



THE IMPACT OF CONSUMER BUYING BEHAVIOUR TOWARDS DIGITAL GROCERY SHOPPING ON WOMEN IN VIJAYAWADA

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Abstract

Grocery shopping is something people have always done, but online shopping has really changed the way we do it, even in places like Vijayawada. More people are shopping for groceries online because it's easy and comfortable for them. So, in this study, we look at how people shop for groceries online, focusing on how often they buy, how much they spend, which platforms they like, convenience, saving time, discounts, product quality, delivery, trust, payment methods, and overall satisfaction.

For this study, we used a Google Forms questionnaire to collect primary data from women ages 19 to 28, and then analyzed their digital grocery shopping habits using frequency and percentage.

The sample showed a digital shopping routine, with Blinkit and Big Basket leading at certain times, and saving time was seen as the biggest advantage. Things like price differences, product quality, delivery costs, whether the item is in stock, how easy the app is to use, trust, payment methods, and refund policies all need to be looked at.

Keywords: Consumer buying behaviour; Digital grocery shopping; Women consumers; Vijayawada; Online grocery; Consumer satisfaction; Convenience; Discounts.

Introduction

Digitalisation has gradually changed how people buy fresh produce, with more shoppers now using mobile apps and websites to make their purchases. Shopping originally meant visiting the traditional super markets or grocery stores within the neighbourhood and nearby market areas. Apart from being able to purchase through offline grocery, the consumers also enjoy the benefit of digital grocery shopping which include home delivery, transaction via online, search function for products, variations comparison, discount and order tracking. Women are a key demographic for grocery shopping because purchasing of groceries includes the factors such as the needs of the household, product choices, and price considerations along with the nature of repeat purchasing. But digital grocery shopping can make people worry too, since they can't see, touch, or smell what they're buying;

problems like not knowing if the food is fresh, getting the wrong items, late deliveries, extra fees, not many choices, tricky refunds, and payment or security issues can all make shoppers less confident about buying groceries online. Therefore, to determine the factors that encourage or hinder the online grocery purchase would be beneficial for not only the academic researchers, but also the digital grocery service companies. Vijayawada is an ideal context to examine this behaviour, given the access Vijayawada consumers have to multiple applications for digital grocery buying. The present study is carried out among women customers of Vijayawada and explores the customers real experience of digital grocery shopping, their preferences, satisfaction, benefit perception, problems, shopping involvement and purchase future orientation. The study explores further about consumer's perception on e-grocery shopping as a replacement or complementary activity to traditional shopping.

Review of Literature

Research shows that things like convenience, saving time, how useful or easy something is, price, discounts, product quality, delivery, trust, and demographic factors all affect how people shop online. The literature review also shows that women's online shopping is shaped by convenience, technology, saving time, rewards, usefulness, and security.

1 Gabriela Hanus (2016)

This paper looked at how people behave when they shop for groceries online. The study found that online grocery shoppers enjoyed saving time and having things made easier, but they worried mostly about how good the products were and the delivery. This specific study happened in Poland looking at online grocery shopping.

2 Anuja Shukla & Shiv Kumar Sharma (2018)

From the study "Evaluating Consumers' Adoption of Mobile Technology for Grocery Shopping: An Application of Technology Acceptance Model" 3. Mobile commerce means buying and selling products or services, and sending money, using wireless devices like cell phones or PDAs. This study uses the Technology Acceptance Model but doesn't focus specifically on women in Vijayawada.

3 Salam Zadeh et al. (2022)

The study compared grocery Apps in Hungary and Iran, focusing on demographic categories of consumers and their App preferences. It demonstrates that consumer tastes are different in different countries and demographic groups. The report was unusual in it looked at consumer segmentation and geo and cultural relevance not VW.

4. Ashwini Kadam et al.

(2023)

Findings The study "Impact of Digital Platform on Grocery Shopping in Navi Mumbai" finds the drivers for digital shopping. Drivers comprise convenience, price, items, offers, discounts and delivery. While the study has provided useful evidence on the Indian urban market, it only focussed on one suburban area in Navi Mumbai.

