

XENNIALS ONLINE GROCERY SHOPPING PATTERNS DURING COVID 19 CRISIS IN CHENNAI DISTRICT: AN EMPIRICAL STUDY

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ABSTRACT

COVID-19 had a tremendous impact on India's online grocery retail business in 2020, resulting in sector consolidation and significant market growth. This increase offers considerable prospects for exporters and manufacturers looking for an improved trend marketing channel to extend their position in the Indian market for e-retailers. In the future, customers will largely depend on e-commerce to buy their food because of digital lives and rising prices from dual-income homes for ready-to-eat food. Online grocery retailers, in particular, underlined their capacity to send hygienic, contactless, and rapid delivery directly to clients' homes in light of the COVID-19 issue. The study goal is to investigate online grocery shopping attributes that influence micro-generation shoppers, in and around Chennai City. The dimension of the research study constructs scale-like product search assortment, digital flyers, loyalty programs, frictionless checkout, and delivery model concerning online grocery shopping purchases. A total of 280 online xennials have been distributed and data collected using convenient sampling approaches. The findings revealed no significant difference in attributes influencing purchasing items from the online supermarket by age group.

Keywords: product search assortment, digital flyers, loyalty programs, frictionless checkout and delivery model

INTRODUCTION

It is proposed that the Indian internet food industry would reach \$20-25 billion by 2025. The rapid growth of this industry is backed by rising urbanization and increased affluence, which leads to more robust demand for better convenience, variety, and safety, as well as the increasing desire of consumers for a product with more excellent value. There are a variety of international and domestic enterprises competing to increase their market share and overall presence in the marketplace. The most prominent critical demographic in the rising retail industry is Xennials, defined as individuals born around 1970 and 1980. This is because they are the initial generation to have grown up during the current technological boom. This means that shops must provide people with what they desire at the time they choose it.. Recent research studies have attempted to discover various elements influencing customers' purchasing behaviour regarding online grocery shopping. Furthermore, there has been no complete assessment of the study's effects on micro-generation shoppers' product search, digital flyers, shopping cart, frictionless checkout, and delivery model

influences. This means that the items have a high level of internal consistency, as indicated by Cronbach's alpha coefficient of 0.782 for a total of 45 items. The researchers believe that by establishing one of the study attempts on the second phase of the COVID-19 epidemic, marketers and top management at e-commerce enterprises in India would know how their customers interact with online shopping sites and support services.

LITERATURE REVIEW

Ali and Agarwal (2021) aim to identify the key factors affecting consumer intention towards online grocery shopping in New Delhi. The researcher constructed eight predictor variables: perceived convenience, perceived service quality, perceived value, perceived product assortment, perceived information quality, perceived product quality, perceived risk, value for time, and measure consumer intention as outcome variables. The survey was collected from 362 online shoppers, and the result of Cronbach alpha revealed that all the construct is more than 0.8, which shows internal reliability among the variables.

Fong Ching Ming et al. (2020) investigates the impact of perceived usefulness and perceived ease of use on consumer buying behaviour in Melaka's online supermarket. In Melaka, 156 questionnaires were sent to respondents from various generations, including the baby boom generation, Gen X, Millennial Generation, and Gen Z. The outcome of the correlation between perceived usefulness and consumer purchasing behaviour ($r=0.893$) indicates a highly moderate association. In addition, the perceived easy use variable and consumer buying ($r=0.916$) are closely related. Based on the survey findings, it is possible to conclude that consumer perception of usefulness and convenience of use has a significant influence on online grocery use in Melaka.

Minna Stenius and Niklas Eriksson (2021) seek to discover behavioural changes in customers during the onset of the Covid-19 issue in Finland. The study includes constructs such as panic purchasing, changes in cooking, increased shopping sensitivity, switching to internet shopping, increased interest in new services and careless behaviour. According to the survey, customers initially displayed some extreme behaviours, which decreased quite quickly. The study provided significant evidence that consumers have begun to transition to online food buying and that this can lead to more fundamental and permanent changes to food stores.

STATEMENT OF THE PROBLEM

E-commerce provides greater convenience, but current retail locations can offer individualized attention, notably developing new food goods with high value. Today, many online retailers have their e-commerce platforms, which they use to reach online consumers through mobile applications and websites. Online grocery store outlets have increased competition throughout the online retail sector by enabling higher brand awareness and familiarity for customers. Numerous online consumer behaviour models were developed during the previous few years to better understand and anticipate customer behaviour. Until far, there has been no unanimity on the elements that influence consumers to purchase groceries online during COVID 19 epidemics.

OBJECTIVE OF THE STUDY

- To determine and rate the groceries purchased by xennials to improve their immunity during COVID 19 outbreaks.
- To analyse the significant difference in relevance between xennial demographics and shopping motivations regarding online grocery products.

- To identify the factors which influence the xennials to purchase grocery items through online shopping.

