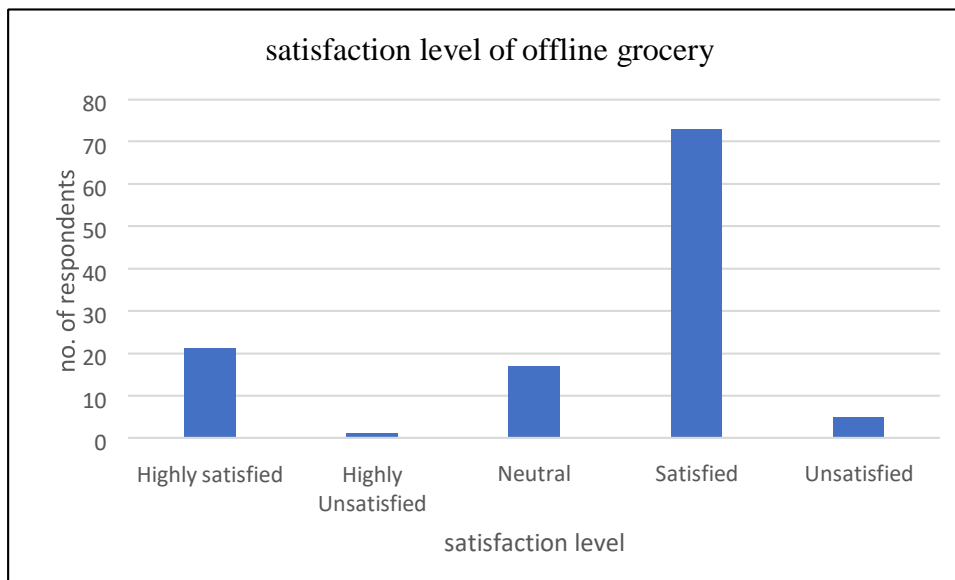
Interpretation

Out of 117 respondent percentage of respondents who are highly satisfied with quality of offline grocery shopping comprises of 18% of the total respondents, who are satisfied are 62.3%, who are neutral are 14.5%, who are unsatisfied are 0.8% and lastly who are highly unsatisfied are 4.2%.

4.18 overall experience of offline grocery shopping:

Experience	No. of respondents	% of respondents
Excellent	57	49%
Average	56	48%
Poor	4	3%
Total	117	100%
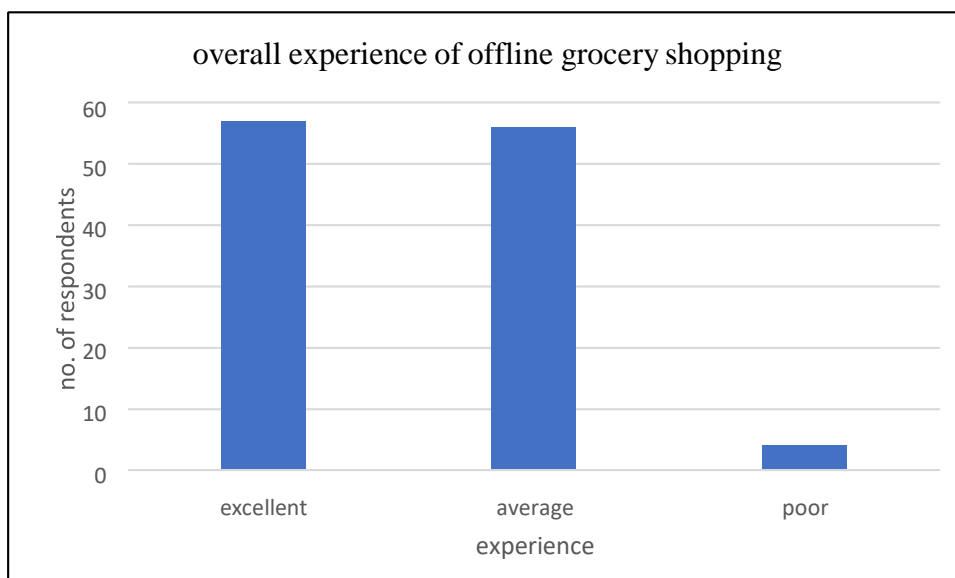
Interpretation

Out of 117 respondents percentage of respondents whose experience of offline grocery shopping is excellent comprises of 49% of the total respondents, whose experience was average comprises of 48% and lastly whose experience was poor comprises of 3% of the total respondent.

4.19 recommending offline grocery shopping to others:

recommend	No. of respondents	% of respondents
Likely	62	53.5%
Neutral	50	42.5%
Unlikely	5	4%
Total	117	100%

Interpretation

Out of 117 respondent percentage of respondents who are likely to recommend offline grocery shopping to others is 53.5%, who are neutral is 42.5% and who are unlikely to recommend offline grocery shopping to others is 5%.

So, majority of people recommend to shop offline grocery shopping.

