

A STUDY TO ASSESS CONSUMER BEHAVIOR OF GROCERY SHOPPING AMID AND POST COVID-19 PANDEMIC

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ABSTRACT

Grocery shopping is one of the important activities and part of daily chore since ancient times till today's digitized age. Way back, there was barter system leading to development of shops. In more recent times, grocery was bought from supermarkets, malls to today's online and ecommerce shopping. The number of retail grocery retailers across India in 2020 amounted to about 12.8 million. This included traditional and modern retailers within the segment. While there was a consistent growth in numbers since 2013, it was largely made of traditional stores. Modern retailers in this sector made up a mere 0.05 percent of store numbers in that time period with just over eight thousand outlets. The Covid-19 global pandemic has thrown our world into chaos in every aspect. Country has gone into the lockdown for a major time. During this period there was no movement of goods across the country due to these daily activities commute has been affected. As we know grocery has been one of the daily essential of human being people have started to shop grocery products due the lockdown in the country. To store the grocery, people have started looking for alternatives in terms of shopping since grocery is an essential commodity. This research would look at analyzing people's shopping preferences for grocery during and post Covid19 pandemic.

Keywords: Consumer Behaviour, Grocery Shopping, Indian Markets, Covid-19, Customer Preferences.

INTRODUCTION

The basic necessity of every human being is Food, Clothing, Shelter and Education with food being one of the most important one for mere survival. In day-to-day life every human being looks for food on priority basis. To be healthy and active one needs to have a good meal. Even in today's technologically advanced digital life every family spends a sizeable portion of their earnings on Grocery shopping. People spend on grocery shopping as per their earnings and size of the family. The one which are leaving in the joint family do the grocery shopping for a month at a time only. The one which are leaving in group they mainly due a grocery shopping for a week. There are few

people who buys grocery on regular basis as per the income they earn. So, the grocery shopping depends on one of the factors of income of the family. Grocery shopping pattern has changed between the customer from physical purchase to online purchase. As the technology is making improvement, the pattern of shopping is also getting changed. Earlier, consumer used to shop from Mom-and-Pop stores then later they have moved to Supermarkets. Supermarket was also the physical shopping way. As the technology got upgraded and moved in the hands of common man, e-retail shopping began which later based onto Grocery as well. This e-shopping saves a lot of time for the consumer as he does not visit the shop. In Mom-and-Pop

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stores there is no big name involved. These are small shops which have limited market scope. They have limited brands across different product lines. Supermarkets also have a large physical market presence. They offer discount price to the customer. As they have various brand across the product. They over wide range of market as they have multiple presence. There are few big brands involved in this such as Big Bazar, Reliance Retail, D Mart, etc.

LITERATURE REVIEW:

How unknowingly and quickly coronavirus has spread. During the pandemic many people lost their jobs. As per the data in the joint report by the **International Labor Organization (ILO)** and the **Asian Development Bank (ADB)**. The report estimates job loss for 4.1 million youth. Venturing out became very difficult, hence people started looking for other options (e-shopping) During the lockdown all the transaction was stopped even the movement of goods has also stop. People have been started facing shortage of goods (Grocery). Hence, people have started looking for alternative option of buying. Rahul Kumar (July, 2020) Indian Consumer mindset towards online shopping during the pandemic period: A special reference to Flipkart. This study was with the special reference of one of the E-commerce platform Flipkart. The service they have provided during the time of Pandemic. They mentioned about the purchase pattern of Grocery shopping through Flipkart, and the mindset towards online shopping during the pandemic period. After analysis the consumer preference of grocery shopping shows that almost 60% of people will prefer to do online grocery shopping. While 25% prefer both the mode. While the rest as prefer the Local Kirana store shopping. Aneesh Reddy, (April,14,2020) Covid-19 impact: Consumers move towards digital, enumerates that due to the COVID-19 pandemic, the way we work has totally changed, the way we used to shop and communicate with people. People are only going out only to buy essential items from the retail stores and still they are worried to go out to buy essential goods because they are constantly worried about

