ACHARYA INSTITUTE OF TECHNOLOGY

(Affiliated to Visvesvaraya Technological University, Belagavi, Approved by AICTE, New Delhi and Accredited by NBA and NAAC)

Date: 24/05/2018

CERTIFICATE

This is to certify that **Mr. Ravinaik K J** bearing USN **1AY16MBA60** is a bonafide student of Master of Business Administration course of the Institute 2016-18 batch, affiliated to Visvesvaraya Technological University, Belgaum. Internship report on **"A Study on Grocery's Online Shopping at Big Basket"** Bangalore is prepared by him under the guidance of **Prof. Suhas Patel,** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belgaum, Karnataka.

30/5/18

Signature of Internal Guide

Signature of HOD
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Signature of Principal
PRINCIPAL
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27th March 2018

TO WHOMSOEVER IT MAY CONCERN

This is to certify that MR. **RAVI NAIK K J (1AY16MBA60)** MBA II year student of Acharya Institute of Technology, Bangalore has successfully carried out him project work on **"A STUDY ON GROCERY'S ONLINE SHOPPING AT BIG BASKET"** in our organization from the date of 15th January 2018 to 24th March 2018.

During his tenure he was very regular, attentive and hard working. His character and conduct was satisfactory.

We wish him the best to his future endeavours.

For Big Basket
BIG BASKET MEGA STORE

Branch Manager
BRANCH MANAGER

ACKNOWLEDGEMENT

The success and the final outcome of this project required a lot of guidance and assistance from many people and I'm extremely privileged to have got this all along the completion of my project. All that I have done is only due to such supervision and assistance and I would not forget to thank each one of them.

I respect and thank Mr. Punith Gowda for providing me an opportunity to do the project work in Big Basket, Bengaluru and giving me all the support and guidance which made me complete the project duly. I am extremely thankful to them for providing such a nice support and guidance, although he had busy schedule managing the company's tasks.

I also thank Dr.S.C. Pilli Principal of Acharya Institute of technology, Bangalore and Dr. Nijaguna HOD of MBA department for their cooperation in completing the project work.

I owe my deep gratitude to my project guide Pro.Suhas Patel sir who took keen interest on my project work and he guided me all along, till completion of my project work. Also, I would like to extend my sincere thanks to all staff for their timely support.
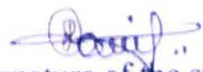
RAVI NAIK K J

DECLARATION

I RAVI NAIK K J, hereby declare that the project report entitled "A study on Grocery Online shopping at Big Basket "with reference to Big Basket, Bengaluru prepared by me under the guidance of Suhas Patel Sir, faculty of MBA department, Acharya Institute of Technology and external assistance by Punith Gowda Manager of Big Basket. I also declare that this Project work is towards the partial fulfilment of the university regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum. I have undergone a summer project for a period of ten weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University/Institution.

Signature of the student

Place: Bangalore

Date: 80 |05 |'8

EXCUTIVE SUMMERY

A study has been conducted for ten weeks with the theme "A STUDY ON GROCERY ONLINE SHOPPING AT BIZ BASKET" This article aims to understand the triggers that influence online grocery purchases specifically this study aims to determine the market research and online shopping. Design / Methodology - Two-step research process. First of all, the exploratory qualitative research was carried out in order to gain insight into consumer online shopping behavior. Subsequent large-scale quantitative surveys expanded the results of qualitative research and verified the role of contextual factors in inciting online grocery store purchases (and suspensions). Cluster analysis is used to subdivide consumers based on the importance of a particular type of situation. Findings - Qualitative and quantitative results will determine the importance of contextual factors, such as having an infant or having health problems, as a trigger to start buying groceries online. Once the initial trigger disappears or they encounter service problems, many shoppers stop online shopping. Practical Impact - Although contextual factors are beyond the control of marketers, they can be used as the basis for marketing communications content and targeted advertising, such as through the use of magazines for new parents. Originality / Value - The importance of contextual factors as triggers for the adoption of online food shopping indicates that the adoption process is unstable, driven by circumstances rather than cognitive elaboration and decisions. The adoption of online shopping seems to be conditional and may be interrupted when the initial situation changes.

CHAPTER 1

1. INTRODUCTION

1.1 BRIEF INTRODUCTION OF THE STUDY

Consumer loyalty is characterized as a measure of the execution based on audits and input from the clients. Fulfillment level is an impalpable property which can help decide if the organization can fulfill the client desires or not. Consumer loyalty can be clarified if the client is coming consistently to purchase from the store which demonstrates that the administrations are sufficiently effective to pull in the client. Audits and input are likewise gathered which helps in knowing the fulfillment level of the client. A client who picks your item finished the contenders, that demonstrates the clients are steadfast and happy with your administrations, dependability can be utilized to judge the consumer loyalty. Along these lines, the steadfastness of the customer's, organizations increasing upper hand over the contenders and present different inventive items and administrations.

On the off chance that the clients are fulfilled then they favor a similar item and administrations over and over, this assistance the organization to develop and increment in income and remain in the market and give upper hand and expanding the client lifetime esteem and expanding the brand esteem and the cynicism from the faultfinders.

In late patterns, on the web-based business upheaval has endeavored to fulfilled purchaser. Presently a day's web-based shopping choice are accessible where we can purchase diverse items which we requirement for day by day utilized and additionally future needs. Online supermarket has additionally made their entrance in market and administering effectively. For instance, enormous bazaar, Big crate, dependence crisp, and so forth it give safe shopping choice which likewise give home conveyance of the items which we need to buy. All the basic supply items which are accessible in customary store same are accessible on the online market, which likewise give online coupon, incidental rebates, and so on so the greater part of client get pulled in toward it and shop on the web.

As we as a whole realize that as of late Amazon went into online staple business, we additionally know the historical backdrop of Amazon in web based business and Amazon began online supermarket so this is greatest rivalry for their adversaries in showcase.

1.2 INDUSTRY PROFILE

Web is changing the way customers shop and purchase merchandise and enterprises, as a quickly advancing business sector web is assuming a noteworthy part and therefore, the world is growing quick and web enables the organizations to lessen the advertising costs which diminish the cost of the item and administrations. Web based shopping diminishes the setback and spares time and furnishes proficiency with secure system for simple and solid association with give secure exchange of cash and getting the request. All the organizations are utilizing web to convey data about their item and administrations to the clients however mail what not. Access to web has diminished an opportunity to arrange the item and accepting the item in our doorstep.

Web causes the organizations to take input and surveys from the client or customers, to know whether the client is fulfilled or not. It likewise helps the investor, partner, value holders, providers, merchants, wholesalers and so on to gather essential data about the organization's item and administrations and this causes them to settle on choice whether to contribute their cash or not.

Internet Shopping has formed the pattern of the market which gives data about the cost of a similar item from various sites and the nature of the item, validity of the item, deal benefit office of the organization and after deal benefit office of the organization. Internet business showcase is a one of a kind open door for organizations to achieve the clients both existing and potential clients.

Internet business has offered preferred standpoint to individuals. Individuals can access and purchase great quality items from anyplace in the event that they have web association.

