

# A STUDY ON CONSUMER PERCEPTION TOWARDS JIO MART ONLINE GROCERY SHOPPING WITH REFERENCE TO CHENNAI CITY

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## ABSTRACT

*The adoption of e-commerce has registered a constant growth in the last quarter of 2020. Due to the upsurge of the pandemic, there were many restrictions laid down by the government in order to break the virus chain thus people's physical movement was restricted thus creating a big revolution in the digital world. In spite of this hectic situation Jio mart has given a trial and created a major difference in the competitive world of e-commerce. As people have entered the world of digitalization, they started online grocery shopping because the physical movements of people were arrested due to the pandemic. This study aims at understanding the consumer perception of Jio Mart online grocery store. Data had been collected with the help of a structured questionnaire circulated among 100 respondents in the city of Chennai. Percentage analysis was used to study the demographic profile of the respondents in Chennai city. Friedman's test is used to rank the factors considered while online grocery shopping. A Chi-square test was used to identify the impact of demographic profile on buyers' behavior.*

**KEYWORDS:** *E-commerce, consumer perception, Pandemic, Online grocery shopping, Digitalization.*

## INTRODUCTION

In 2020, India has valued at USD 2.9 billion in the online grocery market. Later it is expected to grow at the rate of 37.1% from 2021 to 2028. The reason for the immense change in e-commerce is due to the adoption of technology along with the change in the consumer's lifestyle and urban development. People nowadays are running in a busy world so they are looking for a convenient and customizable shopping experience for grocery shopping rather than going to the neighborhood shops. Among all

sectors that have seen a rise in e-commerce, e-grocery occupies a major share in the market. The major Indian e-grocery stores are Big Basket, Amazon fresh, Flipkart grocery, Grofers, and Jio Mart.

Jio Mart was launched in the year 2020 by the Reliance Group and its operations spread over more than 200 areas across India. Within a short period after its launch, Jio mart app registered about one million downloads. It supplies a wide range of products, including fresh fruits and vegetables, snacks, beverages, dairy, and essential groceries. Jio Mart is particularly interested in expanding its presence in the food retail market by partnering/supplying neighborhood Kirana stores. Reliance Industries recently finalized a \$5.2 billion agreement with Facebook to empower Jio Mart in its effort to connect with 30 million Kirana stores through Facebook's WhatsApp platform. The company's initial focus was to expand online groceries sales before stepping into other product categories such as fashion, home essentials, and lifestyle products. Despite this hectic situation Jio mart has given a trial and made a high impact on the competitive space.

## **REVIEW OF LITERATURE**

Neha Upadhyay (2019), studied consumer perception as regards the big basket in the Ahmedabad region. A sample of 416 respondents was taken for the study and focused on various categorical variables such as gender, age, occupation, education, and income. The customer's opinions on perceived quality, perceived risk, perceived benefits, and perceived level of services was studied using the Attitude Likert Scale. Big basket ensures quality parameters like expiry date, packaging, and avoidance of damaged goods to develop trust among consumers. The second advantage is the factor influencing price with the help of collaborating maximum payment vendors with the best price and other discounts to its regular members and providing them with varied privileges and benefits. It also provides free delivery along with varied time slots to make them more efficient. It also suggests that Big basket launch profitable weekly deals that would motivate buyers to improve the frequency of buying.

Fabian Driedigera and Veera Bhatiasevi (2019), analyzed consumer behavior and acceptance of online grocery shopping by contacting 263 residents in Bangkok and used the PLS-SEM model and found that perceived ease of use, usefulness, the reason for use, and enjoyment have a statistically positive relationship towards accepting online grocery shopping.

Reema Singh and Sara Rosengren (2020), developed a deeper understanding to find out the drivers responsible for online grocery shopping by applying a push, pull, and mooring framework. It was found that customer service, issues related to product delivery, technical issues, and perception of high price are retailer-related push factors, word of mouth, and other attractive factors are

competitors-related pull factors that have a direct effect on the switching. The customer-related mooring factors include switching cost and switching behavior have a moderate effect on switching. Retailers should judge the pulse of the consumers and act accordingly to retain the customers.

Srikant Kapoor (2020), in his case study, evaluated the new giant in the Digital grocery ecosystem – Jio mart, and highlighted that Jio mart created tough competition among the other competitors in a short period through its strategy to attract middle-class people by changing their purchasing habits. Jio mart is considered the heart of the Reliance group. Jio smart ecosystem is designed in such a way that it benefits both customers and retailers. There was a 4 times rise in the growth of Jio mart with its lower base. The pandemic has also turned positive for Jio mart and the Chief Executive Damodar Mall tweeted that "Never waste a crisis, they say!".

Imran Ali, and Mohammad Naushad (2021), found that the influential factors such as perceived value, perceived convenience, perceived product quality, perceived value, and time value are positively correlated with the customer satisfaction with online shopping. The two factors that have little significance on customer satisfaction are value for time and perceived value. Retailers should focus on hassle-free shopping and should provide genuine information about the product and make sure that customers are not misused.

