



International Journal of Multidisciplinary Research in Science, Engineering and Technology

(A Monthly, Peer Reviewed, Refereed, Scholarly Indexed, Open Access Journal)



Impact Factor: 8.206

Volume 8, Issue 6, June 2025



International Journal of Multidisciplinary Research in Science, Engineering and Technology (IJMRSET)

(A Monthly, Peer Reviewed, Refereed, Scholarly Indexed, Open Access Journal)

A Study on Consumer Preferences in Choosing Products from Bigbasket Delhi NCR

Kaustubh Singh

MBA Candidate, School of Business, Galgotias University, Greater Noida, U.P, India

ABSTRACT: The main objective of every commercial is to earn high profit, increase its sale revenue, analysis the taste and preference of the customers and filling the needs and wants and developing its business. To achieve the organization should attract the customer by giving more and more discounts and offers with better quality.

The project will first study the attitude of customers towards BigBasket, also determining the factors which influence the consumer to purchase goods and service. The second half of the project will depict the attributes of online shopping influencing the purchase decision by the respondent. It will also determine the issues regarding the online shopping.

I. INTRODUCTION

Growing interest by consumers to point and click their way through nearly all aspects of daily life has fueled the Internet economy to develop services and sell products online even in areas that were once the sole domain of traditional businesses, such as grocery stores and pharmacies. Businesses that sell consumer products online have been coined as “etailers” and as “e-grocers” in the case of online grocery retailers. Some of the reasons why an increasing number of consumers buy groceries online are common to all Internet purchases, including better prices, larger selection, convenience, and time savings. Home delivery of items purchased online is appealing to those for whom going out to shop is difficult for various reasons, such as physical disability, the need to care for small children, the lack of adequate or convenient transportation, and/or a busy lifestyle. Buying groceries and other products online unchains consumers from physically driving to and shopping in traditional stores. In a study by McKinsey and Company, 84% of consumers who order groceries online do it as a substitute for frequent regular trips to a grocery store, rather than substituting for infrequent trips to stock up on limited items or for special occasions.

II. LITERATURE REVIEW

Customer preference analysis is the process that can allow an organization to concentrate its limited resources on the greatest opportunities to increase sales and achieve a sustainable competitive advantage. Customer preference analysis should be centered on the key concept that customer satisfaction is the main goal. Customer preference analysis can serve as the foundation of a marketing plan. A marketing plan contains a set of specific actions required to successfully implement a marketing strategy.

FACTORS AFFECTING CUSTOMER PREFERENCE:-

Consumer preferences describe the reasons for the choices people make when selecting products and services. Various factors affecting customer preferences are as follows:-

Advertising:-

Advertising plays an important role in consumer preference, especially for non-durable goods such as food or magazines. Advertising informs consumers of available goods and services and also shapes their impressions of these products

Social Institutions :-

Social institutions, including parents, friends, schools, religion and television shows also influence consumers' preferences. Consumers usually choose to purchase more of a good if the price falls. For example, a sale or reduced prices may increase consumption of a good.



International Journal of Multidisciplinary Research in Science, Engineering and Technology (IJMRSET)

(A Monthly, Peer Reviewed, Refereed, Scholarly Indexed, Open Access Journal)

III. RESEARCH METHODOLOGY

Research methodology is a way to systematically solve a research problem. It is science of studying how research is done scientifically. Essentially it is the cure by which the researchers about their work of describing evaluating and predicting phenomenon. It aims to give the work plan of research. It provides training in choosing methods material, scientific tools and techniques relevant for the evolution of the problem. This research will be applicable in the area of customer preferences process purchasing of product from BigBasket. This report will be help in understand customer preference at BigBasket, and it would help BigBasket in designing their marketing promoting sales.

The study has been conducted on BigBasket at Delhi NCR. To find customer preferences in choosing BigBasket. This study done on certain aspect (income level, price, selection of products by customers)

Data collection and analysis

The sources of data used in this project report are both primary and secondary data. Primary data : Primary data consists of original information gathered from sample size of 100 Respondents. Secondary data : Secondary data consists of information that already exists and that was collected in the past for some other purposes.

There are various methods through which survey can be conducted like online, telephone, emails, face-to-face computerized ,etc.This is research will be carried out by personal survey methods by contacting customers of big basket who generally purchase grocery through big basket. Total number of elements studied is known as sample size . In this project sample size i.e. number of customers survey will be 100.

IV. DISCUSSION

This chapter mainly contains the introduction and meaning of research methodology. The nature of the research and which type of research design has been used in a being discussed. With that the scope of the study and data collection mode is also discussed. All the data collection techniques, sample size, sample element sampling methods, sampling frame and survey methods are also being stated. And lastly the limitations of the study are also stated.

Now a day's online grocery industry is facing more problems, every online firm is looking to get more market share of customer. These research show customer preferences where we can change lots of thing that customer don't like and we can apply effective design to get touch with customer.

V. CONCLUSION

The study is an attempt to measure customer preferences towards BigBasket in Surat. The customers are the main asset for any organization, without attracting them no organization can be run well. Customer preferences towards purchasing products from Bigbasket is affected by various factors. This survey was meant to identify the customer preferences towards BigBasket. From the above data analysis it can be conclude that consumer buys goods from BigBasket website on the basis of factors like offers and discounts, variety of product available, free home delivery, website user friendliness and cash of delivery payment option.

REFERENCES

1. Abdul-Muhmin, Alhassan G. (2010). "Transaction Size Effects on Consumers' Retail Payment Mode Choice", International Journal of Retail & Distribution Management, Vol 38 (6), pp 460–478.
2. Adkins LeHew, M. L. and Cushman, L. M. (1998). "Time Sensitive Consumers' Preference for Concept Clustering: An Investigation of Mall Tenant Placement Strategy", Journal of Shopping Center Research, Vol 5 (1), pp 33–58.
3. Aggarwal, A. (2000). "Current Issues in Indian Retailing", European Retail Digest, Vol 25, pp 70–71.
4. Ailawadi, Kusum L., Beauchamp, J. P., Donthu, Naveen, Gauri, Dinesh K. and Shankar, Venkatesh (2009). "Communication and Promotion Decisions in Retailing: A Review and Directions for Future Research", Journal of Retailing, Vol 85 (1), pp 42–55.



INTERNATIONAL
STANDARD
SERIAL
NUMBER
INDIA



INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY RESEARCH IN SCIENCE, ENGINEERING AND TECHNOLOGY

| Mobile No: +91-6381907438 | Whatsapp: +91-6381907438 | ijmrset@gmail.com |

www.ijmrset.com