As research says that individuals are accomplishing more online shopping for food same like as they are doing shopping electronic, mechanical, and so on as we as a whole realize that individuals are purchasing more online items so the request of online store has been

increment. Individuals jump at the chance to purchase more from online store since they distinctive alternative rely upon their value restrict we can become acquainted with about the element of various item.

As we likewise realize that a large portion of individuals have their own particular versatile and the greater part of have web so they know to do web based shopping. What's more, reason is for doing on the web is that individuals like remain on online via web-based networking media website if any limited time action is on that they people groups get the enthusiasm for purchasing items. In the event that any offer are they get know.

Online supermarket are deal their items same according to advertise rate, additionally they give offer so individuals are liking to purchase items online on the grounds that they can spare their opportunity by remaining at home putting in request and request will achieve the home with no exertion. Conveyance charge is additionally less and in the event that we purchase items more than certain value restrain then we get free home conveyance which is one of the benefits of web based shopping.

Site is plan in a such a route, to the point that anybody can access to items effortlessly, it is easy to understand, if the individual having account on that site than they sending sends so the client will stay interface with site and they additionally give online coupons subsequent to doing certain request which draw in clients. On the site we get distinctive brand of same item, if the items isn't accessible in one site we can likewise get to another. Today numerous online supermarket are accessible so the items are deal at aggressive cost. we However now days physical shop are additionally giving home conveyance which is one of the detriment to the online market.

SUCCESS 0F E-COMMERCE

As web based business began the task cost has decreased in light of the fact that there is no need of physical shop, this further prompts increment of benefit. Because of online internet business requests of physical store has diminishing. For retail location we require part of foundation. We can analyze cost on online store effectively ,no required to approached anybody for getting data about item on the off chance that we open web based

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business site there we get any data of any items. Data such cost , highlight of items , brand of the items, and so on.

Individuals who are requesting on the web can administration of money down (COD), or he can pay by charge or Mastercard, PAYTM, and so forth it is protected and secure to buy items through on the web. Individual who is working together in certain territory would extent be able to his/her business anyplace in world. These days towns are additionally associated with web so they get shot of doing shopping on the web. So individuals remaining in neighborhood great quality items and administration.

Because of internet business we not require to go physically in the store or shopping center, we can purchase whenever in our bustling timetable. Additionally online networking shop helps the internet business to develop. It is conceivable in light of the fact that the vast majority of individuals are utilizing web-based social networking, where some ad is coming and our interest are increment to purchase that items.

 TYPES OF E-COMMERCE

•   Business-to-Business (B2B):

B2B online business is characterized between organizations. It is the sort of web based business that arrangements among business otherwise called e-business the trading of items, administrations or data between business, as opposed to amongst business and customers, it is utilized to enhance productivity for organizations. The vast majority of the specialists anticipate that B2B web based business will keep on growing quicker than the B2C fragment. E.g.: indiamart.com, eindiabusiness.com, tradeindia.com, Alibaba.com and so on.

•   Business-to-customer (B2C):

Business-to-customer web based business is otherwise called trade amongst organizations and buyers, it give data about the item and administration to the clients it additionally include buying physical merchandise (i.e., effects, for example, books or customer items) or data products, this is conceivable just because of an electronic system.

Business-to-customer web based business is most punctual type of internet business, according to study it is second biggest. Along these lines, the model of B2C business is online write, most retailing organizations of this compose are flipkart.com Amazon.com, snapdeal.com and so on.

•   Business-to-Government (B2G):

Business-to-government web based business is otherwise called B2G business, it is characterized as trade amongst organizations and people in general area. It includes best utilization of the Internet for open obtainment, permitting systems, and other government-related activities, this will help in the improvement of society.

•   Consumer-to-Consumer (C2C):

Customer to-buyer online business is otherwise called C2C web based business, it is trade between private people or customers. This sort of web based business help in the advancement of new market, it additionally assume real part for new business. It helps in development of electronic commercial centers. Online sale webpage, for example, eBay, Yahoo are cases of C2C sites.

•   M-business

M-business or versatile trade is only purchasing and offering of merchandise and ventures through remote innovation. Which include handheld gadgets, for example, cell phones and individual computerized colleagues (PDAs). Portable Commerce include all the exchange which exchange of proprietorship or rights to utilize merchandise and ventures**.**

1.3 COMPANY PROFILE

As we as a whole realize that "Enormous container" is India's quickest developing on the web sustenance and market. As research said that With in excess of 18,000 items and over a 1000 brands in our inventory you will discover all that you are searching for ideal from crisp Fruits and Vegetables, distinctive kinds of rice(like basmati rice, bubbled rice ,crude

rice, tulsi bhogh rice),meat, chocolates, caffeinated drinks, pastry kitchen, cake, dry organic products, sunflower oil, dairy, dal (masoor dal , channa dal, moong dal, sona moong dal, toor dal, arhar dal and so forth.), green tea, and so on items from various brands are likewise accessible in Big crate, for example, amul, haldirams, Nescafe, Tropicana, ariel, MTR bru, Britannia and so on.

We can look over an extensive variety of choices in each classification, only handpicked to enable you to locate the best quality accessible at the most reduced costs. We can choose our own conveyance availabilities and we will get conveyed appropriate to your doorstep, we can arrange the items anyplace in Bangalore, Hyderabad, Mumbai, Pune, Chennai, Delhi, Noida, Mysore, Coimbatore, Vijayawada-Guntur, Kolkata, Ahmedabad-Gandhinagar, Lucknow-Kanpur, Gurgaon, Vadodara, Visakhapatnam, Surat, Nagpur, Patna, Indore and Chandigarh Tricity we are giving distinctive installments alternatives like customer can pay by internet ,utilizing your charge/Visa or with money/on conveyance. Presently at show in excess of 4000 representatives are working in our organization. As shopper indicating trust on Big bushel we are conveyed best nature of items and accessible 24*7 for client benefit with such a significant number of alternatives like return ,trade ,criticism to enhance or differentiated items or enhance our administrations with this development in Big container this year we crossed in excess of 5 million check in conveyed client orders. With their attention on quicker conveyance time, the organization had conveyed a great deal to clients over basic needs.

Enormous container is an online foodstuffs vender which causes a client to leave the dull work of shopping for food and gives a casual method for basic needs shopping by sitting at home. Enormous container permits finding distinctive results of various brands by sitting at home or in the workplace. Huge bin has helped from multiple points of view for instance - no all the more stalling out in congested driving conditions, paying for stopping, remaining in long lines and conveying overwhelming sacks – we can get anything which we need and it help to put arrange at whatever point we need no particular time, it give us alternative of choosing our conveyance time . Enormous crate foresee future request and supply , with the assistance of current information it anticipate the requests and staying away from wastage, So Big bushel for maintaining a strategic distance from regular assets, HR and so forth.

Hari Menon was the author of the enormous crate; he was bolstered by his companions VS Sudhakar, Vipul Parekh, Abhinay Choudhari and V S Ramesh. In the year 1999, they propelled their online retail site called 'Fabmart'. Despite the fact that they managed to get some footing however since their thought was route comparatively radical, they couldn't shake the majority.

To begin with they gave their more consideration on Fabmall which was online business and retail chain of supermarket. They likewise converged with 'Trinethra' to expand their business. Inside a time of seven years they extended their business to 200 stores crosswise over Andhra Pradesh, Tamil Nadu, Karnataka and Kerala. By then of time they chose to pitch their business to Aditya Birla Group however Krishnan Ganesh a business person finished up to proceed with it. Lastly in December 2011, they propelled enormous bushel .com!