5 Somasekhar et al. (2023)

The study, "Women Cognitive Buying Behaviour Towards Online Shopping: A Study of Households in India," looked at what affects how women shop online. Some of the things that affect what women buy are convenience, saving time, promotions, technology, usefulness, and security. However, the research included general online shopping, not digital grocery shopping.

6 W. Saranya&S. Venkatesh (2025)

A study on how consumers use and feel about online grocery apps. The study found that people bought things because it was easy and there were discounts, but they still cared about quality, freshness, delivery, and trust. This sample study focuses specially in on apps related to buying groceries in the geographical area of Coimbatore.

7 Teki Yaswanth Kumar et al. (2025)

The research paper, "The Shift from Physical to Digital: Consumer Experience in Grocery Shopping in Vijayawada and Guntur," compared online and in-person grocery shopping and found that online is better for convenience and price, while in-person is better for quality and trust. It's directly about Vijayawada but doesn't focus on women buying behaviour.

Research Gap

1. Other studies have looked at digital grocery shopping and online buying habits, but there aren't many focused-on women shoppers in Vijayawada.
2. Most earlier studies have focused more on online shopping in general, but digital grocery shopping has its own factors like product freshness, quality, delivery, and availability.
3. Lack of data regarding preference of digital grocery services by women consumer in Vijayawada.
4. There hasn't been any research looking at how discounts or promo codes affect women's choices to buy digital groceries.
5. Thus, through this study an attempt is made to address the above-mentioned gap by examining the purchase pattern, preferences, satisfaction and concerns of the women consumers on digital grocery shopping in Vijayawada by using the primary survey data.

Objectives

- 1.To study the buying behaviour of digital grocery shopping consumers among women in Vijayawada.
2. To find out the Digital Grocery Shopping applications generally accessed by the women consumers.
3. Identify the frequency and average spending on digital grocery shopping.
4. Understand the key product categories bought using digital grocery platforms

Hypothesis

H0 (Null Hypothesis):, There is no significant effect of Factors influencing Digital Grocery Shopping on Buying Behaviour of Women Consumers in Vijayawada.

H1 (Naive Hypothesis): Factors influencing online grocery shopping have significant effect on the buying behaviour of women customers in Vijayawada.

In this presented work descriptive frequency and percentage analysis are used. Given the type of analysis being provided, no attempt is made at a formal significance test with inferential value.

Research Methodology

Research Design

Research Design This study uses the descriptive type of research. The primary objective of descriptive research is to outline the buying behavior, perception, satisfaction, and challenges faced by women customers who use online grocery services in Vijayawada.

Sample Design

The analysis uses 75 answers from the questionnaire in the provided data set. The 75 response records in the response workbook uploaded are used for the analysis in this paper.

Data Collection

A structured Google form questionnaire was used for the collection of primary data. The data covers things like the respondent's age and background, how they use digital grocery shopping, how often they buy, what they spend, which platform they pick, what benefits they notice, any issues they run into, how satisfied they are, what makes them trust the service, how easy the payment is, what improvements they hope for, and if they'd recommend using the digital option.

Questionnaire Preparation

There were 20 substantial questions in the questionnaire; thus, the questionnaire questions were in line with the study objectives, well-structured, and able to yield response data quantifiable for frequency, percentage and association analysis. Categorical questions have been used for this (multiple choice, agree/disagree scale, a 1-10 recommend question and 2 product feature problem/barrier questions).