getting infected. Reddy said that according to trifecta, due to a cheaper 4G network and constantly increasing consumer wealth, Indian EE-commerce is expected to grow to US\$200 billion by 2026. But these projections were based on the pre-covid19. But as COVID-19 hit India, the surging demand of e-commerce for the past few months is so high that the e-commerce industry could hit \$200 billion much earlier. Bansal.S, (April 02, 2020) opines that consumer behaviour will see shift post-covid-19. Shuchi Bansal said that, as a consequence of COVID-19 lockdown, there would be a major shift in the supply chain and an increased consumption of e-commerce portals through the internet. It has been estimated that the online stores engaged in sales of groceries and other FMCG products could see a massive shift in demand to avoid going out to crowded shops and marketplaces. After analyzing the consumer buying behavior from the time India first encountered COVID-19 till the time it went under the lockdown, it could be said that people have become more conscious about health and hygiene and there would be fewer visits to stores and more online shopping for customers. Vidya Gopinath (September, 2020) - Consumer Behavior Trends during COVID-19 Pandemic. In this study was conduct with the intention to make aware the variability in the consumer behavior of grocery shopping under different scenarios of the COVID-19 pandemic. With the preference given to four points such as Purchasing Pattern, Time Frame, Minimum order Requirement, Delivery Charges. After analyzing it's found there is no direct and significant relationship between monthly income, Occupation and the level of satisfaction of the respondents towards Online Shopping. The product dimensions considered are positively correlated with satisfaction towards Online Shopping. During Pandemic the consumer behavior changes a lot due to security and convenience is main consideration So the frequency of online shopping is increased in a very high rate in the last 6 months and the expectation is that the same trend will be continuing hereafter. Mr. Krunal K. Punjnal (April, 2017) suggested that large number of home-makers and employed female still prefer

the physical store to purchase the grocery because of the factors such as trust, opportunity to bargain, credit facility and self-satisfaction of checking products tangibly before actual purchase.

RESEARCH OBJECTIVES:

1. To understand grocery purchase pattern among the people in Mumbai Metropolitan Region.
2. To study the preferences of consumers in physical retail vis-à-vis in online retail for grocery shopping.
3. To understand the popular outlets and market places in physical retail and online retail for grocery.
4. To determine the impact of pandemic on people for modes of shopping for grocery items.

RESEARCH METHODOLOGY:

The research has been conducted in order to study to assess consumer behavior of grocery shopping amid and post COVID-19 pandemic. The study shows the mode been used by the consumer for grocery shopping.

DATA COLLECTION TOOLS:

In order to carry out this research and to collect primary data, an online questionnaire has been used.

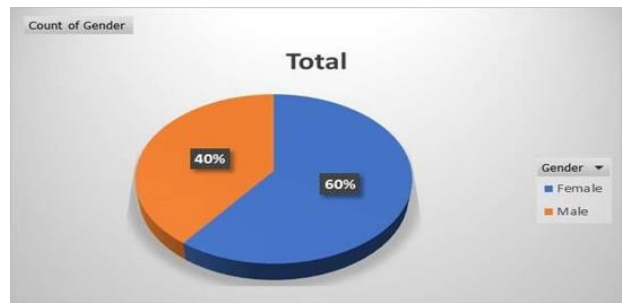
SAMPLE SIZE:

To avoid the loss of valuable resources, the sample size was decided to be 117.

DATA ANALYSIS & INTERPRETATION:

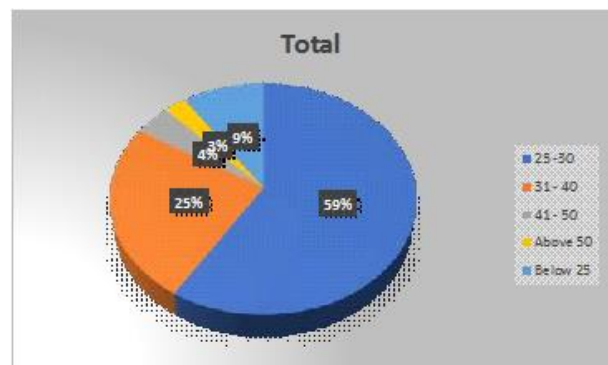
This questionnaire is based on knowing the consumer preference mode of Grocery shopping during this COVID-19 pandemic lockdown and post COVID. The recorded responses of a total of 117 consumers of Grocery shopping amid and post COVID from the different sources. What is your Gender?