That was the time when they all chose to put the online business on the secondary lounge and spotlight absolutely on 'Fabmall' with all their vitality. Retail chain of basic supplies store was named Fabmall.

Executing numerous methodologies and with diligent work, in a matter of seven years, they prevailing to grow their business to 200 stores crosswise over Andhra Pradesh, Tamil Nadu, Karnataka and Kerala. Around a similar time, they likewise chose to auction the business to Aditya Birla Group.

Raj kondur the fellow benefactor of chrys capital financed $10 million in Big bushel so on after it dispatch.

There were 15 subsidizing rounds of more than $100 million in the entire year of 2014.UAE's Abraaj bunch has supported $150 million for the extension of administrations in the littler urban areas. Existing speculators the individuals who took part in the rounds are Bessemer Venture Partners and Helion Advisors, International Finance Corp and Sands Capital.

Without a moment to spare was received by Big crate which implied obtained to-arrange. In the nick of time display is portrayed by - the conveyance kid straightforwardly gets the thing from the retailer, and will specifically be conveyed to the client's entryway.

1.4 VISION

We continuously innovate to be the best destination for our customers and partners.

"Our vision is to be earth's most customer centric company; to build a place where people can come to find and discover anything they might want to buy online."

1.5 MISSION

We provide differentiated service for mobility products and solutions that improve the quality of life for our customers.

1.6 COMPETITORS

- ➢ Jumbo dial

- ➢ Udaan

- ➢ Zomato

- ➢ Quintal

1.7 SWOT ANALYSIS OF BIG BASKET:

STRENGTHS

1. Product Range: Big basket offers the customers with variety of products that are more than 18000.
2. Exotic Range: Big basket offer wide range of products of different categories, where we can get option of selecting which brand we want.
3. Discounts: Big basket .com is one website which offer wide range of discounts on different products, due to discounts offer more and more customer are prefer to buy the which leads to increase the sale of company.
4. Convenience: Big basket had made make our life easy by providing best quality products rights to your doorstep. People don't wants to stay in quos for buying products, people can placed order from their home by using Big basket app from their mobile, laptops or by computer. Big basket is also providing multiple payments option.
5. Target Group: company had targeted main cities where best possibility of sale to increase, currently Big basket is doing their business in Bangalore, Hyderabad, Mumbai, Pune, Chennai, Delhi, Noida, Mysore, Coimbatore, kolkalta,etc.

WEAKNESS:

1. Delivery Time: Big basket fails to deliver products at right time. Due to this people are not ready to buy products.

2. High Variable Cost: variable cost is increasing because of more delivery boys, storage problems, damage of the products during transportation, due to this reason cost of product will be increase.

3. Minimum order quantity/price compulsion: Big basket does not offer home-delivery below a certain set order price limit. This means that customers would be forced to add a product or two just to avail the service. This makes them lose a customer.

4. Be at home: Customers have to be at home when Big basket is about to deliver. This means the customers have to plan according to the delivery time. If by some means the order gets delayed customer gets angry and unhappy by the service. On top of this they have to pay a little add on price for the home delivery.

5. Order Cancellations: They depend on stores that they have tied-up with to provide them the items. If they do not have the items available they won't be able to deliver them and this sometimes tend to cancellation of orders. Out of stock issues tend to make the customers unhappy and repetitive of such issues makes the customers reluctant to reuse the service.

OPPORTUNITIES OF BIG BASKET :

1. Market: Indian retail market is valued at more than approx. $550 million and grocery alone covers 60% of this share. Hence it's a huge market with many players to accommodate and customers to cater.

2. Grocery Growth: India is the 6th largest grocery market in the world. E-commerce grocery market is growing with a year on year growth rate of 19%.

3. Expansion: Many cities are still not covered by these startups and Big basket can target them and gain the first movers advantage. They can expand to tier-2 cities and increase their market.

4. Cross selling and Value Packaging – Cross selling is a major advantage for Big basket as it can sell multiple products by product bundling.

THREATS OF BIG BASKET :

1. Competition: due to startups companies like Grofers, PepperTap, Nature's Basket, Zop Now, Aaram Shop, Mera Grocer, etc big basket is getting good competition. Another reason is that big basket has start their business in small cities.

2. Bigger Players: Players like <u>Amazon</u> have also started online grocery so the smaller player like big basket find difficulties in computing with them.

3. Smaller Players**:** most of the shop from the localized area had started home delivery due to this sale of Big basket is reducing.

1.4 LIMITATION ON PROJECT STUDY

1. Times have been major constraint in conduct of study.
2. The primary data required for the study have been by using questionnaire.
3. The study may be affected by the limitation inherent in the secondary data,
4. The respondents takes t
5. Times to response questionnaires.
6. Awareness of study is not there in so much of areas.

CHAPTER 2

LITERATURE REVIEW

2.1 REVIEW OF LITERATURE

1. The run of the mill Internet client of the twentieth century is youthful, expert, and prosperous with more elevated amounts of wage and advanced education (Palumbo and Herbig, 1998). They esteem time more than cash which consequently makes the working populace and double wage or single-parent family units with time limitations better contender to be focused by non-store retailers (Burke, 1997). In reality, the two socioeconomics and identity factors, for example, conclusion initiative or hazard aversiveness are critical components that are considered in examines attempting to decide the precursors of Internet buys (Kwak et al., 2002).

2. Corroborative work demonstrates that pay and acquiring power have reliably been found to influence buyers' penchant to move from block and-cement to virtual shops (Co-mor, 2000).

3. Web utilization history and force additionally influence web based shopping potential. Buyers with longer chronicles of Internet use taught and furnished with better aptitudes and impression of the Web condition have altogether higher forces of web based shopping encounters and are better contender to be caught in the wellknown idea of stream in the digital world (Sisk, 2000; Hoffman and Novak, 1996; Liao and Cheung, 2001).

4. Those purchasers utilizing the Internet for a more extended time from different areas and for a higher assortment of ser-indecencies are thought to be more dynamic clients (Emmanouilides and Hammond, 2000).

5. As Bellman et al. (1999) say, socioeconomics are not all that vital in deciding internet buying potential. Regardless of whether the shopper has a wired way of life and the time requirements the individual has are considerably more persuasive. Hazard taking 14 inclination is additionally an effective factor. E-clients have higher hazard taking inclinations. Shoppers with large amounts of protection and security concerns have bring down acquiring rates in online markets however they adjust this trademark with their journey for influencing utilization of the data to favorable position of the earth (Kwak et al., 2002; Miyazaki and Fernandez, 2001).

6. These informed people, as more certain chiefs, are substantially more requesting and have more prominent control over the acquiring procedure from start to consummation (Rao et al., 1998). 2.2.2

7. Web based Shopping Behavior - Identifying pre-buy expectations of purchasers is the way to comprehend why they at last do or don't shop from the Web advertise. One stream of research under online customer conduct comprises of concentrates that handle the factors impacting these goals. An arrangement of a portion of the determinants specialists have analyzed are: exchange security, merchant quality, value contemplations, data and administration quality, framework quality, protection and security dangers, confide in, shopping satisfaction, valence of web based shopping background, and saw item quality.