## **OBJECTIVES OF THE STUDY**

- To study the demographic profile of Jio mart consumers in Chennai city.
- To analyze the impact of demographic profile on consumer behaviour towards Jio mart online grocery shopping.
- To rank the factors considered in Jio mart online grocery shopping.

## **RESEARCH METHODOLOGY**

This is a descriptive and analytical study. The primary data was collected from 100 respondents in Chennai through a structured questionnaire. Secondary data was collected from journals, magazines, publications, reports, research paper, websites, etc. Percentage analysis, Friedman ranking technique and Chi-square test was used for the study.

## **LIMITATIONS**

This study is not free from limitations. Primary data had been collected through a questionnaire and the results of the study suffer from the limitations of such instruments of data collection. Adequate representation had been given only to respondents in Chennai and not for all the states in India.

## **ANALYSIS AND INTERPRETATION**

### **THE DEMOGRAPHIC PROFILE AND CONSUMER SHOPPING BEHAVIOUR**

**Table No. 1**

**Demographic profile and consumer buying behaviour**

<b>Particulars</b>	<b>Dominant group</b>		<b>Percentage</b>
<b>DEMOGRAPHICPROFILE</b>	Gender	Female	56
	Age group	20-30years	83
	Educational qualification	Undergraduates	65
	Occupation	Salaried	44
	Family monthly income	Rs.20,000 to Rs.40,000	33
	Marital status	Unmarried	63
	Type of the family	Joint family	78
	Family size	4 members	50
Source of information	Friends and relatives		46
Frequency of buying groceries	Anytime as per their needs		54
Time spent while shopping	Below 30 minutes		69
Money spent per purchase	Rs.500 to Rs.1000		37
Preference toward Jio mart	Yes		75

**CHI-SQUARE TEST WAS USED TO FIND OUT THE ASSOCIATION BETWEEN THE GENDER AND PREFERENCE TOWARDS ONLINE GROCERY SHOPPING THROUGH JIO MART**

**Table No.2**

**Gender and preference towards online grocery shopping through Jio mart**

	<b>Value</b>	<b>df</b>	<b>Asymptotic Significance (2-sided)</b>
<b>Pearson Chi-Square</b>	3.463	1	.063

The computed value .063 is greater than the significant value 0.05, null hypothesis is accepted. Hence there is no association between gender and preference towards online grocery shopping through Jio mart.

**FRIEDMAN RANKING TECHNIQUE WAS USED TO RANK THE FACTORS CONSIDERED IN JIO MART GROCERY SHOPPING**

**Table No.3**

**Factors considered in Jio mart grocery shopping**

<b>Factors considered in Jio mart grocery shopping</b>	<b>Mean</b>	<b>Rank</b>
Offers and Discounts	2.13	I
No minimum order value	2.50	II
Free and timely delivery	3.54	III
Product quality	3.80	IV
Reasonable pricing	3.85	V
Coupons and Cashbacks	5.18	VI

Friedman ranking test was applied to rank the factors considered in Jio mart grocery shopping, 1st rank was given for offers and discounts (2.13), 2nd rank was given for no minimum order value (2.50), 3rd rank was given for free and timely delivery (3.54), 4th rank was given for product quality (3.80), 5th rank was given to reasonable pricing (3.85) and 6th rank was given for coupons and cashback (5.18).

## **SUGGESTIONS**

- The online site must be designed in such a way that customers must feel at ease while using it and should be accessible
- All relevant product information should be disclosed such as brand names, quality picture, manufacturing date, ingredients, expiry date, etc.
- Suggestions for relevant and frequently bought products should pop-up
- The facility of reordering from their past order and favourite shopping list should be given
- The Jio mart site should be enabled for fast loading and should not make customers wait for this reason
- Price of the products should be matched with the quality of the products and the price must be affordable by all Jio mart users.
- Offers and rewards must suit the customers' requirements and should benefit them in real time.
- The retailers should create trust among consumers about the fear of misusing financial information or fraudulent transactions.

## **CONCLUSION**

Jio mart was launched during the outbreak of the Covid-19 pandemic where there was a nationwide lockdown. It was an unparalleled time where all the regular operations were affected. Despite this hectic situation Jio mart has given a trial and made a high impact on the competitive space. As people have entered into the world of digitalization they started online shopping because physical movements of people were arrested due to the pandemic. Due to the closure of nearby shops, people are dependent on online shopping even for buying groceries online which created a positive platform for Jio mart. They find shopping online is time-saving and convenient rather than traveling to the supermarket. Even the local merchants and Kirana shops started to buy groceries in bulk from Jio mart and resell the same to consumers. Jio mart has earned the goodwill of customers by providing constant discounts and offers without compromising the quality and freshness of products.

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