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### **Consumer perception towards online grocery shopping in anantapur district**

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### **Abstract**

Purchasers play a crucial starring function in on line shopping for. The growing internet usage of the brisker age group in india offers a growing chance for virtual stores. If on-line dealers are conscious of the problems influencing the buying

conduct of indian customers except the hyperlink among these capabilities and the kind of on-line customers, they can additional grow their selling policies to actively prompt likely trades. The most objective of this take a look at is to discover consumer attention towards on-line grocery buying in anantapur district. The data assets used on this undertaking report are number one and secondary information. An in depth studies kind could be used for this research. Preliminary information will encompass real statistics gathered from the sample length of 200 respondents dwelling in anantapur district, andhra pradesh thru google bureaucracy published on social networking web sites. The survey technique is used to accumulate simple data.

### **Key words**

Online groceries, on-line stores, jiomart, huge basket, flipkart grocery.

### **Introduction**

The word "attention" can be awesome as the capability to benefit that means. On account of the term "study", it mentions to the capability of our intellect structures to spring meaning to what they take a look at. Schiff guy describes it as "the process with the aid of which an individual chooses, achieves and is aware incentives as a expressive and intelligible photo of the biosphere." the word purchaser focus may be described as, "a advertising and marketing concept that includes patron reaction, consciousness and / or attention of a enterprise or its aids. Purchaser focus is generally prejudiced through exposure, value determinations, community family, social media, character involvements and different channels. Purchaser consciousness on fee, worth, and excellence are critical elements of spending conduct. The internet is altering the manner customers purchase and sell goods and offerings and is quick developing right into a worldwide singularity. Numerous businesses have ongoing the use of e-commerce with the purpose of sinking marketing budgets, thereby .dipping the expenses in their

services and products to maintain pace with the tremendously reasonable marketplaces. Companies additionally use the net to speak and circulate data, wholesale merchandise, take remarks, and behavior purchaser satisfaction surveys. Clients use the internet no longer most effective to buy a product on line, but also to examine charges, product traits, and to compare after-income service centers if the product is bought from a particular save. Many professionals are constructive about on line business.

Further to the great capacity of the electronic commerce market, the internet offers a unique possibility for corporations to attain present and capability clients greater efficaciously. Despite the fact that most of the income from on-line businesses comes from corporate to enterprise, consumer trading practitioners must no longer lose religion inside the enterprise. E-trade from business to consumer has been evolving for over a decade. Students and practitioners of digital commerce are continuously striving to benefit higher perception into customer behavior in our on-line world. In addition to the growth of electronic vending, investigators retain to enlighten the conduct of financial clients from a spread of angles. Their severa research have supplied new emerging elements or hypotheses primarily based on traditional styles of purchaser conduct and examined their validity in the context of the net. This take a look at is an attempt to find out client consciousness about buying groceries on line

#### Groceries industry

Demonstrating that no sector of the retail market is secure after the virtual purchasing revolt, it's far nowadays probable to digitize a modest domestic grocery supply and make it to be had on your smartphone, pill or pc. No greater contemplating checkout strains like including the quantity of substances to understand in case you succeed for the explicit lane, overlooking your grocery listing on domestic or sporting weighty belongings to your front steps. On-line commodities are buying

dramatically transforms the client dating with the nutrition marketplace and converts a provider that turned into as soon as taken into consideration a luxury right into a each day suitability. The internet commodities save is a web site that permits clients to acquisition nutrition on net. Ordering food at the net is like ordering another product - you may seek mainly for the preferred food gadgets or browse through the lists of merchandise or sections similar to the sections that go to the real grocery shop. The products offered by way of the online grocery keep are just like the ordinary grocery store. Whilst one has completed purchasing, the credit card will be checked out and the purchaser ought to specify precise hours that he can be available to obtain food for shipping. Considering that net grocery stores have to deliver food to clients, they typically price a shipping charge based totally in amount of goods they purchase.

#### Review of literature

Vijayarathy (2004), in his studies, tested a model of client motive to use on-line shopping the usage of a pattern of 280 consumers. The look at determined that compatibility, usability, ease of use and safety are critical components of on-line buying, but privacy isn't. Another look at showed that the intent to apply on line purchasing was strongly inspired with the aid of attitudes toward on-line purchasing, legitimate beliefs and self-efficacy.

Rain tanveer singh (2012), who undertook a assignment at nirala imax inc. In the taiwanese market to sell indian groceries to neighborhood outlets & wholesalers within the taiwanese marketplace. The task first research the attitudes of clients in the direction of on line shopping, and also determines the elements that influence the patron to purchase goods and services. The second half of of the challenge impacts the capabilities of on line shopping in addition to the consumer's selection. It additionally addresses issues related to online purchasing. The 1/3 a part of the challenge determines the acquisition

selection concerning the grocery. It determines the area priority of grocery buying in phrases of charge, high-quality, diversity, proximity and offers / discounts. The undertaking additionally recommended a business movement plan for a dealership agreement with a nearby grocery keep.