117 Response



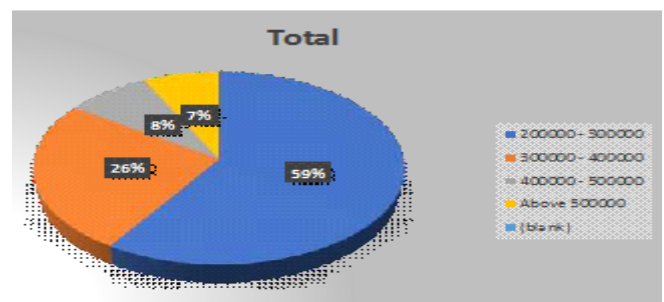
There are 60% are Female respondents and 40% are male respondents who participated in the survey and helps to give a bigger and clear picture on consumer preference toward grocery shopping.

1. What is your Age Group? 117 Responses



In this questionnaire, there are different age group respondents, as shown in the chart, 60% are between the 25 -30 age group, which are the maximum number of respondents who participated in the survey and next to the maximum number of respondents are 31 - 40 of age group and 24% are between the 40-50 of age group and the least number of respondents are 50 and above of age group.

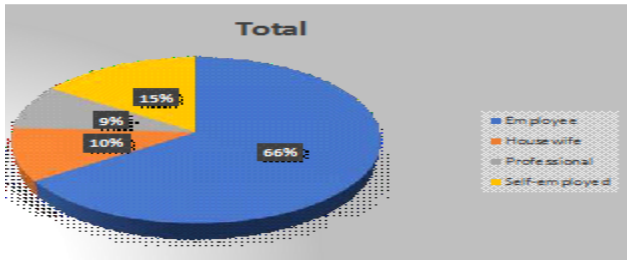
2. What is your Annual Income Level 110 Responses



Annual income level of respondents and the maximum number of respondents customers have 200000 – 300000 income which are 59%

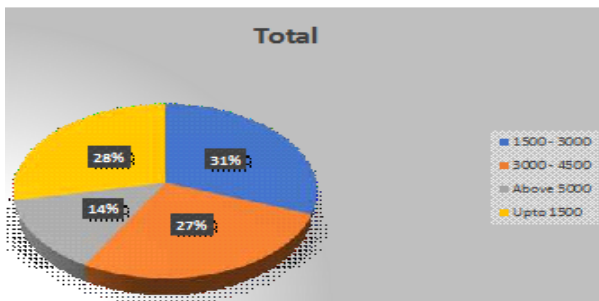
of respondent and next is 26% respondents has income level between 300000 – 400000 and 8% are in between 400000 – 500000 and 7% Above 500000.

What is your Occupation? 117 Responses



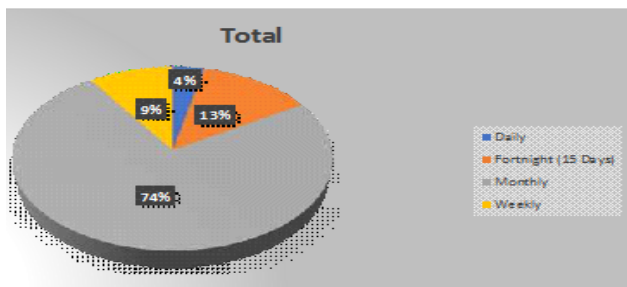
Occupation of the respondents and according to the chart the greatest number of respondents are Employee with 66% participation in the survey and 15% is Self-employed and 10% are Housewife and 9% are professional.

