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The Rise of Online Grocery Shopping: Challenges and Opportunities

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ABSTRACT: The advent of online grocery shopping has transformed the way consumers purchase groceries, offering unparalleled convenience, flexibility, and accessibility. Now a days, most of the people buys grocery in online shopping which may affect the sale of online retailers. The finding practical significance for online grocery retailers looking to emerging economies like India. The conventional wisdom was that the activities and response to online grocery shopping would be regulated by their respective groups. India is a dynamic nation where new ideas are always being developed, some of these ideas succeed, while others fail. The Indian businesses, however learn from this and adjust as necessary. This also applies to e-grocery. A concept that led to the formation of a new start-up every other day.

KEYWORDS: Online grocery shopping, Electronic grocery, Digital groceries, A large selection, New technologies

I. INTRODUCTION

Online grocery shopping is the practice of buying groceries or other household items online and having packing them up in-store or having them delivered to your home. The online grocery shopping over the past two decades the global food retail sector has undergone significant transformation with a sharp rise in the number of grocery buyers shopping online.

Online grocery shopping includes buying food, beverages and other mundane necessities, especially fast-moving consumer goods. Form a business perspective the online medium provides distinct higher level of convenience and time saving. Customers can shop without leaving home saving time and offering flexibility. Online grocery shopping also presents challenges, such as concerns about product quality, freshness, and delivery logistics. Online grocery shopping can be a business practice that promoter sustainable development.

II. CHALLENGES OF ONLINE GROCERY SHOPPING

1. Storage & Delivery Cost:
The two most important resources for any online business are storage and delivery systems. Delivery time and cost plays a crucial role in ordering things in online.

2. Consumer Behaviour

The flightiness of customers is essential to the entire advertising process and corporate development. As consumer taste and preferences are changing from time to time, their behaviour might be challenging.

3. Customer Loyalty

Maintaining the administration style is crucial to building brand loyalty among customers for an internet basic food item firm. Customer loyalty is very important for one brand to maintain its range.

4. Changing Market Trends

The dynamic corporate environment constantly offers something to entice customers or clients to the newest trends. Market trend is short-lived as trend may change in times.

III. OBJECTIVES OF ONLINE GROCERY SHOPPING

1. To identify the key factors that influence consumer to shop online.
2. To provide a convenient and efficient way to shop for groceries, while also saving time and money.
3. To offer a wider range of products, including items that are not available in local supermarkets.
4. To make grocery shopping accessible to a wider audience, including those with mobility issues or living in remote areas.
5. To establish a competitive advantage through innovative services, features, and promotions.
6. To retain customers through loyalty programs, rewards, and excellent customer service.

IV. REEVIEW OF LITERATURE

Prabowo et al. (2020): Conducted a systematic literature review focusing on the factors influencing the adoption of online grocery shopping. Their study highlights determinants such as convenience, perceived benefits, and technological affinity.

Hafez et al. (2023): Explored the application of multi-criteria recommendation systems to enhance online grocery experiences. Their research emphasizes the importance of personalized recommendations based on product characteristics, packageing and health information.

Icek Ajzen (1985): Ajzens TPB (theory of planned behaviour) suggests that consumers intentions to shop for groceries online are influenced by their attitudes, subjective norms, and perceived behavioural control.

Fred Davis (1989): Davis's TAM (Technology acceptance model) proposes that consumers acceptance of online grocery shopping is influenced by their perceived usefulness and perceived ease of use.

V. ONLINE GRCOERY SHOPPING

A supermarket or grocery store that accepts orders through websites or online applications. Customer can either pick up their orders or have them delivered by delivery drones and robots, drivers hired by the grocery store, or a meal delivery service. As an online grocery shopper for a supermarket, you take orders from customer online retrieve products off the shelves and package them for pickup within a predetermined window of time. If there is an issue with the customers order, you can also be in charge if getting in touch with them.

- Purchasing
- Remittance
- Delivery
- Creation of an account

PURCHASING

In online grocery purchase, customer can easily order all type of groceries in one single place without any barriers. Buying groceries through an online platform, where you select the items you want from a virtual store and delivered in your home.