8. (Liao and Cheung, 2001; Saeed et al., 2003; Miyazaki and Fernandez, 2001; Chen and Dubinsky, 2003). The arrangements of variables having a positive or negative effect on shoppers' inclination to shop don't appear to be altogether different from the contemplations experienced in disconnected situations. Be that as it may, the sensitivities people show for every factor may be altogether different in online commercial centers. Variables like value affectability, significance credited to brands or the decision sets considered in on the web and disconnected conditions can be altogether not the same as each other

9. (Andrews and Currim, 2004). Vulnerabilities about items and shopping forms, dependability of the online dealer, or the comfort and monetary utility they wish to get from electronic shopping decide the expenses versus the advantages of this condition for purchasers

10. (Teo et al., 2004). Additionally examines planning to finish the full arrangement of variables affecting purchasers' prepurchase goals are still much anticipated.

11. The Online Purchasing Process - Many investigations as often as possible say that there is a huge measure of window shopping occurring on the web yet the number or the rate of surfers who transform into buyers or standard purchasers are low (Mayer, 2002; Betts, 2001; Oliver, 1999).

12. (Berthon, 1996). Basic purposes behind buy hesitance are the challenges and expenses of separation transportation, deficient measure of procurement related data, inconveniences experienced after the buy, for example, conveyance or discount issues, general security fear, and different saw dangers, for example, money related, item related or mental dangers

13. (Mayer, 2002; Chen and He, 2003). Then again, the reasons of relinquishing buys are considerably more specialized, for example, startling delivery expenses or exchange intricacy (Harvard Business Review, 2000).

14. (Shim et al., 2001). Thusly, expanding on the data favorable position can be relied upon to pay off later on. Building viable choice emotionally supportive networks and helping shoppers with intelligent choice apparatuses are additionally effective

endeavors that should be produced further (O'Keefe and McEachern, 1998; Barber, 2001).

15. Notwithstanding, contributing on the pre-buy phases of the basic leadership process isn't satisfactory. Creating and testing the viability of particular "offering" systems and strategies for the digital market are additionally significant. Concentrates that emphasis on presently inaccessible however conceivable instruments of digital shopping later on, for example, the utilization of simulated shopping operators that work in the interest of buyers in the online market (Redmond, 2002), are likewise extremely profitable endeavors illuminating the street for future examinations.

16. Customer Satisfaction and Loyalty in the Online Market - Investing in purchaser fulfillment from the online experience and making brand or website unwaveringness are fundamentally critical for organizations that need to have a long run nearness on the Web. There are two methodologies taken to prompt devotion into shoppers in an online setting. One approach is to center around solid variables. For instance, making an advantageous and very much planned online store and offering secure exchanges are the cornerstones of fulfilling e-customers (Szymanski and Hise, 2000).

17. In any case, every single fulfilled purchaser don't end up steadfast. Personalization endeavors and expanding the social estimation of online encounters are vital to influence purchasers to assemble solid brand connections in the digital world. Despite the fact that Nunes and Kambil (2001) contend the inverse, a few examinations locate that customized Web destinations and client groups are profoundly compelling on the customer mark relationship particularly for experienced Internet purchasers (Thorbjornsen, 2002).

18. In addition, organizations that can make trust and increment the apparent estimation of web based shopping can transform their fulfilled purchasers into steadfast ones in the e-promoting condition, as well (Anderson and Srinivasan, 2003).

19. The online condition suits such a large number of chances for making reliability that even disconnected contributions can be adequately encouraged with supporting after deal administrations gave through the Web (van Riel et al., 2004).

20. Models and Theory - There are sure endeavors to embrace traditional state of mind conduct models to clarify online customer conduct. Hypothesis of contemplated activity and, thus, hypothesis of arranged conduct are the most regularly utilized models expecting to decide the effect of convictions, dispositions, and social factors on online buy goals. Yoh et al's. (2003) endeavor to apply hypothesis of contemplated activity (TRA) for attire shopping on the Internet is one such fruitful illustration. A portion of alternate models utilized as a part of comparative examinations incorporate the Technology Acceptance Model (TAM) and Flow Theory which are coordinated in Koufaris' (2002) study, and Social Cognitive Theory (LaRose and Eastin, 2002).

21. Upper class and Calantone (2002) analyze hypothesis of contemplated activity (TRA), hypothesis of arranged conduct (TPB) and innovation acknowledgment demonstrate (TAM) concerning their adequacy in clarifying purchasers' shop bot use on the Web and discover innovation acknowledgment display (TAM) to be better than others. Hat (Technology Acceptance Model) 17 TAM was gotten from the hypothesis of contemplated activity (TRA) (Fishbein and Ajzen 1975) while TRA is a general hypothesis of human conduct.

22. The Business Perspective: Important Issues about Firms Just as much as the exertion spent to comprehend the buyer point of view, noteworthy level of consideration has been coordinated toward the firm side of the web based showcasing 18 world. The most prominent subtitles about the firm-viewpoint of the theme are dealt with in this segment.

23. Extension and Type of Activities Firms Can Perform in the Virtual Environment – Making utilization of the data based focal points of the Web is one noteworthy value-based region. Organizations can discuss constantly with their business accomplices and purchasers, get and disperse data, and tackle business issues quickly and successfully using propelled data innovations; in this way trading sectoral data so effectively turns into an essential wellspring of productivity for any online organization (Emerick, 1996; Eder and Darter, 1998).

24. The Web can likewise be utilized for conveying organization picture and rationality. Firms can set up an online nearness, give data about themselves and their contributions and advance their methods of insight successfully through the Web (Palmer and Griffith, 1998; Palumbo and Herbig, 1998). Organizations can perform nearly anything they do in the disconnected market in an online setting.

25. A gathering of the regularly specified exercises incorporate taking and setting orders, following new business openings, B2B showcasing, buyer look into, advancing and promoting contributions, expanding brand mindfulness, speaking with different firms, bypassing conventional channels and increasing customary markets, boosting administration and sales (Palmer and Griffith, 1998; Palumbo and Herbig, 1998; Senn, 1996; Emer-yuck, 1996).

CHAPTER 3

RESEARCH METHODOLOGY

3.1 STATEMENT OF PROBLEMS

The issue with the Big container is that the clients are not happy with the items and having distinctive protestations like:

1. Delivery isn't in time.

2. No quality item.

3. Unprofessional practices.

4. Automatic cancelation of items.

5. Delivery of lapsed items.

Thusly this issue should be comprehended at the earliest opportunity so the clients are happy with their items and the request of the Big bushel rises. This issue can be comprehended by enhancing their item quality, the conveyance individual, moment checking of the expiry date of the items and so on.

3.2 OBJECTIVE OF STUDY

 ➤ To find out satisfaction level of existing customers
 ➤ To identified issue faced by user by online shopping
 ➤ To find out the reasons of dissatisfaction of customers via feedback obtained
 ➤ To find the expectation of customers from a retailer
 ➤ To know about strategies to attracts customers
 ➤ Operation of the Big basket

3.3 SCOPE OF STUDY

 • To know about various factors which consumer considered for online shopping in Big basket .