Data Analysis

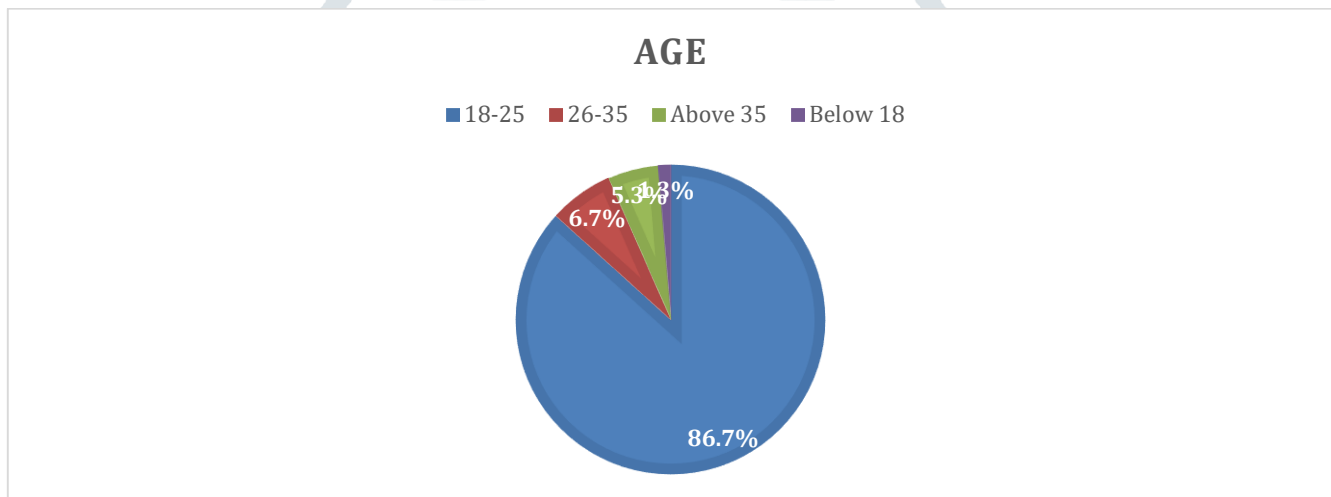
The data were inserted into the spreadsheet and analyzed by frequency distribution and percentage distribution. Data were entered into the spreadsheet and analyzed by frequency distribution and percentage distribution. To test the proposed hypothesis, a chi-square test was done to check if there was a relationship between overall satisfaction and recommendation.

Data Analysis and Interpretations

75 survey responses were obtained. Here are the tables that show how people answered the main questions in the survey.

Table 1. Age-wise distribution

Response	Frequency	Percentage
18-25	65	86.7
26-35	5	6.7
Above 35	4	5.3
Below 18	1	1.3

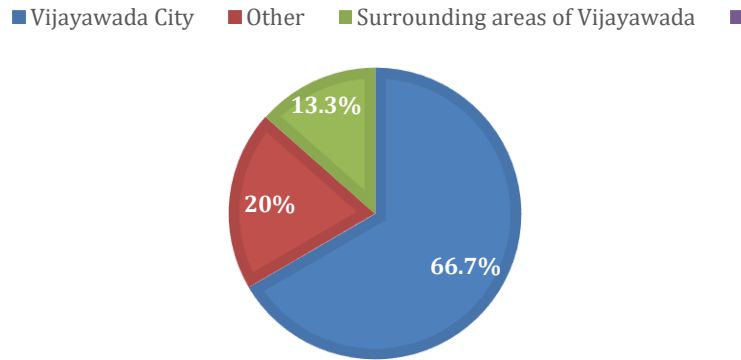


Interpretation: The sample is concentrated in the 18–25 age group (75 respondents, 86.7%), indicating that the findings largely reflect younger respondents.