REMITTANCE

The act of transferring payment for groceries purchased in online is called as remittance. When checking out customers can add a payment option while ordering a product. It can pay through debit card, credit card or other digital payment

DELIVERY

When the groceries are purchased in online platform, the items you order are delivered in the doorsteps by a service. Clients are able to select a delivery window and address. Curb side pickup is another option available to them.

CONVENIENCE

The main benefit is that it saves time and effort by allowing you to shop for groceries from your home. One of the main benefit in online shopping is convenient.

VI. BENEFITS OF ONLINE GROCERY SHOPPING

- Enhanced ease of use
- Saving time
- More options
- Economical
- 24/7 availability

1.ENHANCED USE OF EASE

Customers can use these online applications easily unlike doing offline shopping. We can shop whenever we want without having to go a store in person.

2.SAVING TIME

It saves time by online shopping. Customers can saves time by shopping in online whereas traditional shopping requires more time. Spend less time grocery shopping so that you have more spare time.

3.MORE OPTIONS

Online stores have more availability of options. Get access to a greater selection of products including unique and challenging-to-find things.

4.ECONOMICAL

Most of the commodities are economically friendly to the customers. Steer clear of impulsive purchases and utilize online discounts and offers. It provide promotion, offer, discount, etc..

5.24/7 AVAILABILITY

Availability of products is one of the benefit in online shopping. Having all type of products in one place is major advantage.

VII. LIMITATION

1.CONCERNS ABOUT FRESHNESS AND QUALITY

There may be some quality defects and calculating the expiry data is one of the disadvantage. Assessing the freshness and quality of perishable goods can be challenging .

2.PROBLEMS WITH LOGISCTCS AND DELIVERY

Difficulties in guaranteeing prompt and effective grocery delivery. Delivery date may not be accurate or may be delayed due to some errors. There may be some logistics issue.

3.CONCERNS ABOUT PAYMENT AND SECURITY

Having payment issue is common and sometimes cash on delivery is not available. Concerns regarding possible fraud and the generation of payment security data.

4.RESTRICTED ACCESSIBILITY

Sometimes, all goods are not easily accessible in online applications. Not every brand or product may be offered online.

Benefits of online grocery shopping

1. Online grocery shopping saves time and efforts, allowing consumers to shop from anywhere, at any time.
2. Online platforms enable consumers to compare prices across different stores and brands, helping them find the best deals.
3. Online grocery shopping platforms often have quality control measures in places, ensuring that products meet certain standards.
4. Some online grocery shopping platforms prioritize sustainable packaging, reducing environment impact.
5. Online grocery shopping platforms can reach rural areas where physical stores may not be available.
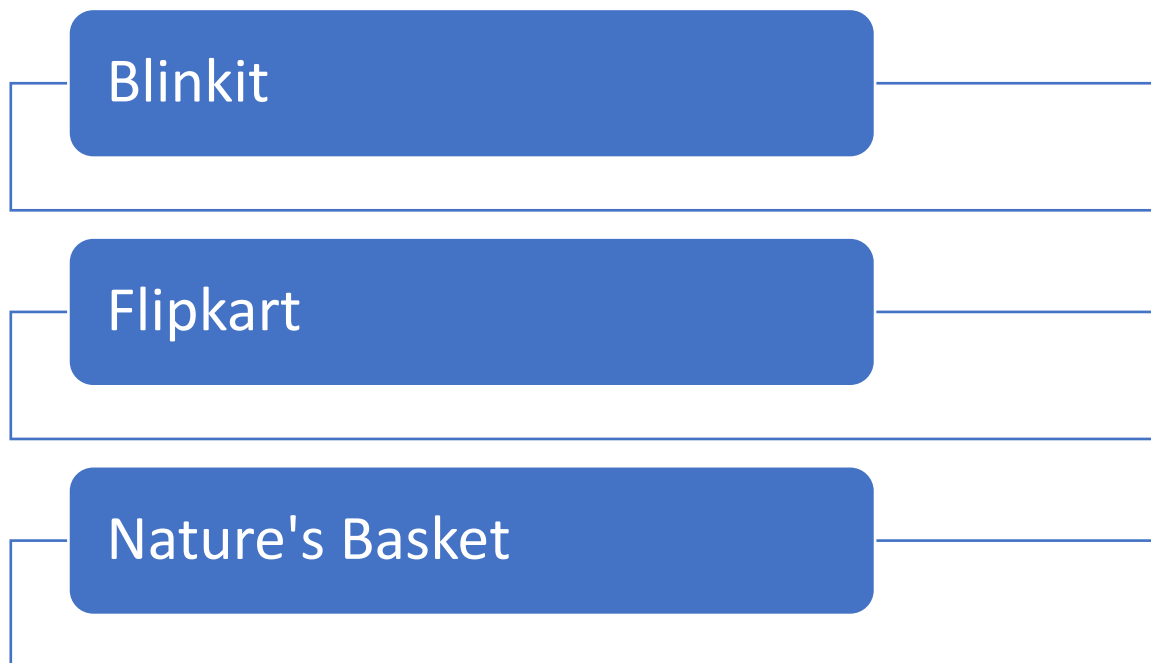
VIII. ONLINE GROCERY COMPANY

