

A STUDY AND IMPLEMENTATION OF GROCERY SHOPPE IN DIGITALIZED MODE: ONLINE GROCERY SHOPPE

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Abstract: Online grocery business is at emerging stage in India. Online retailers need to analyse different factors that affect consumers purchase intentions towards online grocery shopping. It is also observed that buying behaviour of consumers for online grocery shopping is totally different than buying from physical markets. Online grocery model fulfils consumers' need and help them to save their time and effort. The purpose of this paper is to throw a light on different types of e-commerce models. The paper also tries to understand the demographic profile of the customers who groceries through online mode, reason to purchase groceries online and satisfaction level of customers buying groceries online.

Keywords: E-grocery, Models, Application, Server, Shopping.

1. INTRODUCTION

Food and grocery is the basic daily need of any household. Online grocery business is at emerging stage in India. This kind of model has gained popularity in tier one cities like Delhi and Mumbai, but still it is a long way to go. As of now people in India are not much familiar with this kind of model. People in the country prefer buying items like groceries, fruits and vegetables by physical comparison of price and quality. In this type of culture prevailing in the country, it is very difficult to make this kind of model popular in Indian markets, but on the other side other e-commerce businesses are gaining much popularity in the Indian markets and e-commerce grocery industry is in its introductory phase. So, this presents a great opportunity for any firm to enter the e-grocery space. Grocery-tailing in India is a largely unorganized space and poses a big challenge in terms of stiff entry barriers. The traditional methods of inventory and logistics management call for intense cash-burning - a business condition most of the bootstrapped Indian start-ups fail to meet. It is of the view that living alone, away from family, is a tough task. Other than that, one has to take care of everyday domestic hassles. Tiring 12 hour shifts in the office and transportation distress that leave you feeling so exhausted that the prospect of cooking seems like torture. In such a scenario, it is difficult for young Indian professionals to shop for grocery. With the current mushrooming of online grocery portals on the digital medium, one might wonder upon the feasibility of these ventures. It points out that current e-grocery model are based on the consumer making his or her purchase over the Internet, and the e-grocery delivering the purchase to the household. However, there are numerous opportunities for innovative new services. Analyses the opportunities offered by bar code and radio frequency identification (RFID) technology to develop a new type of e-grocery related service, namely vendor-managed inventory (VMI) in the household. The home delivery transportation service is one of the critical resources to the success or failure of the e-grocery business. In order to turn e-grocery and home delivery service into a profitable business, the e-grocers have to understand the variables affecting the cost structures of the different service concepts. Ultimately, the future of online grocery shopping seems extremely secure. Like any good business idea, a need had been identified and amplified. Indian online grocery shoppers have found buying grocery online convenient, comfortable and hassle-free. Given the pace of life, smartphone penetration and ease of use they offer, it will be a long time before these online grocery platforms can call it a day. Online grocery stores are gaining popularity in India due to sheer convenience, ease of shopping and a fast-growing market. Globally, online grocery retail is growing nearly 7 times faster than on-ground formats and the Indian market may soon catch up. The Indian retail industry is estimated to be worth over \$500 billion (one of the world's top 5 markets) and 30-40% of the businesses will be in the online retail space over the next 7 years. This presents a great opportunity for any form of e-tailing, especially the e-grocery. As of now, grocery e-tailing in India is a largely unorganised space and poses a big challenge in terms of stiff entry barriers.

2. REVIEW OF LITERATURE

Success or failure of e-grocery business depends much on timely home delivery transportation. In order to run the business of e-grocery into profits, the e-grocers need to put the efforts to understand the variables that affect the cost structure of various service concepts. The simulation results show that e-grocery home delivery service can actually be as much as 43 per cent cheaper compared to the current costs of customers visiting the store using their own car and spare time. Therefore it is a firm argument in favour of prediction that states the rapid growth of e-grocery business.

India is experiencing a great success of internet usage from last decade which leads to mostly progress in business usage. Research has been undertaken in many aspects of e-business and e-tailing but not in how a developing country looks to develop e-grocery. The main aim of the research is to discover the intention of consumer for shopping of grocery products online.