 • To determine which feature of Big basket website attracts customer or not.

 • To know about customer are positively affected by online grocery shopping on Big basket .

3.4 RESEARCH METHODOLOGY

Research Methodology is based on Questionnaire (primary data) and secondary data which is used to study the proper implementation of a proper research. Research is a scientific process which defines the problem and develops a hypothesis, to collect data and information, to analyze and bring results or provide outcome. Data are raw information which can be both qualitative and quantitative in nature. The data collections starts after the research problem is defined and keep in mind to collect data in two ways:

Primary Data

It consists of fresh collected data for the first time and is original in character. The collection of primary data can be questionnaire, observation method, and Interview method, through schedules, distributors audit etc.

Secondary Data

These data are not collected afresh and were collected and used earlier and cannot be considered original in character. There are ways to collect secondary data like websites, journals, companies report, reports prepared by the researchers, reports of various associated connection with business, industries, banks etc. For this project secondary data was taken from company's websites and reports.

Research Approach

Target Respondent – The target respondent are the customer of the Big basket .

Research Design – The research design of this project is Describing Research. The collection of primary data is through questionnaire and the collection of secondary data is through magazines, journals and websites.

Scope of the Study – The scope of the study is limited to Bangalore, India.

Method of Data Collection – data collection method – personal interview

Survey instrument – Questionnaire.

3.5 LIMITATION OF THE STUDY

The sample selected for data collection which consist of customers which regularly purchase grocery item from the Big basket . Respondent who are not preferring Big basket where not taken into consideration while doing analysis.
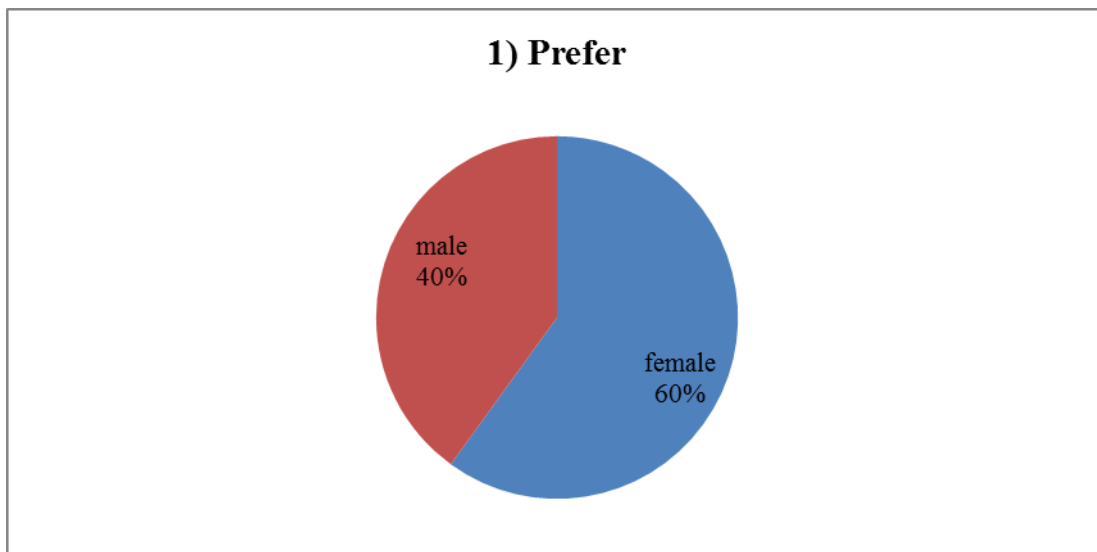
3.6 CHAPTER SCHEME

CHAPTER 4

DATA ANALYSIS & ANALYSIS

DATA ANALYSIS

1) Which gender prefers more online grocery shopping?

    a. Male

    b. Female

Gender	Prefer
Female	80
Male	20
Total	100

1) Prefer

Analysis:

From the above pie chart we can see that out of 100% ,60% female are preferring Big basket because female have sometimes have travelling problem for example they don't know location or they don't know to ride the bike .on the other hand 40% of male prefer Big basket , reason behind is that Bangalore traffic problems.

Interpretation:

Most of the respondents are female

2) Do you prefer online grocery shopping?

    a. Yes

    b. No

Online grocery shopping	Yes	No	Total
Respondents	92	8	100

2) Respondents who are prefering and not prefering the Bigbasket
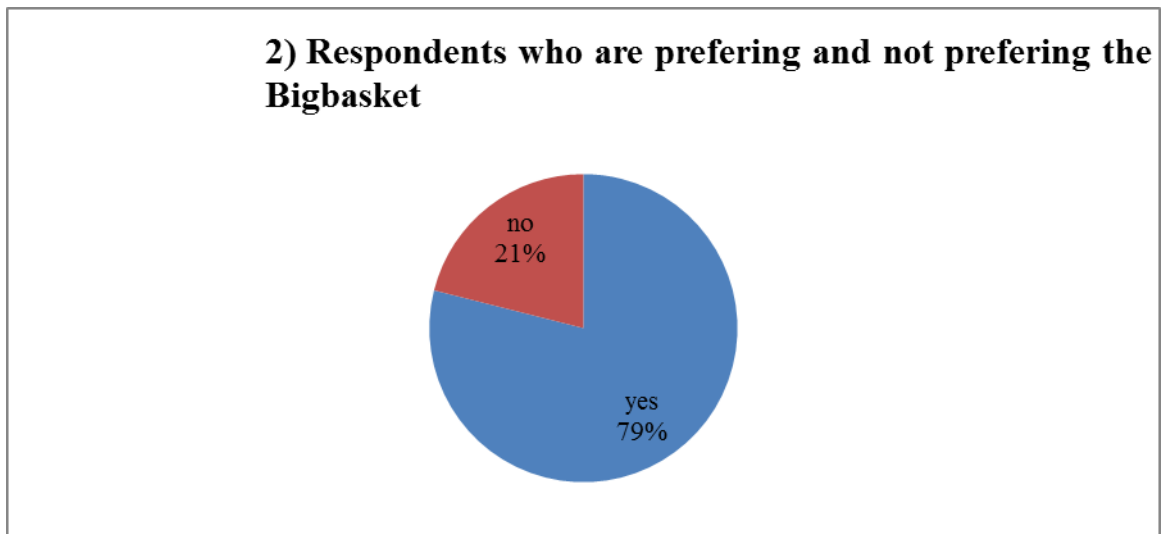
Analysis:

From the above pie chart we can see that out of 38 respondents 30 respondents are preferring to buy from Big basket because they find convenience in buying from Big basket, they get advantages' like home delivery , they do not have to wait in que in buying products. Whereas 80 respondents do not prefer to buy product from Big basket because of quality, delivery problems.