Muralikrishnan, b (2012), usa supervisor at ebay's india, defined in his article that indian clients generally tend to buy higher margin products along with garments and shoes as a fashion among ebay shoppers in western international locations than electronic devices and books. Popular options now but with lower profit margins and much less common purchases. Until currently, india's new e-commerce marketplace, which was limited to people buying educate, flight and movie tickets, changed into in the midst of boom because of the growing middle magnificence of younger, technologically advanced humans to store on-line in a country, he said. Is seeing fast increase in net usage. The consulting firm technopack estimates an annual marketplace of seventy billion by 2020, which has now grown from 600 million, to just five percentage of world online buying. Ebay itself estimates that the indian on line shopping marketplace will develop by almost cent percentage in 2012.

George adamidis et al. (2006), on this paper, the authors speak the particular component of buying; shopping for goods. Grocery buying is an critical and not unusual type of purchaser conduct that has gone through principal modifications during the last few decades due to the speedy evolution of generation. E-grocery is a brand new form of grocery purchasing that lets in consumers to reserve products over the internet from the comfort of their very own domestic. The evolution of grocery shopping on-line and in keep is basically decided by using the intentions and conduct of clients. The motive of this paper is to analyze and explain cyriot consumer perceptions and responses to on line grocery purchasing.

### **Objectives of the study**

- to apprehend the various structures which might be providing on line services

- to look at the purchaser perception closer to online grocery shopping in anantapur town.

### **Research methodology**

This observe turned into accomplished by way of amassing both primary and secondary data. The primary date accumulated as of 200 customers on convenient sampling foundation. We have been organized a structured questionnaire to acquire primary data. We had long gone thru the academic literatures, journals, magazines and additionally diverse sources of secondary facts were used for the observe.

On line stores

Jiomart – reliance retail

It is a brand new internet grocery distribution carrier issuer in our country, an undertaking is concerning reliance retail as well as geo structures. The e-commerce and cellular app promises groceries and day by day necessities to your property from nearby shops.

Reliance clever is a secondary of reliance businesses besides the leading store in our country. Reliancesmart's on line store has made the brand new age supermarket and grocery purchasing even less complicated via offering a one-forestall shopping enjoy to on line clients.

### **Huge basket**

Massive basket is one of the most famous on-line supermarkets in india, imparting a wide variety of pleasant fine groceries at cheap charges. It is the biggest on-line grocery shop in india that supplies a extensive range of merchandise proper from your house with an easy price choice.

### **Grofers**

Grofers is any other well-known indian on line grocery shipping provider company based totally in gurugram and permits customers to location an

order the usage of a cellular utility or on-line internet site.

### Nature's basket

Godrej nature's basket is an internet commodities shop that nowadays functioning direct supplies in india towns as well. Nature's basket sells sparkling vegetables, end result and groceries online and via the mobile applications and now spencer's has offered marketing.

### Amazon pantry

It is a transporter on behalf of high participants that allows unmarried box toward buy groceries online and deliver to clients at domestic. Amazon already sells a listing of merchandise inclusive of smartphones, garb, laptops, cameras and additional objects in india.

### Flipkart grocery

It has likewise released this one on line grocery shop enterprise, which trades private care merchandise which include staples, packaged meals and soap, hair oil, toothpaste and laundry detergent.

### Zopnow

Zopnow gives groceries and is one among the most important online supermarkets in india. Fresh meals, groceries, vegetables and frozen products may be brought to your own home within 3 hours or in the transport slots of your choice.

### Spencers

Spencer's retail previously works a sequence of merchandizing supplies in thirty 5 towns throughout india, founded in kolkata and lately released its biggest shop in india.

### Easyday

The easy day on line keep offers groceries proper at your step and offers on the spot grocery shipping services simplest from the easyday membership. The indian merchandizing product

is owned by future retail, which additionally owns the big bazaar grocery shop, brand manufacturing unit and meals bazaar.

### Dmart

It is prepared on-line, supplying ordinary essentials, groceries and staples of all manufacturers online on the nice costs. Street supermarkets operates the dmart marketing sequence of supermarkets inside the circumstances of india.

### Analysis

#### Collection of responses according to gender, age and occupation.

Details	Responses	%
<b>1. AGE:</b>		
18-25 years	56	28
25-30 years	105	52.5
Above 30 years	39	19.5
<b>2. GENDER:</b>		
Male	156	78
Female	44	22
<b>3. OCCUPATION:</b>		
Student	44	22
Employee(Private /Public)	98	49
Business	58	29
<b>4. Marital Status</b>		
Single	79	39.5
Married	121	60.5
<b>5. supporting devices for internet connection</b>		
Desktop	28	14
Laptop	68	34
Smart phone	57	28.5
Tablet	47	23.5

