

A STUDY ON CUSTOMERS' PERCEPTION TOWARDS ONLINE PURCHASING WITH SPECIAL REFERENCE TO FOOD INDUSTRY

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ABSTRACT:

Online shopping during this Pandemic has become very common and an essential way of purchasing too. Due to pandemic, severe lockdowns were implemented and that led to shortage of food items. Thus, this way of purchasing had been very useful during the pandemic period. The objectives of this study are to analyze the preference rate of online purchase during pandemic with special reference to food industry and to analyze the customer attitude towards the online purchase of food products during Pandemic. This study clearly shows us the preference of the customers regarding the applications they use for purchasing , types of food items they prefer and also about the safety measures they expect versus the measures that are taken.

INTRODUCTION:

The Retail trade now faces a colossal change. The impact of the alteration in the setup of the retail sector changed the way of life of the consumers of our country surely. Recently the buyers in our country are having enough awareness about the product that are being sold in retail through internet. These are the visible changes that are seen in our economy in retail section. A position of business generally possessed and worked by a retailer however here and there claimed and worked by a maker or by somebody other than a retailer in which product is sold essentially to extreme shoppers. A huge retail complex containing an assortment of stores and regularly eateries and different business foundations housed in a progression of associated or nearby structures or in a solitary enormous structure. Consumers discover a product of interest by visiting the website of the retailer directly or by searching among different vendors using a shopping search engine, which displays the same product's availability and pricing at different e- retailers the process is called business to- consumer (B2C) online shopping. Online shopping is one of the rapid growing things. It is considered as medium for transaction between sellers and buyers.

STATEMENT OF THE PROBLEM:

The most common problem faced by customers in online shopping is that there is no guarantee of a product's quality. With most e-commerce websites acting as aggregators for sellers to sell their products, more fraudulent sellers are registering on these websites and selling low-quality or faux products in the name of original and branded products. Sub-par products are sold by these sellers to fool customers and increase their sales thus increasing problems of online shopping. Another problem faced in online shopping is issues with delivery and logistics.

Products are often lost or damaged while in transit, and order tracking systems are unable to accurately locate the product. People choose the same-day. One-day or today delivery, paying extra money to get their

product delivered. However, these products often do not get delivered within the stipulated time and consumers have to wait for days before they finally receive their product.

OBJECTIVES OF THE STUDY:

1. To analyze the preference rate of online purchase during pandemic with special reference to food industry.
2. To analyze the customer attitude towards the online purchase of food products during Pandemic.

SCOPE OF THE STUDY:

In this day and age where presence in the virtual world is an imperative, small restaurants and entrepreneurs too need to take benefit of it. Online food ordering websites present just the options. The difference between the organized and the unorganized sector in the Indian hospitality industry is huge. This does not just include hotels, but also the food service segment. Apart from the organized chain restaurants, most restaurants cater to local needs and often at a micro market level.

METHODOLOGY OF THE STUDY:

I. SAMPLING SIZE

A Total of 130 respondents of college students has been selected for this study

II. SAMPLING TECHNIQUE

A convenient sampling technique has been used to study the general perception and influential factor among the respondents who were selected randomly in the Coimbatore city/District.

III. AREA OF THE STUDY

The study has undergone in the Coimbatore city among young college students only

TOOLS OF THE STUDY:

The following tools are used to analyze the data given by the respondents and derive at the research.

- Percentage analysis
- Chi-Square

LIMITATIONS OF THE STUDY:

1. The study is limited only to the respondents of Coimbatore city.
2. The study is only limited to 130 respondents.

REVIEW OF LITERATURE:

ROSEMARINE AND MARTINE – NEUNGER AND MATHEW B. RUBY (2020) - The COVID-19 pandemic has caused immediate changes in the food retailing environment, particularly for countries that have locked down and imposed strict physical distancing measures. Consumer behaviour has changed, including an initial period of panic buying, likely to be followed by further changes caused by constraints on the shopping experience. We interpret recent findings on shopping under constraints, and research on the effects of the SARS epidemic, on consumer behaviour. As consumers spend less time making decisions in supermarkets, they will likely rely more heavily on price and brand heuristics to choose products. This trend may be reinforced by a counterintuitive increased expenditure on supermarket goods, as was seen during the Great Recession of 2008.