Interpretation

Most of them prefer online shopping

3) Which factors affect your need to shop online?

    a. When I need home delivery

    b. Don't have time

    c. Occasional offer

Factor	Respondent	Percentage
Home delivery	25	25
Time	37	37
Offer	38	38

3) Factors affecting online grocery selling

Offer
38%

Home delivery
25%

Time
37%
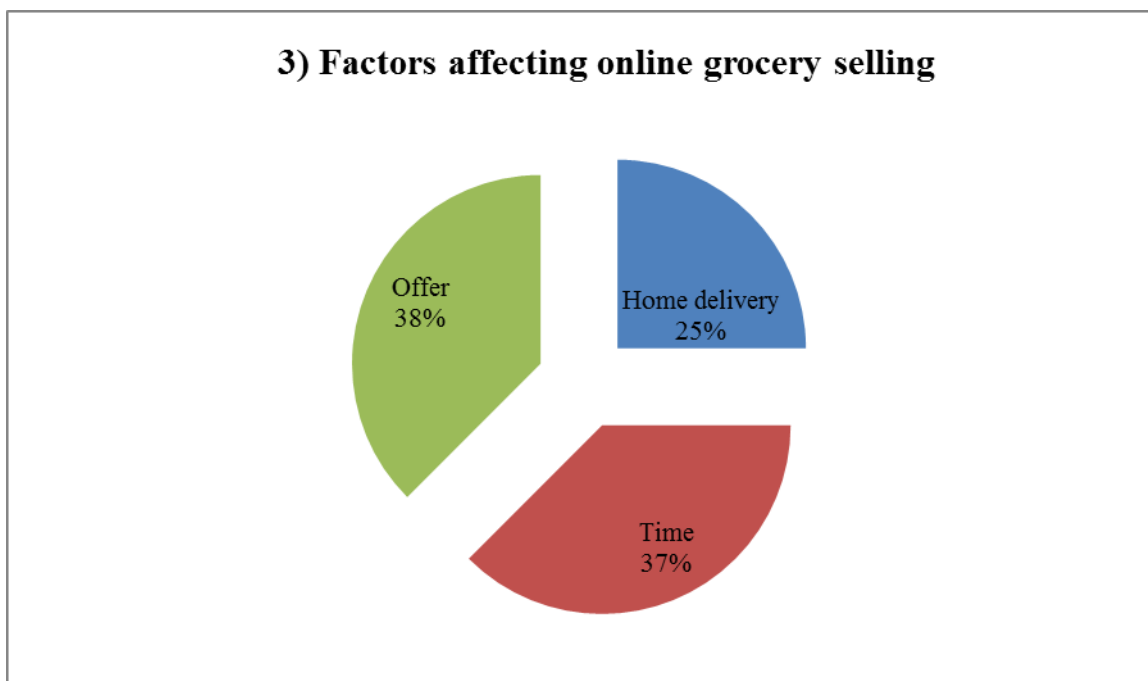
Analysis:

Pie chart result shows that quarter of the people prefer to buy online grocery because of online grocery. Percentage is less because local grocery shop are also giving this facility. 37% of the people buy grocery online because they don't have time to on shop and buy the products. And 38% of the customer do online shopping because of amazing offer available on the Big basket websites.

Interpretation

Most of them factors are affecting through offerings

4) For how long have you been our customer?
a. First time
b. Last six months

c. One year

d. More than one year

Period	Respondents	Percentage
First time	40	40
Last six months	27	27
One year	20	20
More than one year	13	13
Total	100	100
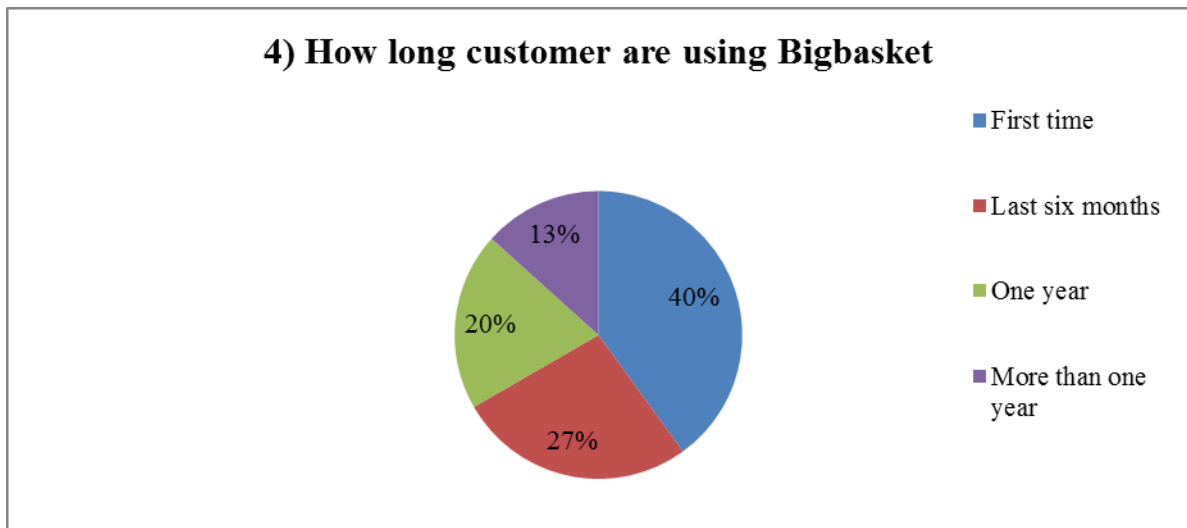
Analysis:

From the above pie chart we can see that more than 40% customer are buying from Big basket to have experience of online grocery buying. 27% of customer are buying from last six month because there are getting negative as well as positive experience. 20% and 13% of customer are buying product from Big basket for about one year and more than one year respectively because they are satisfied with Big basket services.
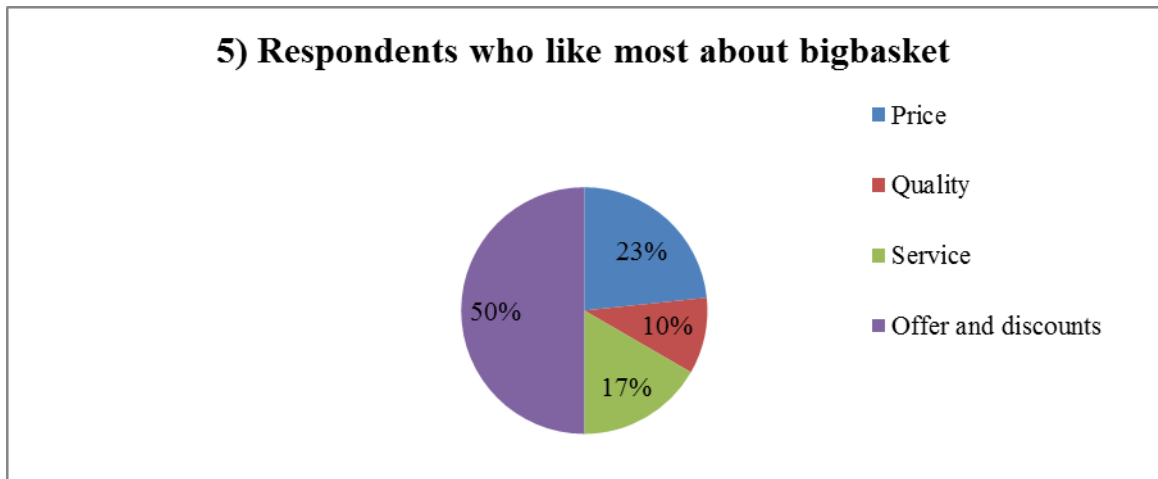
Interpretation

All the Customers are using for the first time

5) What do you like most about our company?
   a. Price

b. Quality

c. Service

d. Offers and discounts

| Likes	Respondents	Percentage
Price	23	23%
Quality	10	10%
Service	17	17%
Offer and discounts	50	50%
Total	100	100%

Analysis:

From the above we can observe that 50% percent of the customers are buying products from the Big basket website because of amazing offer they provide. This is strategy which is followed by the Big basket to attract the customers. Out of 23% of customer are preferring to buy product from Big basket due price they provide for each products which is reasonable. Only 17% of the customers like the service which is provided by Big basket . And 10% of customer are buying products on Big basket because of quality.