4.20 do you compare grocery price on online and offline platform

Compare	No. of respondents	% Of respondents
Yes	91	78%
No	25	22%
Total	150	100%

do you compare prices
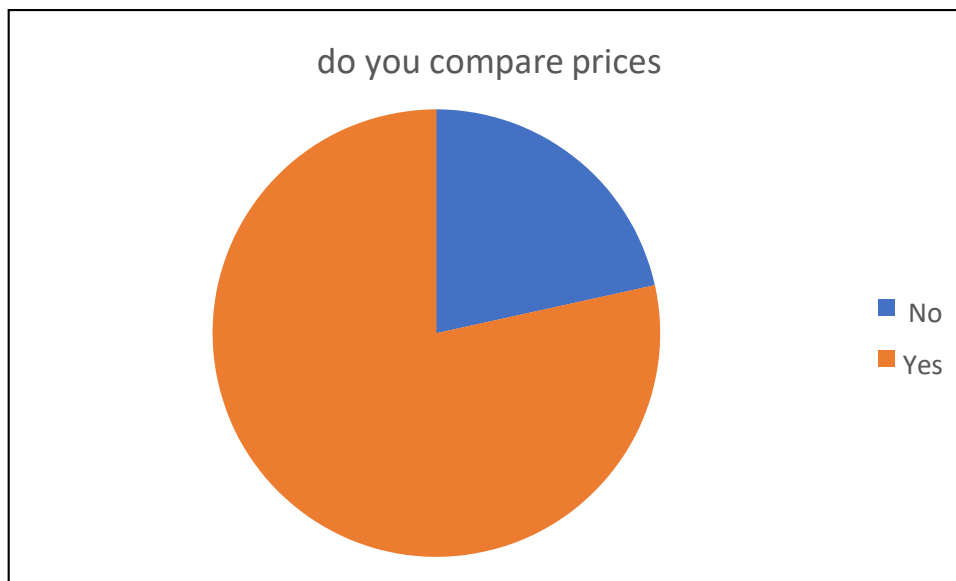
Interpretation

Out of 150 respondents percentage of respondents who compare prices of grocery between online and offline mode before shopping is 78% and 22% respondent do not compare price before shopping for grocery.

4.21 any price differences between online and offline platform

Price difference	No. of respondent	% Of respondent
Huge price difference	24	16%
Little variation	116	77%
No difference	10	7%
total	150	100%

Price variation between online and offline mode
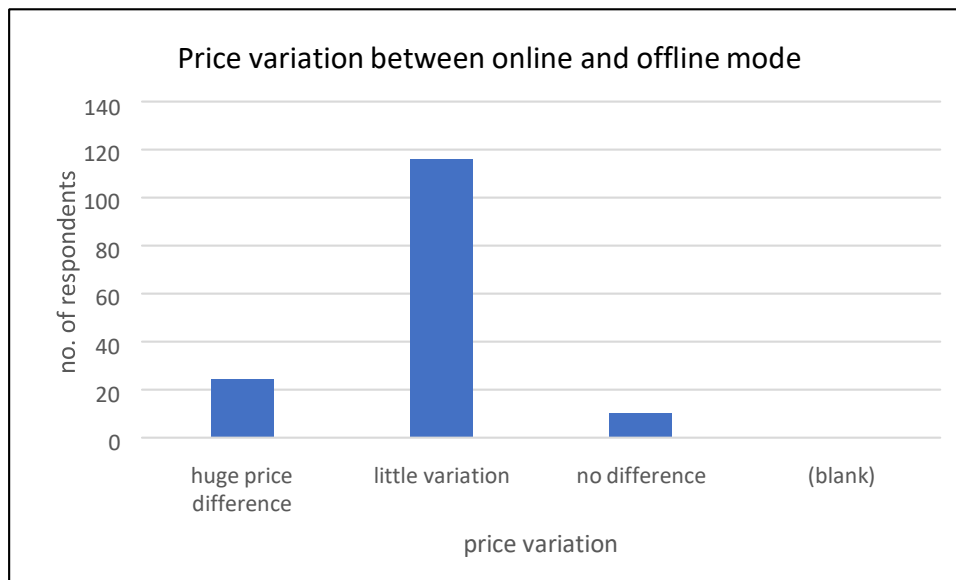
Interpretation

Out of 150 respondent percentage of respondents who found huge price variation between online and offline grocery shopping platform is 16%, who found little variation is 77%, who found no difference is 7%.

So, majority of people found a little variation in grocery prices between online and offline mode.

CHAPTER:- 5
FINDINGS AND CONCLUSION

FINDINGS

1. No. of people shopping grocery through online mode increased during covid-19 pandemic.

2. No. of people shopping grocery through offline mode decreased during covid-19 pandemic.

3. Because of the fear of getting infected with covid people selected online grocery shopping.

4. Expenditure on grocery shopping increased a little after covid-19.

5. After covid-19, again majority of people shifted to offline grocery shopping.

6. Majority of the respondents found the grocery they required on online platform.

7. Majority of the respondent''s online grocery shopping experience was average

8. Majority of the respondent were neutral in suggesting to do grocery shopping through online mode.

9. Majority of the respondents said that they compare prices of grocery on offline and online mode before making purchase decision.

CONCLUSION

- Covid-19 impacted the preference mode of grocery shopping of consumers of Dehradun. Before covid majority of respondents used to shop grocery offline through physical stores but during covid majority of people shifted to online grocery shopping because of fear of getting infected with covid.

- The decision of selection of online grocery shopping was affected by various factors but majority of people select online grocery shopping because of fear of getting infected with covid-19 the next most influencing factor was convenience.

- The study also revealed that some proportion of respondents do grocery shopping through a blended mode i.e., online and offline both.

- Overall experience of online grocery shopping was average and respondents were satisfied with quality of online grocery.

- The study also revealed that majority of respondents were neutral when it comes to recommending online grocery shopping to others.

- In a nutshell study revealed that during covid-19 people shifted to online grocery shopping but after covid cases decreased and situation became normal people shifted to offline grocery shopping.

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