Online purchase will experience extensive growth. Research is needed to identify the ways in which consumers changed their grocery shopping behavior during the lockdown and to what extent they plan to continue shopping.

FARAH NAJA AND RENA HAMADESH (2020) - COVID-19, a disease caused by a novel corona virus, became a major global human threat that has turned into a pandemic. Corona virus is one of the major pathogens that mainly targets the human respiratory system. In late December 2019, a cluster of patients were admitted to hospitals with an initial diagnosis of pneumonia of an unknown etiologic. Early reports predicted the onset of a possible corona virus outbreak called SARS-CoV-2, causing the disease COVID-19. The ongoing epidemic has been declared by the World Health Organization (WHO) as a global public health emergency.

ANEESH REDDY (2020) - This article tells about the consumer move more towards digital during this pandemic. In a sense, the Covid-19 pandemic has changed the way we work, shop and communicates with people more than any other disruption (including technological ones) in the recent past. As more people start working from home, they are sticking to basics, stepping outside only to buy essentials and are constantly worried about the risks of getting infected in crowded places like malls and super market.

ANALYSIS & INTERPRETATION:

PERCENTAGE ANALYSIS

Percentage analysis is the method to represent raw streams of data as a percentage for understanding of collected data.

CATEGORY	FREQUENCY	PERCENT
OFTEN YOU ORDER FOOD THROUGH ONLINE		
Extremely often	7	5.4
Quite often	22	16.9
Moderately often	36	27.7
Slightly often	33	25.4
Not at all	32	24.6
Total	130	100.0
OFTEN DO PRIVACY CONCERNS PREVENT YOU FROM BUYING PRODUCTS		
Always	8	6.2
About half the time	24	18.5
Once in a while	62	47.7
Most of the time	20	15.4
Never	16	12.3
Total	130	100.0

ANY FEAR FOR THE PURCHASE OF FOOD PRODUCT		
Yes	58	44.6
No	25	19.2
May be	47	36.2
Total	130	100.0
SAFETY MEASURES WHILE RECEIVE THE PRODUCT		
Yes	90	69.2
No	9	6.9
Sometimes	31	23.8
Total	130	100.0

CHI-SQUARE:

The chi-square test static can be used to evaluate whether there is an association between the rows and columns in a table. Chi-square is used to determine the association between two or more variables.

Socio demographic factor	particulars	Awareness of subsidies		Sometimes /may be	Total	Calculate value	Table value	Significance
		Yes	No					
kind of safety measures by the side of sellers	Face shield, mask and gloves	53	4	17	74	.395	9.49	NS
	Temperature test in the beginning of each day	20	1	5	26			
	I didn't see any kind of that	17	4	9	30			
Total		90	9	31	130			
Buying food products	Always	2	0	1	3			
	Frequently	8	4	7	19			
	Sometimes	43	17	32	92			

through online	Thirsty	5	4	7	16	.889	12.6	NS
Total		58	25	47	130			

CONCLUSION:

The majority of studies examining online food shopping have provided sufficient evidence highlighting both the implications and benefits of e-commerce. However, most of these studies generalize all forms of online shopping and ignore the fact that shopping foods online is inherently different from buying other commodities. They include conducting studies to highlight the customer and business, perspectives, making future predictions, understanding the implications of ordering via mobile apps, and emerging technologies in online food ordering.

Technology has made significant progress over the years to provide consumers a better online shopping experience and will continue to do so for years to come. With the rapid growth of products and brands people have speculated that online shopping will overtake in store shopping. While this has been the case in some areas, there is still demand for brick and mortar stores in market areas where the consumer feels more comfortable seeing and touching the product being bought. However, the availability of online shopping has produced a more educated consumer that can shop around with relative ease without having to spend a large amount of time.

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