Interpretation

Most of the customers likes offers and discounts through shopping

6) Would you like to recommend Big basket to yours friends and family?

    a. Yes

    b. No

    c. May be

Recommendation	Respondents	Percentage
Yes	23	23
No	64	64
May be	13	13
Total	100	100
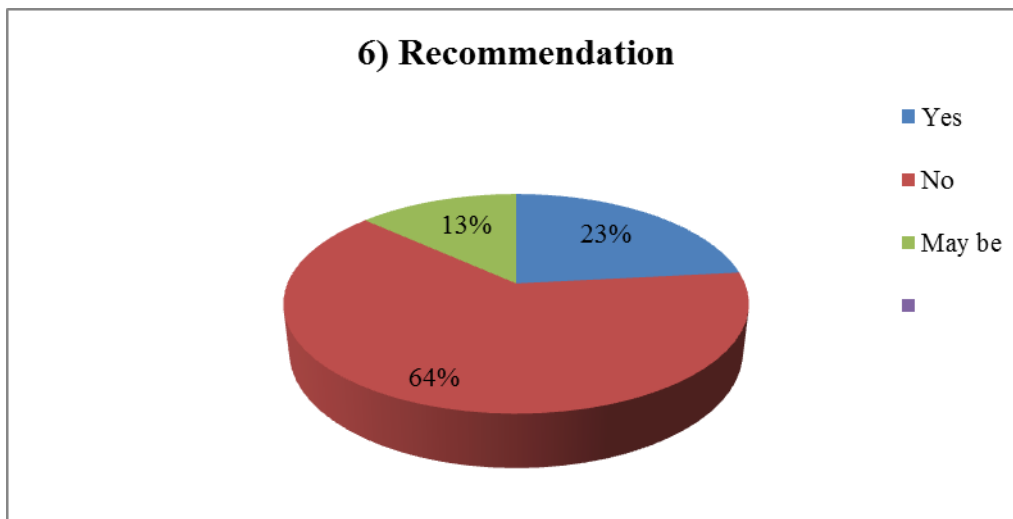
Analysis:

From the above pie chart we can see that about 64% of the customers have refused to suggest Big basket website to their friends and family, which shows that they are not satisfied with Big basket service or the products. Only 23% of the customer are agreed to recommend Big basket to their friends and family. And about 13% of customer are confused to recommend Big basket to their friends and family.
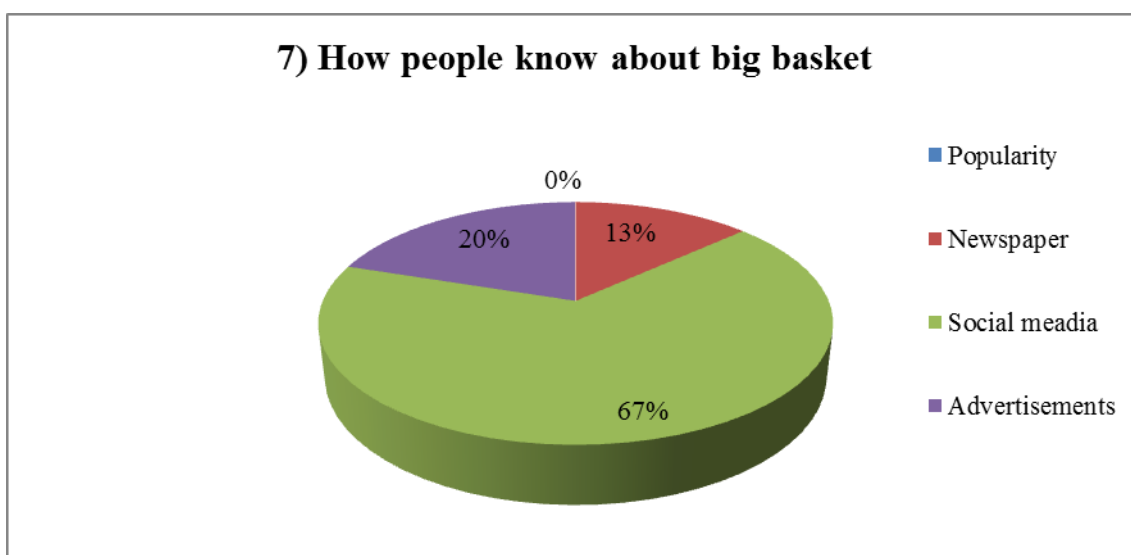
Interpretation

Most of them could not refer it.

7) How did you come to know about Big basket ?

    a. Newspaper

    b. Social media

    c. Advertisements

Popularity	Respondents	Percentage
Newspaper	13	13
Social media	67	67
Advertisements	20	20
Totals	100	100

Analysis:

From the above pie chart we can see that about 67% customer has got information from the social media. Reason behind is that today most of people are busy on the social media sites. And about 20% of the customer got idea about Big basket from advertisement and less than 13% of customer knows from the newspaper.
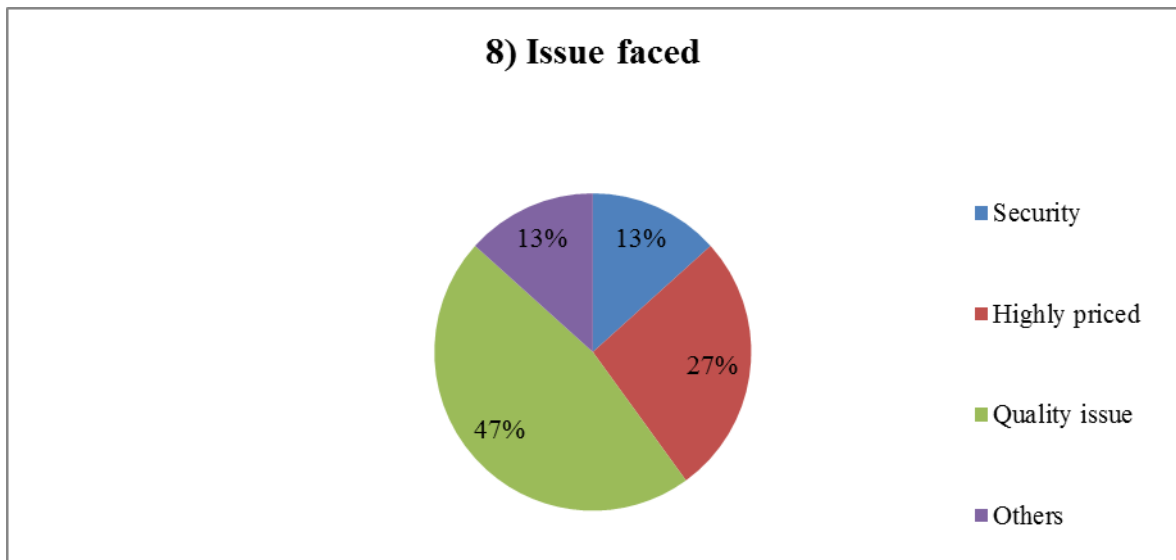
Interpretation