How much is your spending on one time on Grocery shopping? 117 Responses



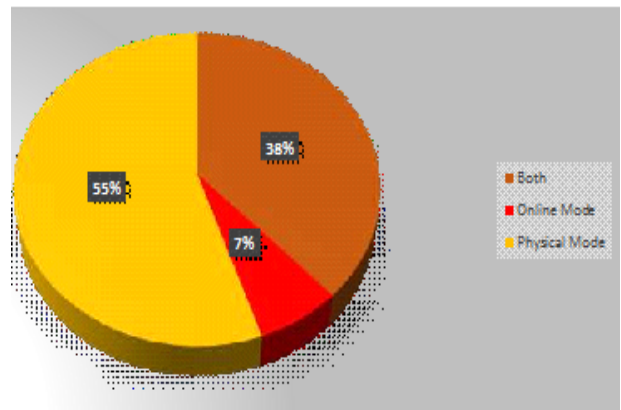
Spending on grocery shopping at one time of a respondent the maximum number of customers spend 1500 – 3000 amount on grocery shopping which is 31% and 28% people spend 3000 – 4500 and 28% of customer is also in the range who only spend up to 1500 and 13% of customer spend above 5000.

What is the frequency of Grocery shopping? 117 Responses



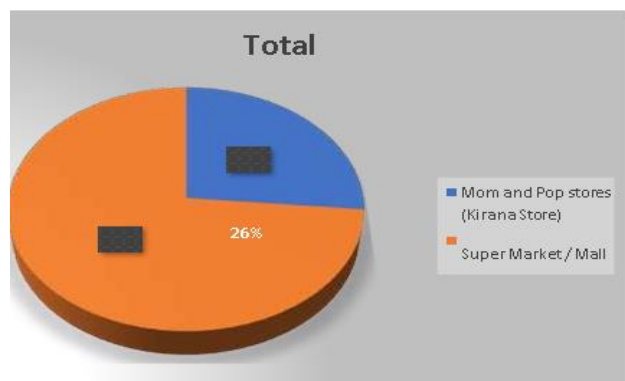
Frequency of shopping of the customer and 74% respondent have prefer to do Monthly shopping at a time and 13% customer prefer Fortnight shopping and 9% prefer weekly shopping less customer 4% prefer a daily shopping.

What mode you prefer for shopping? 117 Responses



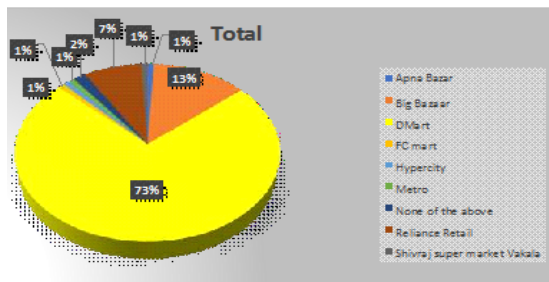
Customer preference mode of shopping 55% of consumer prefer for the physical mode of shopping the high preference given to physical shopping as Indian has mind set touch and see the quality. 38% of consumer prefer both the mode Physical as well Online and 7% customer prefer online mode.

Which Physical mode has the great preference? 117 Responses



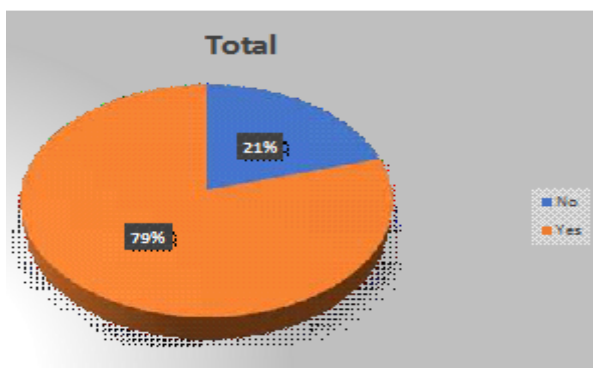
Customer prefers of Physical mode of shopping as per the respondent 74% consumer prefer to Super Market / Mall and 26% consumer prefer to Mom and Pops stores.

