

## **A SURVEY ON CONSUMERS' AWARENESS AND PREFERENCE TOWARDS ONLINE GROCERY DELIVERY SERVICES WITH SPECIAL REFERENCE TO COIMBATORE CITY**

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### **ABSTRACT**

The advent of online grocery delivery services has revolutionized the way consumers shop for essentials, offering unparalleled convenience and flexibility. Through a comprehensive review of literature and consumer surveys this research explores the factors influencing the adoption of online grocery delivery services, including convenience, reliability, product variety, pricing, and consumer experience. Furthermore, it investigates the strategies employed by online grocery platforms to optimize logistics, ensure freshness, and maintain consumer satisfaction. The findings shed light on the evolving landscape of grocery retail, highlighting the challenges and opportunities. By elucidating the preferences and concerns of consumers, this study provides valuable insights for businesses looking to enhance their online grocery delivery services and cater to the evolving needs of modern shoppers.

**Keywords:** Online Grocery Delivery Services, Convenience, Consumer Satisfaction, Modern Shoppers.

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### **I. INTRODUCTION**

Online grocery delivery services have witnessed exponential growth in recent years, driven by factors such as changing consumer preferences, technological advancements, and the increasing availability of high-speed internet access. Busy lifestyles, urbanization, and the prevalence of dual-income households have fueled the demand for convenient shopping solutions that fit seamlessly into modern lifestyles. Online grocery delivery services have become increasingly popular, providing a convenient and time-saving solution for consumers. Consumers can explore a diverse range of items, including fresh produce, dairy, meat, packaged goods, and household necessities, all from the comfort of their homes. Users can access these services through dedicated websites or mobile apps, creating a seamless shopping experience. One notable advantage is the flexibility in scheduling deliveries, allowing consumers to choose a time that suits their convenience. Amid global health concerns, such as the COVID-19 pandemic, online grocery delivery service has emerged as a safer alternative to in-store shopping.

#### **STATEMENT OF PROBLEM**

The convenience of grocery delivery services has become increasingly popular, offering consumers the ability to shop for essential items from the comfort of their homes. The study investigates that the consumers are aware of online grocery delivery services. And one of the prominent issue faced by online grocery delivery services is the timely and reliable delivery of orders. Consumers often expect their groceries to be delivered promptly, and any delays can lead to dissatisfaction. Factors such as traffic, weather conditions, or logistical challenges can contribute to these delays. Another challenge is maintaining the quality of perishable goods during transportation fresh produce, dairy, and frozen items require careful handling to ensure they reach consumers in optimal condition.

#### **SCOPE OF THE STUDY**

The scope of the study encompasses assessing consumers awareness and preferences regarding online grocery delivery services. Analyzing the consumers preferences concerning about the product variety, pricing, delivery options and user experience. And evaluate the consumers satisfaction and reliability towards online grocery delivery services. The study aims to provide insights about improving the marketing strategies and enhancing overall experience in the online grocery delivery services.

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**OBJECTIVES OF THE STUDY**

- To determine the relationship between demographic variables and awareness of the consumers towards online grocery delivery service.
- To identify the factors which influence the consumers to purchase through online grocery delivery service.

**II. REVIEW OF LITERATURE**

**Dr. S.S.MURUGANANDAM, P.PRIYADHARSHINI (2022)** Online grocery shopping is not only about technology and making sales, nor is it of interest only to industries and businesses, but it is also about transforming the economy, within and across geographic areas, and changing old markets and creating new ones. The objective of this study is to help the consumer to save more to make their ordering more convenient and easier. The E-shopping will replace traditional in-store shopping in the near future.

**Dr. K.GANESH KUMAR (2019)** Online shopping has gained much popularity during last two decades, predominantly people feels it much convenient and trouble – free to shop anywhere. Due to technological up – gradation, the consumer buying behavior has been changed drastically in both urban and rural areas because of ample facilities of internet. India might have only 300-odd million internet users, out of its total population of 1.3 billion. The study is made to examine the level of awareness of online shoppers and to identify the most preferred online shopping site. Flipkart and amazon are the most preferred shopping sites and they are satisfied with the existing services available in the online shopping.

**III. RESEARCH METHODOLOGY**

A mixed-methods approach incorporating surveys and data analytics can be employed. Surveys gather consumer preferences, satisfaction levels, and demographics, while data analytics analyze online shopping trends, consumer behavior, and transactional data to understand preferences, habits, and patterns, yielding comprehensive insights.

**RESEARCH DESIGN**

Combining surveys to capture consumers preferences, interviews to delve into the shopping experience, and data analysis of transactional records to understand purchasing behaviour.

**SOURCE OF DATA**

The data collected for the study includes primary and secondary data.

- PRIMARY DATA: The primary data for this study was collected through questionnaire.
- SECONDARY DATA: The secondary data are those which have collected from journals and websites.

**TOOL FOR ANALYSIS**

The tool and technique used for analysis

- Chi-square test and
- Independent sample T test are used to analyze the data for the study.

**LIMITATIONS OF STUDY**

- This study is limited to Coimbatore City.
- The sample size was confined to hundred and twenty respondents keeping in view time and constraints.

**IV. DATA ANALYSIS AND INTERPRETATION**

Data analysis involves the systematic examination of raw data to extract meaningful insights, trends, and patterns. While interpretation involves making sense of the analyzed data by providing context, explaining findings, and drawing conclusions or making recommendations based on the results. The data analysis and interpretation of consumers awareness and preference of online grocery delivery services by a sample size of 120 respondents confined only to Coimbatore city. Chi-square test and independent sample T test is used to analyze the data for the study. The data have been analyzed using the following systematic tool.

