



CHOICE OF CONSUMERS REGARDING ONLINE PURCHASE OF INSTANT FOOD PRODUCTS (WITH REFERENCE TO CONSUMERS OF TIRUCHIRAPPALLI DISTRICT)

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Abstract

Globally India has emerged as one of the conscious market with second largest internet base. It is important to consider that the households are been stuck due to pandemic, on the other hand it's a main trigger for the desire to make life and work easier at home which leads to enter into an amplify online shopper especially in instant food products. Those people who would usually tend to go out to buy their groceries, medicine and instant food products at stores and pharmacy has also turned to e-commerce platforms to get essential delivered at their doorsteps. This study aims to understand the preferences and purchasing patterns of customers in Tiruchirappalli city who purchase their instant food goods online. This study used both primary and secondary data to get the necessary results, and then estimated the mean score and basic percentage analysis using statistical software. Thus, it can be inferred from the study that consumers are happy when they shop online and that this trend may continue in the future. This study has identified the purchase preferences of online consumers of Instant food item, which facilitates customer segmentation based on these interests.

Key Words: Instant Food Products, Consumer behaviour, online buying.

Introduction

The modern consumer is migrating towards digital platforms, which has become a trend in everyone's life, changing the usual method of purchasing goods from the market. Today, a sizable number of companies have emerged in the food sector, both in offline outlets and digitally. Similar to large retailers, small and medium-sized businesses are advancing in the race to serve customers and are partnering with well-known hyper-local delivery platforms as a means of surviving the present environment. Additionally, there are many different kinds of items that can be found via online marketing platforms while thinking of businesses, making digital purchasing easier and more selective than ever before. Consumers are incrementally opting for the amenities that are offered in the online scaffold. Agitating about business prospects, especially groceries online has grown up to 70% during the curfew with the hand in digital paying options. Also there is a greatest shift in online buying among the younger consumers to the older consumers. The older consumers are in significant numbers where they have begun to shop online for their monthly to day to day need. Unlike other situational factors can also have collision on shopping behaviour and purchase decision. Meanwhile shopping frequency is also an essential concept for studying consumer shopping behaviour.

Significance of the Study

There are few of the major players who involved in the online market regarding Instant Food Products. Websites like Amazon Pantry, Big Basket, Flipkart supermarket, Grofers, Jio Mart, Swiggy Instamart are the online service providers for instant food products where the consumer can easily log in to buy their demanded products without any physical existence. Still there are more new start-ups have to come into digital platform for promoting these kinds of grocery products. The present research will assist to illustrate a specific picture of consumer buying behaviour and their preferences towards instant food

products shopping in emerging online buying. Though the formats like convenience stores, departmental stores, hypermarkets, supermarkets and specialty stores are spread in larger outlet consumers are willing to buy their products in digital space. This study covers overall essential aspects of online retailing and consumer shopping behaviours in online retailing.

Literature Review

Zuroni Md. Jusoh and Goh Hai Ling (2012) “Factors Influencing Consumers’ Attitude towards E-Commerce Purchases through Online Shopping” The researchers have found three factors that influenced consumer attitude towards online shopping. The factors are socio-demographic; pattern of buying online and purchase perception, these factors could help to understand the other factors which influence the online shopping. Experience with E-commerce and consumer service has a significant relationship with attitude towards e-commerce purchase through online shopping.

Gabriela Hanus(2016) “Consumer Behaviour During Online Grocery Shopping” the researcher has found the conditions of consumers’ This study considers the disadvantages and risks detected with internet shopping. The researcher has mostly points the difference between online buying for food and supermarket’s offline shopping. This says the significances of ordering food and household items online. The research was also conducted on respondents who were possibly the most modern e-commerce in Europe country Sweden.

Harjinder Kaur and Rakesh, K.Shukla(2017)”Consumer’s Attitude For Acceptance Of Online Grocery Shopping In India” the researchers have done a study among the people who are resided in Delhi area. Data was collected and statistical tools like ANOVA, mean and standard deviation were used. Thus the study comes up with the result of significant factors which influence the consumers’ attitude and behaviour towards the online shopping. Hence the consumers are focused on the quality of product where various fear factors related to online grocery shopping.

Rupali Rajesh (2019) “Assessing the impact of Online Grocery Shopping in Mumbai” this study was made to analysis the factors influencing for online shopping for food. This study has evaluated the demographic factors that influence the consumers to buy grocery online. The researcher has also studied the factors influencing for online shopping for food and examine the demographic factors which influence consumers to buy items or grocery online. Mann-Whitney and Kruskal-Wallis Test were used to validate the data collected through analysis. Online grocery shopping in the Mumbai region differs significantly depending on the age and accessibility of items. Marketers or vendors can concentrate on these three suggested substitute factors like product descriptions, delivery of products, exchange of grocery online and product choice and availability.