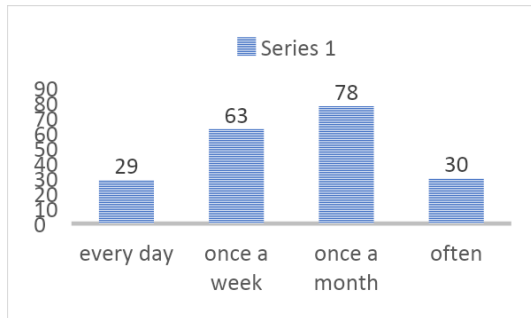
Out of total respondents 28% are belonging to 18-25 years old, 52.5% are 25-30 years and 19.5% are above 30 years. Total 78% male and 22% female respondents were participated during the study. Most of the respondents are employees that is 49% and 22% are students and rest of them are business people. The customer are placing order by the using smart phone, laptop, tablet, and desktop. Most convenient devices are laptop 34%, smartphone, 28.5% and tablet 23.5%

#### Customer viewpoint towards online groceries.

##### 1 occurrence of virtual shopping

Particulars	Respondents	%
Every day	29	14.5
Once a week	63	31.5

Once a month	78	39
Often	30	15



The above table shows that the usage of online shopping is very less. Most of the customers are using weekly and monthly once only. Out of that only 14.5% that is 29 were using online shopping for purchasing groceries.

## 2. Purpose of electronic shopping

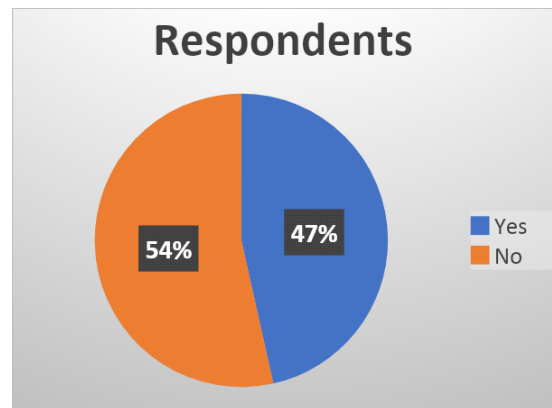
Particulars	Respondents	%
Free delivery	38	19
Offers	63	31.5
Discounts	51	25.5
Save time	48	24



From the above table we state that the customers are placing the order for offers 31.5%, discounts 25.5% and saving time 24% for preparing at home

## 3 is internet shopping useful?

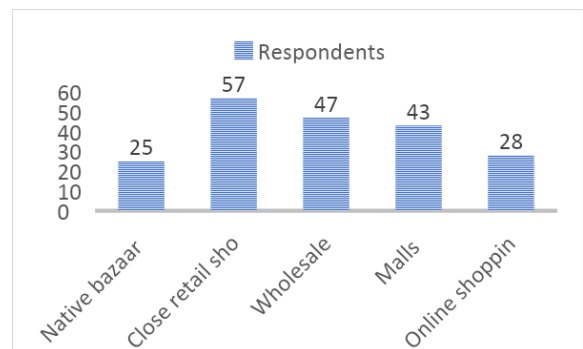
Particulars	Respondents	%
Yes	93	46.5
No	107	53.5



Out of total respondents 53.5% of the customers are not feeling good about online groceries. It because of lack of trust, freshness, quality, physical touch and price so on.

## 4 shopping in grocery items

Particulars	Respondents	%
Native bazaar	25	12.5
Close retail shops	57	28.5
Wholesale	47	23.5
Malls	43	21.5
Online shopping	28	14



Most of the customers are visiting close retailer shops (28.5%), wholesalers (23.5%), and malls

(21.5%) and often online shopping (14%), which is least that is native bazaar 12.5% .

### Findings

□39% of respondents had been doing online purchasing month-to-month as soon as, whereas around 14.5% of the respondents spoke back that they're doing on line purchasing each day.

□approximately 32% of the customers chosen online shopping for best offers are offered by the retails shops, which are attractive the customers.

□electrifying thing is 53.5% of the respondents are not feeling good online shopping and only 46.5% are trusting online shopping.

□out of the study the few factors were determined that is customer can save time, traveling, chose goods at home and to eliminate standing in queues.

□out of general respondents fifty five% of the customers are not feeling good approximately online groceries. It because of lack of consider, freshness, nice, bodily contact and charge so on.

□the clients are placing the order for specific and specials 29%, first-rate charge 28.5% and absence of time 20.5% for making ready at domestic.

### Conclusion

During the study period we observed few things that is customer are able to showed interest to purchase goods and services towards virtual sites primarily based on gives and discounts, different types of product and so forth. Easy accessible, open domestic delivery, and coins off transport settlement alternative. Customers count on enhancing the internet site's user friendliness to choose on-line medium to buy grocery items as opposed to grocery purchasing in the conventional way. Survived what was frequent defendant to shop for groceries on-line, most of the respondent thinks it is useful clean ordering, grocery purchasing on-line based totally on range,

discounts / offers, savings and so forth. Keep away from time and lengthy queues

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**Decent work and economic growth through the intersection of sustainability & employee wellbeing at workplace**

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