Table 2. Place of residence

Response	Frequency	Percentage
Vijayawada City	50	66.7
Other	15	20.0
Surrounding areas of Vijayawada	10	13.3

PLACE OF RESIDENCE

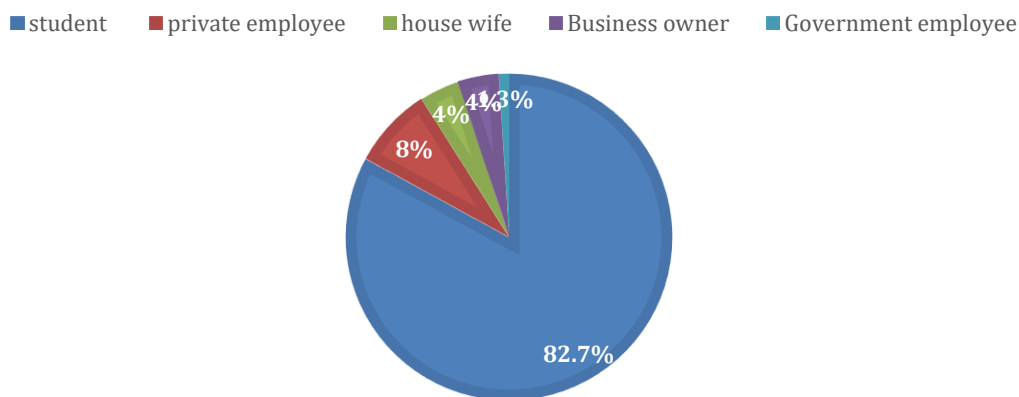


Interpretation: 75 respondents (66.7%) reported Vijayawada City, while (13.3%) were from surrounding areas and (20%) selected other locations.

Table 3. Occupation

Response	Frequency	Percentage
Student	62	82.7
Private Employee	6	8.0
house wife	3	4.0
Business owner	3	4.0
Government Employee	1	1.3

OCCUPATION



Interpretation: Among 75 valid responses, the most selected response was 'Student' with 62 respondents (82.7%).

Table 4. Average order value

Response	Frequency	Percentage
₹500 - ₹1000	30	40.5
Below ₹500	20	27.0
₹1001 - ₹2000	12	16.2
Above 2000	12	16.2

Interpretation: Among 74 valid responses, the most selected response was '₹500 - ₹1000' with 30 respondents (40.5%).

Table 5. Previous digital grocery purchase

Response	Frequency	Percentage
Yes	66	88.0
Maybe	7	9.3
No	2	2.7

Interpretation: Among 75 valid responses, the most selected response was 'Yes' with 66 respondents (88.0%).

Table 6. Digital grocery platform used

Response	Frequency	Percentage
Blinkit	30	40.0
Zepto	20	26.7
Instamart	17	22.7
Big Basket	5	6.7
Jio Mart	3	4.0

Interpretation: Among 75 valid responses, the most selected response was 'Blinkit' with 30 respondents (40.0%).

Table 7. Purchase frequency

Response	Frequency	Percentage
1-2 times per month	38	50.7
Less than once a month	16	21.3
1-2 times per week	11	14.7
More than 2 times per week	10	13.3

Interpretation: Among 75 valid responses, the most selected response was '1-2 times per month' with 38 respondents (50.7%).

Table 8. Type of groceries purchased online

Response	Frequency	Percentage
Packaged food	23	30.7
Household essentials	20	26.7
Fruits & vegetables	17	22.7
Others	9	12.0
Dairy products	6	8.0

Interpretation: Among 75 valid responses, the most selected response was 'Packaged food' with 23 respondents (30.7%).

Table 9. Whether digital shopping will replace physical shopping within two years

Response	Frequency	Percentage
Neutral	26	34.7
Agree	24	32.0
Disagree	14	18.7
Strongly agree	6	8.0
Strongly disagree	5	6.7

Interpretation: Among 75 valid responses, the most selected response was 'Neutral' with 26 respondents (34.7%).

Table 10. Problems faced while purchasing groceries online

Response	Frequency	Percentage
Price differences	13	17.3
No major problems	15	20.0
Limited availability of products	13	17.3
High delivery charges	11	14.7
Poor product quality	9	12.0
Late delivery	5	6.7
Difficulty in getting refunds	6	8.0
Wrong/missing products	2	2.7
Payment issues	1	1.3

Interpretation: Among 75 valid responses, the most selected response was 'No major problems' with 15 respondents (20.0%).