In India women hold more than 25% of white collar jobs in various sectors. Now day's professional women are hardworking and those days are no more where women go to market place to buy the groceries. With the emerging trend of internet usage online

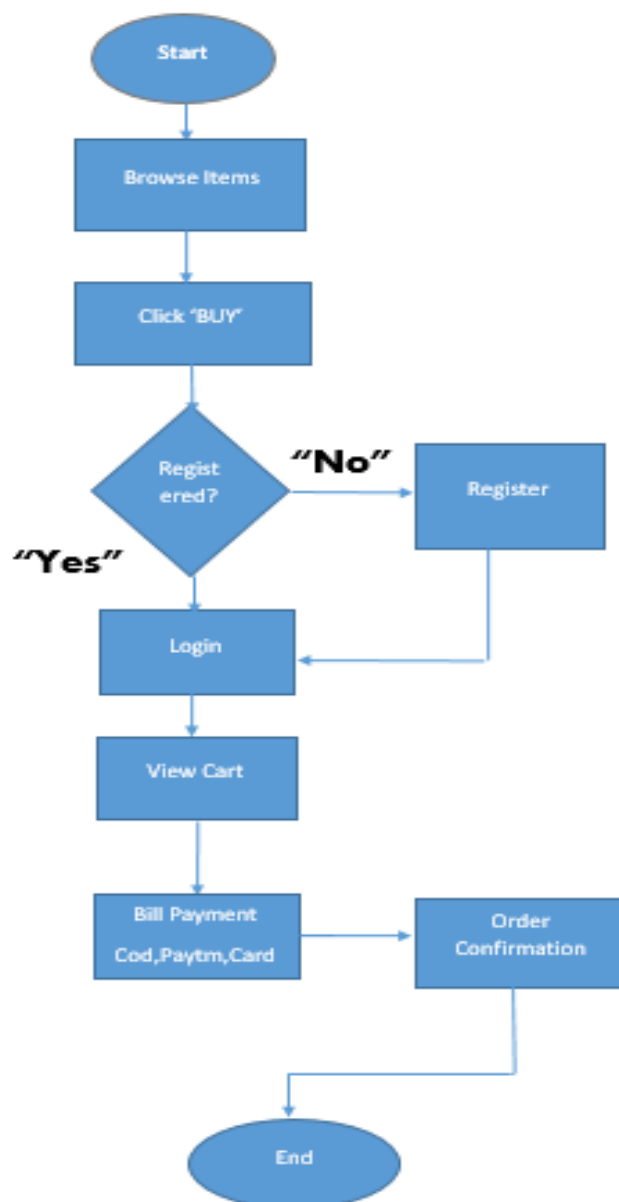
shopping has become more convenient for especially those women who cannot spare their time to go to purchase daily need items personally.

Discover factors that influence the adoption of buying online grocery by two-step process. In first step exploratory qualitative research is conducted in order to gain the in depth knowledge of buying behaviour of groceries online by consumers. Secondly, large scale quantitative was carried out to confirm the role of situational factors in agitating the begin of online grocery buying. Both qualitative and quantitative results set up the importance of situational factors, for e.g. if there is baby or if there is health problems that can trigger to buy groceries online. Many shoppers tend to discontinue online grocery shopping when the first trigger has become extinct or they have any issue with service. While situational factors are beyond the marketer's control, they could be used as a foundation for marketing communications content and target advertising. The importance of situational factors as triggers for the adoption of online grocery shopping suggests irregular adoption process i.e. carried by situations rather than by a cognitive elaboration and decision. The adoption of online shopping seems to be contingent and may be discontinued when the initiating circumstances change.

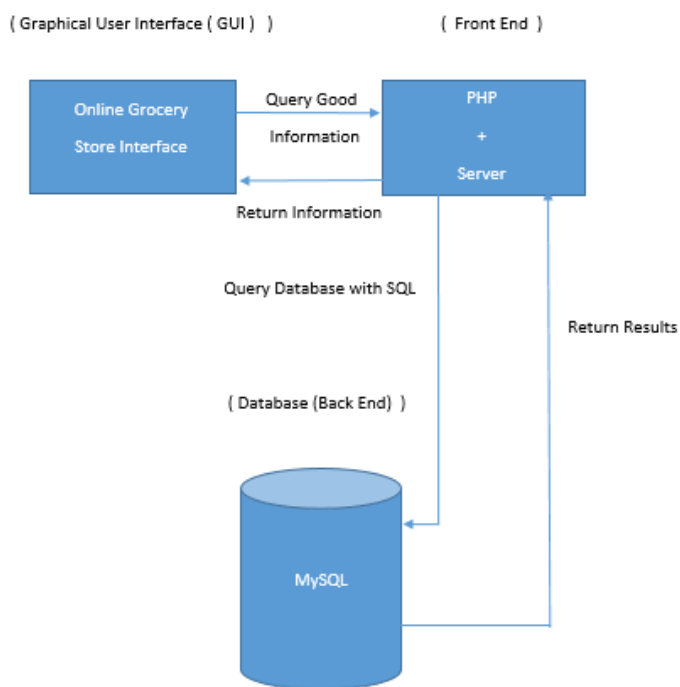
The study by examined the perceptions and preferences of Malaysian consumers towards online grocery shopping. It is also examines three important factors in online grocery shopping; cost and charges, time availability and convenience of online grocery shopping, which will contribute to the impact of online grocery shopping. Sample of population for this study were consumers who had some experience in online food retailing, particularly online grocery shopping and also those who have not yet to use internet to purchase grocery products. Result of the study showed that Malaysian consumers were disagreeing on the extra cost and charges of online grocery shopping charged by the online grocers. The same feeling, they expressed on the time availability that they have and also the timeused to navigate the online pages.