SCOPE OF THE STUDY

It is believed that the grocery retail segment will exactly reproduce the act of organised retail, and as a result, the scope of the study is limited to the online grocery buying behaviour of xennials in Chennai City This would assist online supermarkets in recognising xennial shopping habits and discovering various variables that influence the buying process.

RESEARCH METHODOLOGY

The current study adopts a descriptive research approach to examine the grocery shopping habits of xennials through online platform. The primary data was collected from 280 xennials using convenience sampling techniques that were aware of, used, and purchased from an online grocery store. The hypothesis was experimentally tested using inferential statistics.

DATA ANALYSIS AND RESULTS

H_{s1} : There is no significant difference between the overall rank and the selection of grocery items for xennial immunity enhancement

Statistics Value of Friedman Test			
Gourmet foods	(4.10)	ready-to-eat convenience foods	(3.75)
dried fruits	(3.54)	health-conscious organic foods	(4.69)
fresh fruits and vegetables	(3.55)	Sample Size	(280)
Dairy products	(4.26)	Chi-Square	(79.623)
Grains and spices	(4.12)	Df	(06)
Asymp. Sig. (0.000)			

Since P value is lesser than 0.05 and therefore rejects the Null hypothesis, it is considered that there is a significant difference towards the mean rank concerning selecting the products purchased by the xennials to boost their immunity. Further, It was found that health-conscious organic foods

(4.69) is the essential products purchased by xennials during COVID 19 outbreaks.

H_{s2} : There is no statistically significant difference between the Mean Ranks of Male and Female Xennials regarding their shopping motivations for online food products.

Statistics Value of Mann Whitney Test			
Shopping Motives	Prob value	Z value	Mean Rank
faster deliveries	0.003	-0.968	Male -137.46 Female -147.02
cash back and discount offers	0.000	-0.411	Male- 141.78 Female- 137.75
safety of payment	0.001	-1.649	Male -145.70 Female -129.34
Easy Refund Policy	0.002	-0.815	Male- 137.90 Female- 146.08
High trust level of online store	0.000	-0.286	Male- 149.68 Female- 120.80
Overall Shopping Motives	0.004	-0.104	Male- 143.92 Female- 133.16

Since the probability value is less than 0.05, we reject the null hypothesis. At the $\alpha = 0.05$ level of significance, there is enough evidence to conclude that there is no significant difference between the Mean rank of Male and Female Xennials regarding their shopping motives towards online grocery products. Although, the Mean Ranks of female and male respondents were very close to each other towards their shopping motives.

Multiple Regression Analysis

The outcome variable is xennials buying patterns and predicts variables: product search assortment, digital flyers, loyalty programs, frictionless checkout, and delivery model. After observing the R square value 0.553, it considered 55.3 of xennials is explained by the predictor's variables such as product search assortment, digital flyers, loyalty programs, frictionless checkout and delivery model.

Impact of predictor's variables on Xennials online grocery shopping patterns			
Independent variables	Beta value	t value	p value
Constant	1.809	1.840	.067
product search assortment	-.029	-.425	.671
digital flyers	.000	.002	.998
loyalty programs	.064	1.067	.287
frictionless checkout	.049	.673	.501
delivery model	.821	10.710	.000

The coefficient of X_4 is 0.064, and it shows the partial effect of loyalty programmes on xennials online grocery purchasing patterns when all other factors are held constant. The projected positive sign denotes that such an effect is positive, with xennials' purchasing behaviour increasing by 0.01 for every unit rise in loyalty programmes. Furthermore, it was discovered that loyalty

programmes were the most influential factors driving xennials to buy groceries online. The equation for multiple regression is

$$Y = 1.809 - 0.029 X_1 + 0.000X_2 + 0.064 X_3 + 0.049X_4 + 0.821 X_5$$

SUGGESTION AND RECOMMENDATION

- It is suggested that online grocery retailers emphasise safety, cashback offers, time savings, convenience, fast service, and the inconveniences of conventional stores within their communication platform.
- It is also recommended that online grocery shoppers analyses consumer purchase behaviour and can thus make personalised recommendations to the user during subsequent visits to the website based on past shopping behaviours, such as specific products or specials for kit combinations.
- It is recommended that online grocery merchants focus on enhancing consumer reaction by requiring their personnel to provide voluntary support and individual attention

CONCLUSION

Online grocery shopping is a brand-new way to get your favourite supermarket items for home consumption. The development of successful, sustainable, online grocery has become a top priority for many online grocery firms in today's highly competitive Indian food retailing industry. However, shopping online for online foodstuffs differs significantly from general online shopping due to product perishability and variability. Grocery retailing's perceived benefits create competitive advantages in various ways as the channel will continue to develop enormously in the coming years. Additionally, online retailers need to increase brand awareness among customers to guarantee complete confidence in their purchases online. Increased levels of familiarity contribute to customers' greater

perceptions of the online grocery stores and increased favourable purchasing behaviour.

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