Table 11. Preference for digital versus traditional grocery shopping

Response	Frequency	Percentage
Neutral	43	57.3
Agree	17	22.7
Disagree	9	12.0
Strongly agree	4	5.3
Strongly disagree	2	2.7

Interpretation: Among 75 valid responses, the most selected response was 'Neutral' with 43 respondents (57.3%).

Table 12. Overall satisfaction

Response	Frequency	Percentage
Agree	37	50.0
Neutral	33	44.6
Strongly Agree	2	2.7
Disagree	2	2.7

Interpretation: Among 74 valid responses, the most selected response was 'Agree' with 37 respondents (50.0%).

Table 13. Influence of discounts and offers

Response	Frequency	Percentage
Agree	29	38.7
Neutral	29	38.7
Strongly Agree	9	12.0
Strongly disagree	4	5.3
Disagree	4	5.3

Interpretation: Among 75 valid responses, the most selected response was 'Agree' with 29 respondents (38.7%).

Table 14. Time-saving perception

Response	Frequency	Percentage
Agree	40	53.3
Neutral	21	28.0
Strongly agree	11	14.7
Strongly disagree	3	4.0

Interpretation: Among 75 valid responses, the most selected response was 'Agree' with 40 respondents (53.3%).

Table 15. Major reason that may stop online grocery purchase

Response	Frequency	Percentage
Product quality concerns	22	29.3
High prices	17	22.7
Other	15	20.0
Preference for physical stores	10	13.3
Delivery problems	4	5.3
Lack of trust	4	5.3
Payment/security concerns	3	4.0

Interpretation: Among 75 valid responses, the most selected response was 'Product quality concerns' with 22 respondents (29.3%).

Table 16. Products matching expectations

Response	Frequency	Percentage
Neutral	35	46.7
Agree	34	45.3
Strongly disagree	2	2.7
Strongly agree	2	2.7
Disagree	2	2.7

Interpretation: Among 75 valid responses, the most selected response was 'Neutral' with 35 respondents (46.7%).

Table 17. Effect of return/refund availability on confidence

Response	Frequency	Percentage
Agree	33	44.0
Neutral	27	36.0
Strongly Agree	11	14.7
Strongly Disagree	2	2.7
Disagree	2	2.7

Interpretation: Among 75 valid responses, the most selected response was 'Agree' with 33 respondents (44.0%).

Table 18. Effect of app/website design

Response	Frequency	Percentage
Neutral	36	48.6
Agree	26	35.1
Disagree	8	10.8
Strongly Disagree	2	2.7
Strongly Agree	2	2.7

Interpretation: Among 74 valid responses, the most selected response was 'Neutral' with 36 respondents (48.6%).

Table 19. Influence of brand reputation

Response	Frequency	Percentage
Neutral	35	46.7
Agree	34	45.3
Disagree	3	4.0
Strongly Agree	3	4.0

Interpretation: Among 75 valid responses, the most selected response was 'Neutral' with 35 respondents (46.7%).

Table 20. Digital payment convenience

Response	Frequency	Percentage
Yes	72	97.3
No	2	2.7

Interpretation: Among 74 valid responses, the most selected response was 'Yes' with 72 respondents (97.3%).