Scope of the Study

The traditional shopping selection behaviour of consumers is allied to demand and need perception, since the consumer becomes aware of their need, based on which they want to purchase a product. When the need has been recognized, they move on to search for particulars about the product and determine the alternatives available to the consumers before making a decision to buy the product. The consumers are experienced in various shopping behaviour with the diverse society and the change in the economic conditions of the country. The consumers have gone through countless types of buying behaviours and forms. The proffered work will also facilitate and instruct the consumers to enrich their level of awareness in terms of quality, cost and expire date of the products in online shopping websites.

Objectives of the Study

- To know the demographic profile of the respondents
- To know the factors that influencing consumer choice of online buying
- To know the preferences towards Online buying behaviour of the consumers regarding Instant food Products

Research Gap

Previous studies have deal with the different heads of online shopping behaviour among different products but none of them have cover the area of Instant Food Products in Tiruchirapalli City. In this study the researchers have given a specific space for online purchase of Instant Food Products. The present study seeks to find out the purchase intentions of online buyers towards Instant Food Products.

Methodology

Both primary data and secondary data have been used for the study. Secondary data have been collected from the books, journals and the articles and primary data have been collected from various consumers who are opting digital platform for buying Instant Food Products with the sample size is 100. Convenient sampling technique has been used to collect the data through questionnaire. Statistical tools like simple percentage analysis and Garrett Ranking system has been used in the study.

Limitations of the Study

- The study limited to Tiruchirapalli city only.
- Sample sizes were restricted to 100.
- Convenient random sampling technique has been used for the study.

Findings of the Study

- About 72 % of the respondents who are buying through online are Female.
- Majority 46% of the respondents who are buying through are under 24 to 35 years.
- Majority 61% of the respondents who are buying through are married.
- 36% of the respondents who are buying through online have their annual income are above Rs.90,000.
- 41% of the respondents who are buying through online are professionals.
- 34% of the respondents who are buying through online are undergraduates.
- 42% of the respondents who are buying through online are spending up to Rs.3,000
- 32% of the respondents who are buying through online are buying Instant food products once a month.
- 41% of the respondents are satisfied buying in online stores.
- 68% of the respondents who are buying through online have credit card/debit card.

Table I- Buying Process

S.No	Statement	Mean Score	Rank
1	Time	4.10	1
2	Speed of purchase process	3.95	2
3	Discount/Promotion	3.87	3
4	Secure payment	3.72	4
5	Brand Loyalty	3.66	5
6	Service quality	3.53	6

7	Payment option	3.41	7
8	Customer Feedback/Reviews	3.37	8

Source: Primary Data

The above table 1 explain the buying process of the consumer who is buying Instant Food Products through online. They think that buying online saves time with the maximum satisfaction. It is not necessary to go outside or go to super market for buying such products as the online stores have large n wide range of product varieties which are not there in the supermarkets. Internet and online shopping makes them easy access to the product and the retailer. And the stated attributes have helped to rank the process with the given mean score.

Table II- Buying Behaviour

S.no	Statement	Mean Score	Rank
1	Online buying saves time	4.06	1
2	Easier than traditional buying	3.9	2
3	Online shopping is efficient	3.81	3
4	Online buying offers discount & rewards & cash back	3.76	4
5	Having knowledge on online buying	3.71	5
6	Online buying gives too many options	3.65	6

Source: Primary Data

The above table II illustrates the buying behaviour of the consumer who opt online mode for buying their Instant Food products. Time takes a leading role in the lives of each and everyone’s life. Most of the consumer had said that traditional shopping consumes more time than doing online shopping. And they get to buy products which are not they going to use or not planned on the list. It makes them to spend over on traditional shopping. When consumers do online buying of course they have control over the internet and yet online buying saves time as well as saves unwanted expenses in many ways. The statements have been ranked with the calculated mean score.

Recommendation

While buying online the consumers who are checking out the product might have doubts and queries regarding the originality and the authentic nature of the products which has been displayed. So the shopping sites must help the consumers by providing certification of legitimacy or chances of getting to know about realism for the entrustment of consumers.

The online retailers should avail timely and quick response to the consumers who are buying products. They should deliver the product on a stipulated time. The companies should provide alternative measures to contact the retailer or the service provider in case of any damages or the product expected has not been delivered.

Conclusion

With the prevalence of internet, the numbers of internet users are also grown in recent years and it will continue to expand and more internet users will become online consumer. Electronic commerce has become a significant segment in most of the company’s business. Online shopping behaviour is giving better understanding of the consumer choice and preferences so that they could attract more number of consumers in the future. In India cash payment was the initial mode of transaction, whereas the online shoppers are avail with cash and also the consumers are available with paying UPI facilities after



receiving the product in their hands. This study will also assist in recognizing the consumer behaviourism of online instant food buyers so the customers can be segmented under the basis of their preferences of purchasing products.

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