Which is the most preferred Super market / Mall 117 Response



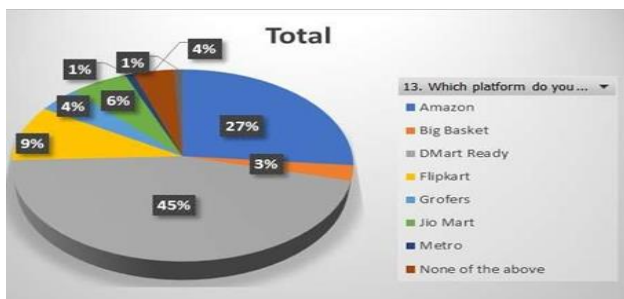
Super markets / mall respondent prefer for shopping in physical mode 73% respondent prefer D-Mart followed by 13% prefer to Big Bazaar and 9% prefer Reliance Retail and rest have prefer local super market near by the house.

Are you aware about E-Grocery shopping platforms 117 Responses



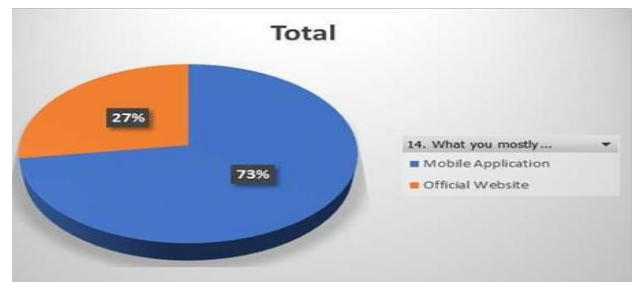
Awareness about the E-Grocery shopping among the respondent 79% respondent mentioned that they are aware and 21% mentioned they are not.

Which E-Grocery shopping platform consumer prefer? 117 Responses



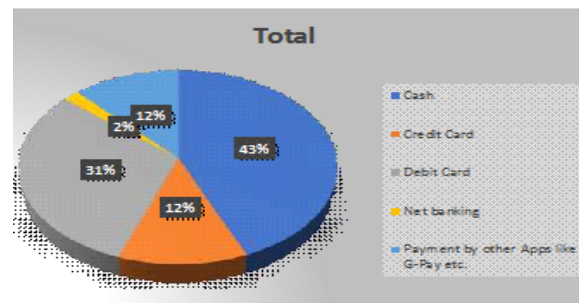
E-Grocery shopping consumer prefer for purchase as per the responses 45% consumer prefer D-Mart Ready and 27% consumer prefer Amazon and 9% consumer prefer Flipkart and 6% consumer prefer Jio Mart and 4% consumer prefer Grofers platform and 3% consumer prefer a Big Basket.

Which mode is preferred for ordering E-Grocery 117 Responses



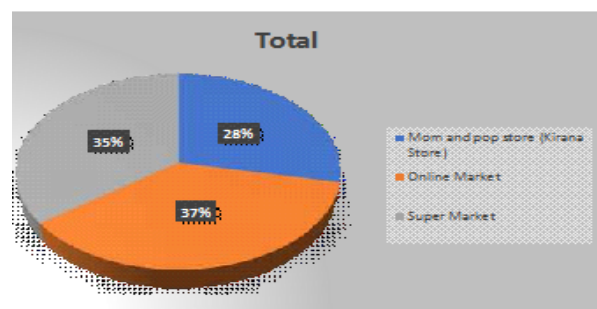
Preference mode for ordering E-Grocery used by the respondent. 73% respondent use Mobile Application and 23% respondent prefer official website. We can see that more respondent using Mobile Application this because of 4G data is offer and huge amount smartphone users in Mumbai and nearby regions.

What Mode of payment prefer by consumer 117 Responses



Payment mode prefer by the respondent 43% of respondent have prefer to Cash payment and 31% respondent prefer to make the payment through debit card and 12% prefer Credit card and Payment by other Apps like G-Pay etc. and 2% prefer Net Banking for making the payment. Respondents prefer Cashless transaction activity.