- Chi-square test.
- Independent sample T test.

**CHI-SQUARE TEST**

A Chi-square test is a statistical test used to compare observed results with expected results.

**H<sub>1</sub>** – There is a significant relationship between the age of respondents and their awareness

**H<sub>0</sub>**- There is no significant relationship between the age of respondents and their awareness

**RELATIONSHIP BETWEEN THE AGE OF THE RESPONDENTS AND THEIR AWARENESS**

Test	Chi-Square Value	Df	CC	Sig
<b>Gender</b>	5.79	3	0.215	0.122
<b>Occupation</b>	41.323	12	0.506	0.000
<b>Education</b>	52.974	12	0.553	0.000
<b>Location</b>	3.318	6	0.164	0.768
<b>Marital Status</b>	50.755	3	0.545	0.000
<b>Family Status</b>	2.960	3	0.155	0.398
<b>Monthly Income</b>	15.054	9	0.334	0.089

**Df**- Degree of freedom **CC**- Contingency Coefficient **Sig**- Significant level

**INTERPRETATION**

**Gender**- The computed chi-square value (5.79) for the degree of freedom 3 is substantially greater than the expected value, according to the results from the above table. The p-value is 0.122 (>0.010), indicating that the contingency coefficient value is greater than 0.215. Thus, the theory is approved. It is concluded that respondents, with regard to their gender, are becoming more aware of online grocery delivery services.

**Occupation** - The results from the above table show that the computed chi-square value (41.323) for the degree of freedom 12 is significantly higher than the expected value. Given that the contingency coefficient value is greater than 0.506, the p-value is 0.000 (<0.010). The theory is therefore rejected. It is concluded that respondents are not more aware of online grocery delivery services based on their occupation.

**Education Qualification**- According to the above table's results, the computed chi-square value (52.974) for degree of freedom 12 is considerably greater than what was predicted. Since the value of the contingency coefficient exceeds 0.553, the p-value is 0.000 (<0.010). Consequently, the theory is disproved. Based on their educational background, it is determined that respondents are not more aware of online grocery delivery services.

**Location**- Based on the data in the above table, the computed chi-square value (3.318) for the degree of freedom 6 is significantly higher than the expected value. The contingency coefficient value is greater than 0.164, as indicated by the p-value of 0.768 (>0.010). Therefore, the theory is accepted. The study concludes that respondents are growing more conscious of online grocery delivery services, location-wise.

**Marital status**- - The aforementioned table's findings demonstrate that the degree of freedom 3's computed chi-square value (50.755) is substantially higher than the value predicted. 0.000 (<0.010) is the p-value, meaning that the contingency coefficient value is greater than 0.545. Thus, the theory is disproved. Conclusion: Regardless of their marital status, respondents do not possess greater knowledge about online grocery delivery services.

**Family Status**- For the degree of freedom 3, the computed chi-square value (2.960) is substantially higher than the expected value based on the data in the above table. According to the p-value of 0.398 (>0.010), the contingency coefficient value is greater than 0.155. Thus, the theory is acknowledged. The study finds that respondents are becoming more aware of family status and online grocery delivery services.

**Monthly Income**- In the case of degree of freedom 9, the calculated chi-square value (15.054) is significantly greater than the value that would be predicted from the information in the table above. The value of the contingency coefficient is more than 0.334, as indicated by the p-value of 0.089 (>0.010). It is thus acknowledged as a theory. As a result of their monthly income, the study's participants are becoming more conscious of online grocery delivery services.

**INDEPENDENT SAMPLE T TEST**

**H<sub>1</sub>** – There is a significant relationship between the Gender of respondents and their awareness

**H<sub>0</sub>**- There is no significant relationship between the Gender of respondents and their awareness

**RELATIONSHIP BETWEEN THE GENDER OF THE RESPONDENTS AND THEIR AWARENESS**

		Awareness on food delivery		
		Mean	SD	N
Respondents	Male	2.25	0.60	48
	Female	2.11	0.545	72

**MEAN DIFFERENCE BETWEEN GENDER AND THE AWARENESS ON FOOD DELIVERY**

T	Df	Sig.	Result
1.312	118	0.027	Not significant

**INTERPRETATION**

Result of independent t test shows  $t (df = 118) = 1.312$ ,  $sig. 0.027$  did not exceed the table value ( $p < 1.96$ ) at 5% level, thus the mean difference between gender of the respondents and their awareness towards the food delivery were statistically not proved. No significance difference proved between predictor and outcome variable therefore the null hypothesis is accepted.

**V. FINDINGS**

- Majority of the respondents with regard to their gender are becoming more of online delivery.
- Majority of the study's participants are becoming more conscious of online delivery services based on their monthly income.
- In this study the difference between gender of the respondents and their awareness towards the food delivery were statistically not proved.

**VI. SUGGESTIONS**

- The study noted that majority of the respondents are unaware of online delivery based on their occupation, so that company needs to improve the promotional strategies like advertisement in order to create more awareness.
- In this study the respondents (illiterate) are unaware, so that the company could implement visual communication strategies, conduct community outreach programs with local organizations, and simplify user interfaces to make online delivery services more accessible and understandable.

**VII. CONCLUSION**

The study was made on consumers awareness and preferences of online grocery delivery services with special reference to Coimbatore city. It is concluded that the Consumers are aware of online grocery delivery service. And the company needs to focus on the promotional strategy like advertisement in order to create more awareness. Additionally the company needs to implement visual communication strategies for the usage of illiterate persons.

**VIII. REFERENCE**

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