

A Study on Factors Affecting Customer's Satisfaction Towards Online Grocery Shopping: A Case Study of BigBasket

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Introduction

Grocery delivery has transformed food marketing to easy new heights, so much so that the ones who were not anywhere close to this field are now wanting to use this to promote their food brand. With the shift of marketing techniques from traditional to digital, the process of consumer decision making has also changed beyond recognition. As per reports, as of October 2019, almost 4.48 billion people were active internet users, encompassing 58 per cent of the global population. Digitization and access to the internet has created a new growth story for businesses and consumers alike. Nowadays, to make a purchase, consumers quickly turn to the internet to research and make their decision in a couple of hours. Consumer behavior is much more streamlined today and the business model is also briefer compared to the earlier ones.

Customer satisfaction towards online buying behaviour special reference Big Basket. It is the consumers that decide which app must use to expand its business. If the mass consumers are on Facebook, Snapchat, Twitter, Instagram, LinkedIn etc., it becomes mandatory for the food delivery app to have their presence on these platforms if they want to be close to their prospects and a step ahead of their competitors, by interacting with their consumers and creating a buzz of their app among them.

- Consumers now have their own choice
- People are not afraid to experimenting
- Customers are switchers instead loyal
- People use more than one food delivery app
- Online ordering food

1. **People are not afraid to experimenting –**

Gone are the days when people used to be afraid of experimenting, now things have arisen such that people can buy food at any point of the time.

2. **Customers are switchers instead loyal –**

This is not that sort of time when people used to stick with shop, now things have changed. There was a time when people in India just had trust in delivery apps.

3. **People use more than one social media channel –**

It's not up to the brand which social media should be used, now there are multiple social media where people get engaged as per their need. There are so many social networks such as Facebook, LinkedIn, Twitter, Instagram, Pinterest, Snapchat, Vine, Tumblr etc.

Now they have to show their potential to the people to show the importance of service & food. Once they succeed to do that, people go to buy grocery.

4. **Online banking, shopping, food & grocery order –**

Gone are the days when we used to stand in the queue in front of the bank, now you can

transfer your money within a second, now you can buy anything online. The way digital marketing is evolving, consumers' behavior also changes accordingly.

Objectives of study

- Consumers have become researchers with easy access to the grocery delivery app such as Big basket, consumers today are much more enlightened and empowered. They are flooded with digital content each day. With almost every online food product on the digital platforms today, it's more than convenient for consumers to research & compare online food. Their purchase decision is highly influenced by the interactions they have with the restaurant or other online food service.
- Digital word of mouth is trusted. Earlier, word of mouth used to be the most trusted form of recommendation that consumers believed. In today's digital age, word of mouth is done in terms of customer reviews, influencer recommendations, ratings, testimonials, etc. Maximum consumers make sure to look at what the current food brand users have to say about the food/service before making their purchase decision.
- Consumers are not afraid to experiment. Consumers in the earlier days were very skeptical to change restaurants or any food shop that they have been using all along. However, things have changed with time. The mindset of consumers has evolved massively today. They have become more welcoming towards food that offers better features than before.
- Consumers frequently switch apps. App loyalty used to be a huge thing in the past. Very rare is when you'd see consumers switch Apps. However today, consumers are quick to switch Apps provided the new one is offering a better discount or coupons or many other things. With a heap load of options available in the market, consumer loyalty is difficult and switching is easy.
- Consumers now have a lower tolerance level. Lastly; consumers today are not okay to settle or compromise in any manner. They expect an immediate response to their queries and grievances if any. They openly share their thoughts and views on the digital platforms which can make or break an app's image in seconds. Generally, consumers tend to easily believe negative news/reviews and only a few actually share positive reviews. Also, a lot of competitors misuse this by posting negative reviews on app pages through fake accounts. This can be managed with a strong Online Reputation Management (ORM) Strategy, where interactions with the consumers can potentially convert their negative image to the positive. Consumer behavior in today's digital age keeps changing and expanding every now and then. Being in sync with consumer's preferences and the current trends is the only way that can help apps stay in the game.

Research Methodology

Definition Primary research is defined as a methodology used by researchers to collect data directly, rather than depending on data collected from previously done research. Technically, they "own" the data. Primary research is solely carried out to address a certain problem, which requires in-depth analysis. I have used questionnaire method in the report

Questionnaire Method: Questionnaire is the most evident method of data collection, which consists of a set of questions related to the research problem. This method is very convenient in case the data are to be collected from the diverse population. It mainly includes the printed set of questions, either open-ended or closed-ended, which the respondents are required to answer on the basis of their

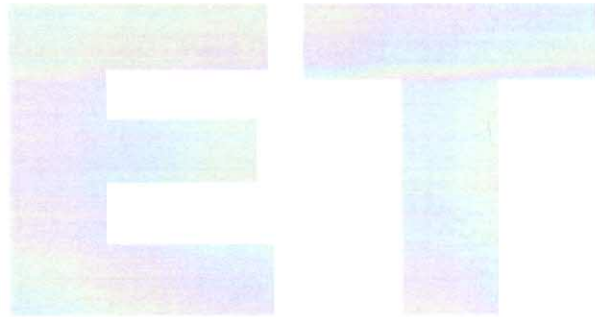
knowledge and experience with the issue concerned.

Limitations of the Study

Limitations are elements of a study that are not under the control of the researcher. Examples of limitations include funding and time constraints that affect methodology. Limitations decrease the validity of a study, but the research results are still applicable if the researcher discloses limitations and the integrity of the study remains.

Data Analysis

	Percentage
Gender	
Male	25%
Female	75%
Age	
Below 20 Years	12.5%
20-30 Years	25%
30-40 Years	62.5%
Profession	
Student	12.50%
Employed	25%
Self Employed	6.25%
Professional	56.25%



Customer Satisfaction Response

Do you use Bigbasket?	
Yes	87.5%
No	12.5%
Which device do you use for placing order	
Mobile	50%
Computer	25%
Both	25%

