To Study the Change in Consumer Perception Towards Online V/S Traditional Shopping Special Reference to Grocery

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Abstract: *The introduction of e-commerce has significantly changed the retail scene in recent years, especially in the food industry. The purpose of this study is to investigate and contrast consumer opinions on traditional and online grocery buying techniques in Indore city. Understanding customer preferences and views is becoming increasingly important for merchants and governments due to the rapid improvement of technology and the growing popularity of e-commerce platforms. This study aims to shed light on how grocery shopping is changing by performing a thorough examination of the variables impacting customer choices.*

Using a quantitative survey, the research will look into how consumers view the advantages and disadvantages of online grocery buying compared to traditional supermarket purchasing. The results show that consumers perceptions of online and traditional grocery shopping differ slightly. While online shopping offers advantages like convenience, variety, and time savings, there are also concerns about product quality, delivery reliability, and personalisation. In order to comprehend how these factors affect customer choices, demographic data like age, income level, and geographic location will also be taken into account.

It is expected that the study's conclusions will deepen our knowledge of customer behaviour in relation to grocery shopping and offer insightful information to both traditional and online grocery stores. Gaining insight into consumer views may help grocery retailers create innovative products, better services, and more focused marketing campaigns, all of which will enhance the entire grocery shopping experience for customers.

Keywords: Consumer perception , E-commerce , Convenience, Product quality, Grocery shopping.

I. INTRODUCTION

Recent years have seen tremendous changes in the retail sector, mostly due to changes in customer tastes and technological improvements. The growth of internet shopping, which has completely changed how individuals make purchases of products and services, is among the most significant developments. While brick-and-mortar stores and other traditional purchasing techniques have long been the mainstay of the retail industry, they are currently facing fierce competition from their digital rivals.

Given that food shopping is a necessary part of life for the majority of people and families, it is imperative to comprehend how consumers feel about online versus traditional shopping in this context. Historically, grocery buying habits have been firmly established through in-person store visits, when customers are able to handle, inspect, and choose products directly. But modern customers' shopping habits are changing as a result of the accessibility and convenience provided by online grocery platforms.

This study aims to explore the nuances of consumers' perceptions on traditional and online purchasing techniques, with a particular emphasis on grocery buying. This study looks at a number of variables, including price, product quality, convenience, trust, and the whole shopping experience, in an effort to identify the underlying preferences and reasons that influence consumer decisions.

Online VS Traditional Shopping

Consumer purchasing habits have changed significantly as a result of the internet and technology breakthroughs, with online retailers becoming a serious threat to traditional brick-and-mortar stores. There are clear benefits and drawbacks to both shopping strategies, which affect how customers feel and what they choose. We examine some of the main characteristics that set online and conventional purchasing apart below:

1. Convenience:

Online Shopping: The convenience of internet shopping is one of its main benefits. Customers can use mobile devices to browse and buy things while they're on the go or in the comfort of their own homes. Online shopping saves time and effort by doing away with the need to visit physical stores.

Traditional Shopping: For individuals who enjoy the more tactile aspect of in-store buying, conventional shopping also provides convenience. Before making a purchase, customers may see, touch, and sample things, which can improve their whole shopping experience.

2. Accessibility:

Online shopping: This gives you access to a huge selection of global goods, frequently at affordable costs. Customers can simply compare prices and product reviews and explore many merchants with a few clicks.

Traditional Shopping: Physical businesses give customers instant access to merchandise, although they could have a smaller assortment than internet merchants. Physical stores also give customers the opportunity to speak with sales representatives in person, which is advantageous for getting advice and individualized help.

3. Trust and Security:

Online purchasing: Historically, acceptance of online shopping has been hampered by trust and security worries about fraud and identity theft. However, customer confidence in online transactions has increased because to developments in encryption technology and secure payment gateways.

Traditional Shopping: Through direct contact with merchandise and business employees, traditional shopping fosters a sense of confidence and trust. When merchandise can be personally inspected by customers before to purchase, their confidence in its quality may increase.

4. Product Quality:

Online shopping: Because customers rely on product descriptions, photos, and reviews to judge the worth and legitimacy of goods, it can be difficult to ensure product quality. Nonetheless, trustworthy internet merchants frequently offer thorough product details and client testimonials to assist with selection.

Traditional Shopping : Before making a purchase, customers can personally view things to determine their quality and condition. This allows them to make well-informed decisions. This practical method might boost confidence in the caliber of the final output.