Table 21. Improvement expected from digital grocery services

Response	Frequency	Percentage
Nothing	4	7.4
Fast delivery	3	5.6
Nothing	2	3.7
Na	2	3.7
Product quality	2	3.7
delivery services	1	1.9
No Major improvements	1	1.9
fast delivery	1	1.9
Delivery charges	1	1.9
Nil	1	1.9
Give more offers	1	1.9
Real time images	1	1.9
Ntng	1	1.9
Better quality of products	1	1.9
Have to restock the items ASAP	1	1.9
Quality improvement	1	1.9
Quick restocking of products	1	1.9
refund processing	1	1.9
Better meeting customer expectations	1	1.9
Low prices	1	1.9
Real-time tracking linked directly to store shelves.	1	1.9
More stock and quality	1	1.9
Delivery prblms	1	1.9
Ntg	1	1.9
Better product quality and faster delivery	1	1.9
Date of expiry/ freshness updates.	1	1.9
Restocking products quickly without taking much longer time..	1	1.9
Nothing major	1	1.9
Hope the prices are lesser and make sure that all the products are IN STOCK	1	1.9
Product quality	1	1.9
maybe	1	1.9
Knowing quality of product	1	1.9
Fastest delivery	1	1.9

Improvement of quality	1	1.9
Free Delivery charges	1	1.9
Fast delivery of goods	1	1.9
Not any	1	1.9
No delivery charges	1	1.9
Change in high Delivery charges	1	1.9
Quantity concerns	1	1.9
Refunds	1	1.9
More product quality	1	1.9
Arrangement of products	1	1.9
I would most like to see more accurate product availability and faster delivery updates. It would be helpful if the app showed real-time stock information, suggested suitable alternatives when items are unavailable, and provided reliable delivery times	1	1.9
Give offers	1	1.9
More accurate inventory, fresher produce quality check, and quicker delivery with lower charges.	1	1.9

Interpretation: Among 54 valid responses, the most selected response was 'Nothing ' with 4 respondents (7.4%).

Table 22. Recommendation score

Response	Frequency	Percentage
8.0	19	26.4
10.0	17	23.6
7.0	12	16.7
9.0	8	11.1
5.0	8	11.1
6.0	4	5.6
1.0	2	2.8
3.0	1	1.4
4.0	1	1.4

Interpretation: Among 72 valid responses, the most selected response was '8.0' with 19 respondents (26.4%).

Findings

1. In the sample, most of the shoppers are young women, which shows that young people are active in buying groceries online.
2. People used digital grocery sites for their usual shopping, which shows that buying groceries online is now part of how shoppers decide what to buy.
3. According to the respondents, e-grocery has important benefits in terms of convenience and time saving.
4. Discounted or Promotional products influence consumer purchasing behaviour. This is something to think about when you buy groceries online.
5. People shop online for things like packaged foods, groceries, convenience items, fruits and veggies, and dairy products.
6. Even though shoppers are excited about digital grocery services, there are still problems with quality, prices, availability, delivery, and other parts of the service.
7. The next two body paragraphs talk about why digital payments and satisfaction matter overall, and show that people would continue to choose digital grocery shopping.

Suggestions

1. Digital grocery players should be offering the ability for customers to view product quality, quantity, expiry and freshness (Gorillas, Amazon Fresh, JOKR, Zapp) or, if offered, make this feature easier to find.
2. Delivery platforms need to make delivery faster and more reliable to improve the shopping experience.
3. Any reductions on cost or promotional discount offers need to be made obvious and communicated clearly to the customer (for example, any terms/conditions or exclusions should be highlighted).
4. Digital grocers must offer transparent competitive pricing, and ensure this is fully inclusive of any delivery charges.
5. Better product availability and availability information: Platforms should provide consumers with certainty that the product in question is available before placing an order.
6. Consumers' confidence can be improved by offering the easy and quick returns and refunds.
7. Consumers should get an easy and fast return and refund facility to increase their trust.

Conclusion

The research shows that people in the Vijayawada sample think digital grocery shopping is an easy option, with strong proof that they use it and clearly find it convenient because it saves them time. At the same time, the results show that shoppers haven't fully switched to online grocery shopping instead of going to stores, since things like product quality, price differences, availability, delivery fees, and service still affect their experience. This satisfaction is the result not just of convenience and intelligent navigation/ information search, but also of the quality of post-sales service provided. When it comes to digital platforms, improving things like product quality, clear

pricing, delivery, refunds, accurate info, and easy use can all help build more trust and get more people to recommend them.

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