Blinkit

Flipkart

Nature's Basket

Figure1: Online grocery company

Blinkit

Customer can use their smartphone app to place online orders for groceries and other necessities with blinkit, an Indian fast commerce service. The company has established a network of dark stores across cities, which serve as warehouses for storing and dispatching products.

Flipkart

Flipkart is an India e-commerce company Head quarter: Bengalur ,Karnataka, in India. One of India's biggest online marketplaces, it sells a variety of goods, such as home appliances and electronic clothing . Flipkart offers a wide range of products, including: smartphones, laptops, tablet, etc..

Nature's Basket

Nature's Basket is an Indian grocery delivery chain that operates retail stores focused on gourmet food. They offer a wide range of products, including organic food, imported ingredients, and exotic foods. The company has its own brands, including exclusive, healthy alternatives, and nature's.
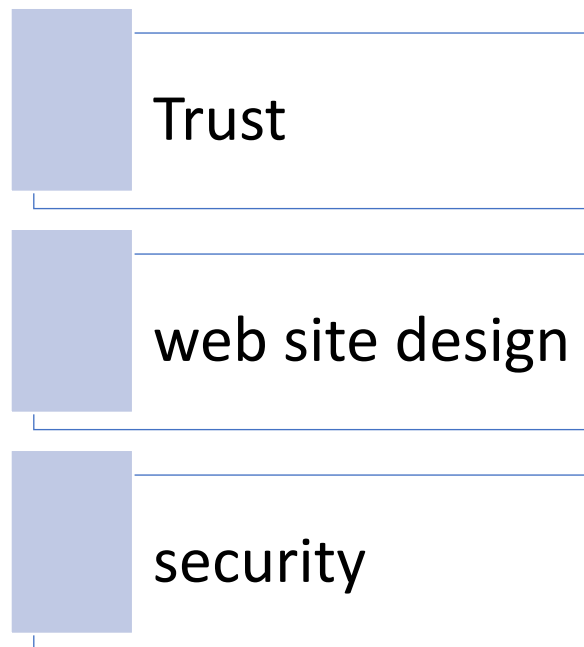
IX. CUSTOMER SATISFACTION

Figure 2; Customer Satisfaction

TRUST

Building trust in online grocery shopping is crucial for its growth and success. Trust issues often arise when it comes to perishable products, such as fruits and vegetables, due to concerns about their quality and freshness.

WEB SITE DESIGN

Website design for online grocery shopping platforms is crucial for providing a seamless and engaging user experience. A well-designed and user-friendly website can significantly enhance trust.

SECURITY

- Online grocery platforms use encryption to protect customer data, such as SSL (Secure Sockets Layer) or TLS (Transport Layer Security) protocols.
- Firewalls act as a barrier between the platform's servers and the internet, preventing unauthorized access.

X. CONCLUSION

Over the year, technology has advanced significantly to give customers a better online shopping experience, and it will do so for years to come. People have predicted that internet shopping will surpass in-store purchasing due to the quick

expansion of companies and products. Although this has been the case in certain places, brick and mortar businesses are purchasing. But with the advent of internet purchasing, consumer are now better informed and can browse around more easily without wasting a lot time.

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