Who have given the best delivery during the time of pandemic 117 Responses



Best delivery during the pandemic and responses show that 37% respondent mentioned that E-Grocery provider has provided the best delivery and 35% respondent mentioned that

Super Market and 28% respondent Mom and Pop store (Kirana Store).

Whether the customer prefer to change the shopping Mode? 117 Response



Customer prefer to change the mode of shopping after the pandemic and the respondent data we come to know 52 respondent and not whiling to change the mode and 49 respondents may go for change the mode of purchase and 16 respondents mentioned that they will change the mode of shopping.

FINDINGS AND DISCUSSION:

The preferred mode of Grocery shopping found that 55% prefer to do physical shopping as on other hand 38% prefer both the way of shopping (Physical as well Online). Consumers are aware about the E- Grocery shopping but prefer the physical mode of shopping. Consumers prefer bigger brands purchasing grocery. 73% prefer D-Mart as prefers of shopping 13% prefer Big Bazaar, and 9% Prefer to Reliance Retail. When in other question was regarding the online Grocery shopping 45% prefer D-Mart Ready, 27% prefer Amazon, 9% prefer Flipkart and 6% prefer Jio Mart. 43% prefer cash payment and rest all prefer Cash less payment which is almost 57% which is across the different mode of payment. Mobile Applications or Official website are preferred by 73% 27% respectively. Preference of mobile application is high because the usage of Smart phones in the city is high. 59% of respondent mentioned that the application and the website are Good for the usage. The Annual Income and the spending at time on grocery shopping. There is a correlation between the annual income and

the spending at the time. 50% respondents mentioned that Super Market has given the best discount followed by online 37% and 13% mentioned that Mom and Pop Store (Kirana Store). The other who has provided the best delivery during the pandemic time. 37% mentioned that online has provided the best delivery and 35% has mentioned that Super Market has provided the best delivery 28% mentioned that Mom and Pop store has provided the best delivery. It was found that the 72% of Customer Executive has responses Good with the customer 23% was a fair treatment given by the customer executive to the customer which company need to improve to make customer fill more comfort. It was found that 62% customer were satisfied with the services they have got while ordering / purchasing the grocery. 20% were neutral and 18% were Very satisfied with the services. Company should aim to get customer more of Very satisfied customer which would help to retain the customers. It was found that 87% mentioned that grocery delivered during the time of pandemic was equally good to grocery delivered during the non-pandemic period. 13% mentioned that grocery delivered was not equally good during the period of pandemic.

CONCLUSIONS AND FUTURE SCOPE:

Groceries are essential for existence. So, people are more concern so they prefer to by physical. It was found that in Physical Retail

shop customer has given the more preference to the Super market / Mall 74% has prefer to go for Super Market / Mall shopping for the grocery shopping. As well Super market / Mall has also provided the Best discount rate on the products it was prefer by 50% of the respondent. As well they have provided the best delivery 35% respondent have respondent. So, in Physical Retail customer has given more preference to Super Market / Mall as compare to Mom and Pops Store (Kirana Store). Super Market /Mall consumer prefer D-Mart as a popular outlet 73% of the respondent has prefer D-mart over Big Bazaar, Reliance Retails, Apna Bazaar. The second popular outlet was Big Bazaar 13% of respondent prefer while 7% of respondent have prefer Reliance Retails. E-Grocery shopping D-Mart Ready is found as the popular platform 45% has prefer that. Followed by Amazon 27%, Flipkart 9%, Jio Mart 6%. Covid 19 Pandemic have affected almost affected people all the world. In the study it is found that people will prefer Physical mode of shopping post pandemic. There is not much impact on the grocery shopping of the consumer. As grocery is one of import product of daily life. This research project will help the Mom and Pops store that people are still preferring them when multiple option are available in the market. They need to work on the customer reach and how they can maintain the customer through discount or any other mode. This research paper could also help companies to see the wide opportunity in the future and how customers are so much interested in buying essential goods through both the platform Physical and online. It doesn't matter what is the income level of the customer, what is their occupation, what is their gender, everyone is interested to buy essential goods.

As India has the most economical 4G Internet in the world there is a huge opportunity of cashless transactions

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