This study by proposes a new simple model to describe the factors that influence the intention to use internet for food shopping. The results of the study depicts that there are some important variables that affect consumers online purchase attention for e-grocery and these factors are: safety feeling (insecurity affects negatively the intention to use e-shops), comfort (the greater comfort positively influences the intention to use e-shops), access (ease of access positively affects intention to use e-shops) and product selection (better choice positively affects intention to use e-shops for food shopping). The main way of food shopping is still by far the traditional stores. However it seems that the choice of internet shopping is an increasing trend. Especially at ages from 15 to 45 years, middle-income, educated consumers who have completed or are going to complete higher education, online food shopping was reported in the research and the intention to use it was observed in a higher level.

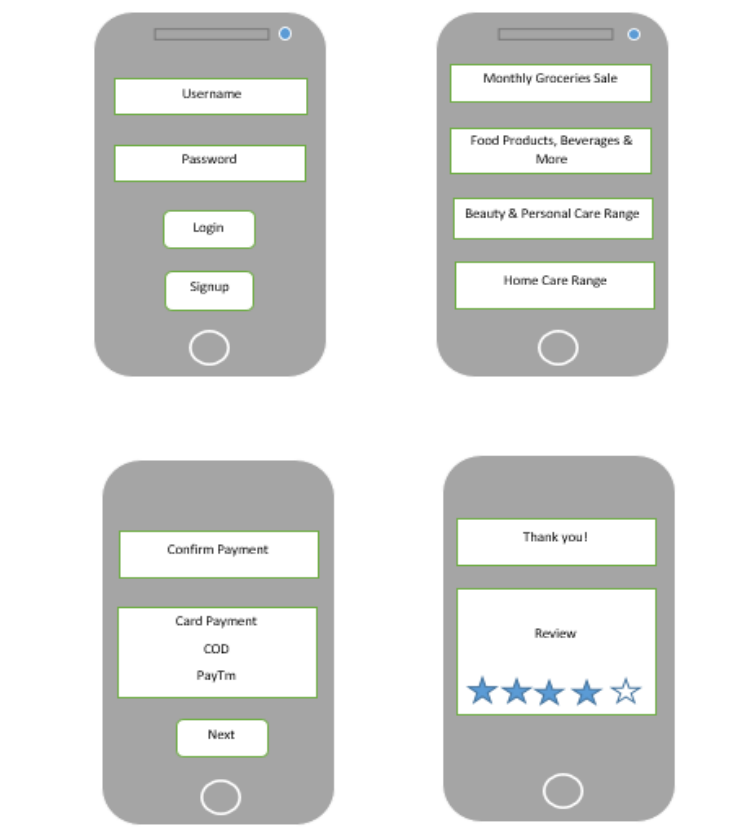
3. FLOWCHART



4. SYSTEM ARCHITECTURE (SERVER)



5. GUI



6. ADVANTAGES

1. Experience In-Store Prices and Sales and Then some
2. Buy in Bulk with Ease
3. Cut Gas and Parking Costs
4. Browse on your Time
5. Avoid the Line and Shop in the comfort of your Home
6. Avoid Making Multiple Trips
7. Enjoy the convenience of Online Shopping with Food town

7. CONCLUSION

Online grocery industry is one of the growing industries in India. This particular business model is more popular amongst the people in service profession followed by business class and people retired. The paper strategically analyzed the Indian online grocery Industry. The results of the study depicts that the model is more popular amongst the working women followed by men. The study further reveals that the major reason for purchasing groceries online is saving of time and effort, on average customers for this model are satisfied with the quality of the products received by them, also the sellers are providing customers with option of replacement. The study also depicts the expectation of a customer while buying groceries online and in physical market is totally different. The problem that lies in this model is of delay in scheduled delivery, non-availability of products due to some unavoidable conditions.

8. SCOPE

In mobile solution we are making online shopping app for grocery store just make your grocery items list and it will be delivered to doorstep.as well as vendor have option to make list of monthly grocery items for customers with mobile. The scope of this project is to provide a mobile solution that will be efficient for user as well as for vendor and we can add more features in future to grow the business widely over different Areas. It is very useful for vendor and the customer.

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