5. Price and Discounts:

Online shopping: Because they have fewer overhead expenses than physical businesses, online merchants usually provide competitive pricing and discounts. Online buyers can also quickly compare costs on other platforms and take advantage of special offers and discounts.

Traditional Shopping: Although physical retailers might not always have the best deals, they might attract customers with in-store specials, loyalty plans, and promotions. Furthermore, some customers prefer the instant gratification of in-store purchases over online ones, despite the fact that the former may be marginally more costly.

All things considered, distinct consumer tastes and demands are satisfied by both traditional and internet shopping techniques. While conventional shopping delivers tangible experiences along with a sense of confidence and security, online buying offers unmatched ease and accessibility. Retailers must comprehend these distinctions in order to modify their business plans and satisfy changing customer needs in the fast-paced retail environment of today.

Online And Traditional Grocery Shopping

The manner that individuals purchase their food has revolutionized in recent years with the rise in popularity of online grocery shopping. From the comfort of their homes, consumers may peruse an extensive selection of products, ranging from fresh vegetables to pantry necessities, with just a single click. Those who are busy and want to save time by streamlining their errands may find it convenient to have food delivered right to their door, frequently within a set time range.

However, for many customers, traditional grocery shopping continues to be an integral part of their retail experience. There is a sense of familiarity and satisfaction that comes from the physical experience of looking through aisles, choosing products by hand, and engaging with experienced staff personnel. Furthermore, having the capacity to examine perishable items in person, including fruits , vegetables etc.

Online and traditional grocery shopping strategies both significantly to satisfying the wide range of demands of today's consumers, despite their distinctions.

II. REVIEW OF LITERATURE

According to **Abdul Ghani et al. (2020),** customers' inclination to shop online may rise when they are aware of the benefits of making purchases from an online retailer. These elements contribute to improving the brand experience for customers. User convenience is further enhanced by product details that are transparent. Studies show that because online shopping is more convenient and costs less money and time, customers prefer it. It is possible to complete it from anywhere at any time of day.

According to **Pantano, Nguyen, Dennis, and Gerlach (2016),** there are differences in the benefits of online grocery shopping for customers and e-retailers. It gives online grocery companies endless trading hours, expands their geographic reach, improves customer support, speeds up transactions, and shortens product cycles.

E-grocery and retail management systems require coordination of business operations from start to finish, starting with the idea or design of products, offers, and availability, and concluding with a successful delivery and after-delivery services, in addition to direct interface interaction with customers **Jagani et al., (2020).**

Nguyen (2021) found that consumers are very particular in today's cutthroat market. People gravitate toward brands that satisfy their needs and offer a positive online shopping experience as more options become available to them. Customers frequently put convenience first. This ease of use relates to paying, searching for products, browsing products on the website, and using the website. The ease of payment for purchases has a significant role in how customers view online shopping.

As a result of growing up in the digital age, Generation Z has strong ties to advanced technology and the internet (**Ligaraba et al., 2023).** Although there is a lack of study on Generation Z's online grocery buying habits, they prefer to communicate and purchase online.

III. OBJECTIVE OF THE STUDY

1. To study consumer perception towards online v/s traditional shopping special reference to grocery.
2. Finding the key factors influencing consumers grocery purchasing habits.

IV. RESEARCH METHODOLOGY

Both primary and secondary data were gathered in order to finish this study. The literature on To Study The Change In Consumer Perception Towards Online v/s Traditional Shopping Special Reference To Grocery was gathered and examined for secondary data. A Google Form was used to create a questionnaire with questions that was distributed to 100peoples in order to gather primary data.

V. FINDINGS

The purpose of the study was to find out how consumers perceived about online and Traditional Grocery purchasing. The majority of the research is descriptive in character. The information was gathered via surveys . A five-point Likert scale was employed for all questions pertaining to customers' expectations and perceptions of online purchasing, with the exception of those pertaining to demographics.

Based on a percentage-wise examination of the respondents' ages, Figure 1 indicates that 62% of the respondents were between the ages of 31 and 40, and are more likely to use e-commerce websites for their online purchasing of grocery Online shopping is one of the ways that the other age groups are embracing the new ways that technology may be used, and they are doing so with positive results.

Figure 2 displays a percentage-wise breakdown of the data by gender, with 40% of respondents being males preferring to purchase online, and 60% being females.

The data analysis using a five-point Likert scale is displayed in Figure 3, wherein the respondents Strongly agree that online shopping is convenient as compare to traditional shopping. The respondents agree that purchasing online saves time and provides discounts and offers. The respondents gave neutral response that there is a wide variety of products available on the internet.
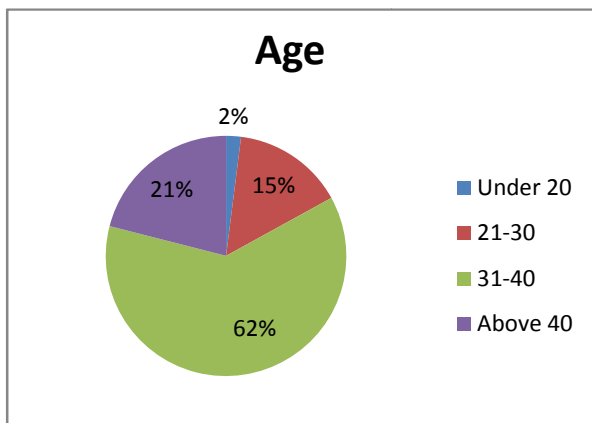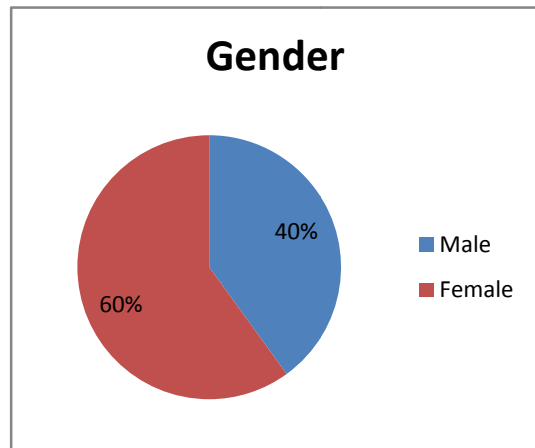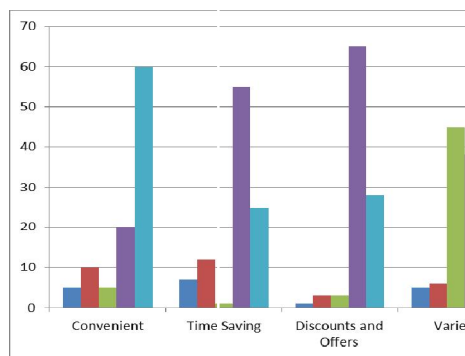

Fig 1 Age

Fig 2 Gender

Fig 3   Factors

VI. CONCLUSION

To sum up, this study has shed light on how consumers see online versus in-store shopping, particularly with regard to the grocery retail industry. Through a comprehensive analysis of multiple variables, including price, product quality, convenience, trust, and overall shopping experience, we have developed a more profound comprehension of the forces influencing consumer choices in the quickly changing retail environment.

The study's conclusions emphasize a number of important observations:

Online shopping is preferred due to its accessibility and time-saving advantages, with convenience emerging as a significant predictor of consumer choices. Customers saw great appeal in being able to purchase whenever and from wherever, especially when it came to food shopping, where convenience is crucial.

Even with the convenience of online shopping, consumers' impressions are still greatly influenced by trust and the quality of the products they purchase. Customers feel more confident in the quality of the products they purchase when they use traditional methods because of the physical experiences and interactions they have.

When making selections about what to buy, many consumers take price sensitivity into account. They look for discounts and competitive prices. While traditional shops may use in-store promotions and loyalty programs to draw customers, online retailers were thought to offer more competitive pricing and price transparency than their physical counterparts.

Consumer perceptions of both traditional and online shopping were greatly impacted by the overall shopping experience, which included elements like customer service, ease of navigation, and checkout procedures. Online shopping is efficient and convenient, but physical retail establishments offer real encounters and one-on-one conversations that enhance the purchasing experience.

The significance of comprehending consumer attitudes regarding online versus traditional buying in the context of supermarket retail is highlighted by this study. Retailers may establish lasting customer relationships and maintain a competitive edge in the ever-changing retail landscape by identifying the elements that influence consumer choices and meeting their changing demands. Adapting tactics to match consumer expectations will be essential for maintaining development and profitability in the digital era as technology continues to transform the retail business.

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