Most of the respondents referred by Social media

8) What is the issue you faced while online shopping?

a. Security issue

b. Highly priced

c. Quality issue

d. Others

Problems	Respondents	Percentage
Security	13	13
Highly priced	27	27
Quality issue	47	47
Others	13	13
Totals	100	100

Analysis:

From the above pie chart we can analyze that about 47% of customer are facing with the issues of quality, which is one problem which Big basket is suffering. About 27% of customer are having issues regarding priced of products. And about 13% of customer are suffering from quality and others issues.
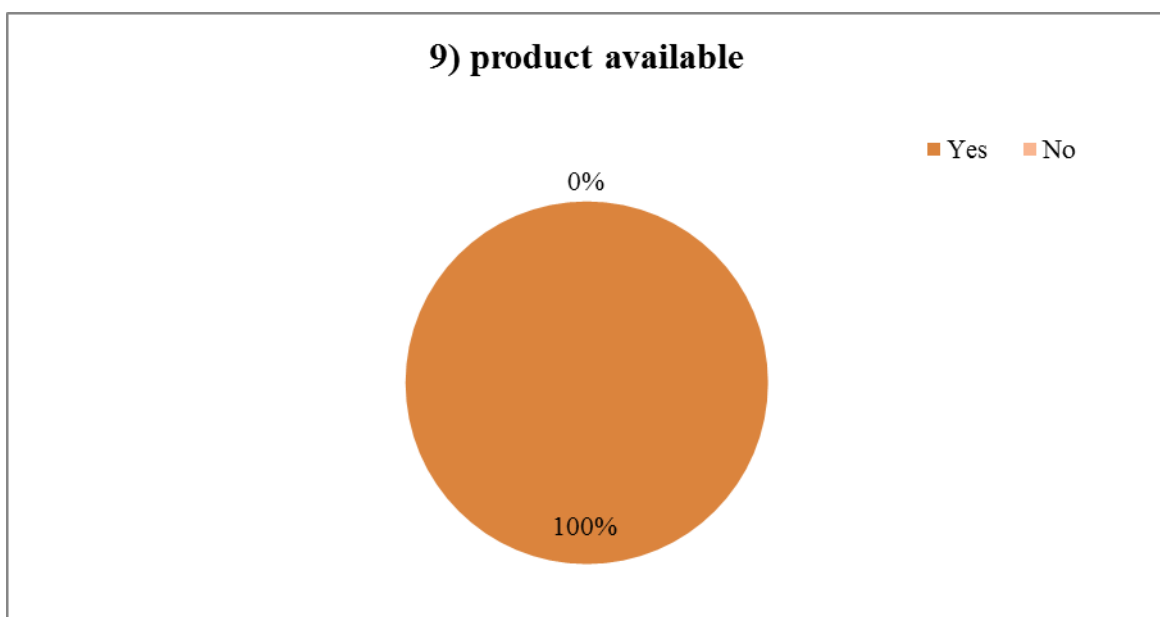
Interpretation

Most of the customer's complaint on quality issue

9) Is all the products listed in our catalogue. If not mention the specific product.

    a. Yes

    b. No (please specify_____)

Product listed	Respondents	Percentage
Yes	100	100
No	0	0
Total	100	100

Analysis:

From the above pie chart we can say that almost every product in listed in the catalog is available in Big basket websites.
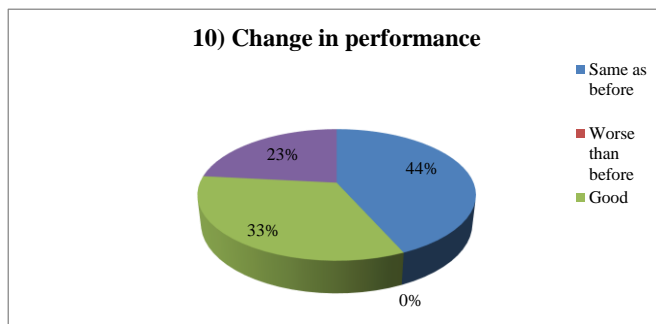
Interpretation

All the respondents respond to product available

10) Is there any change in performance in service provided by Big basket compared to earlier?

     a. Same as before
     b. Worse than before
     c. Good
     d. Better than before

Change in performance	Respondents	Percentage
Same as before	44	44
Worse than before	0	0
Good	33	33
Better than before	23	23
Total	100	100

Analysis:

we can analyses from the graph that there no change has happened regarding Big basket services so Big basket need to make some change in service by coming up with great idea.
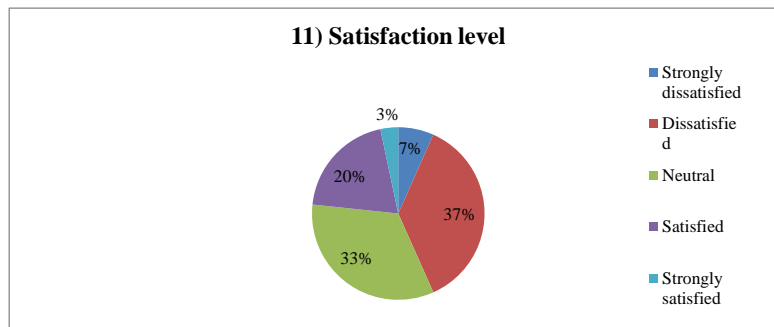
Interpretation

Most of them feels source of earlier

11) How much are you satisfied with our services?
  a. Strongly dissatisfied
  b. Dissatisfied
  c. Neutral
  d. Satisfied
  e. Strongly satisfied

Satisfaction level	Respondents	Percentage
Strongly dissatisfied	7	7
Dissatisfied	37	37
Neutral	33	33
Satisfied	20	20
Strongly satisfied	3	3
Total	100	100

Analysis:

By seeing this pie chart i can say that result which has come by survey is not satisfactory as only 33% respondent are in favor and rest all are not satisfied with the service.
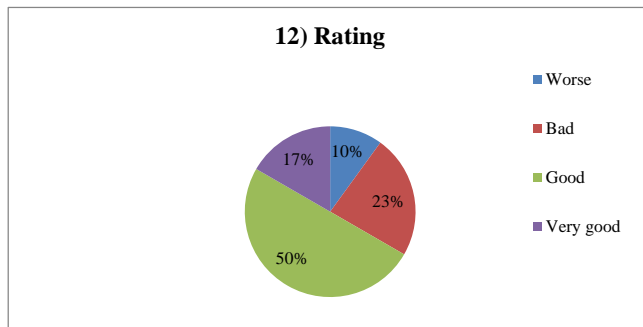
Interpretation

Most of the customers are dissatisfied

12) How much would you like to rate Big basket on the scale of 1-5 in terms of service?

    a. 1 (worse)

    b. 2 (bad)

    c. 3(good)

    d. 4 (very good)

    e. 5 (excellent)

Rating	Respondents	Percentage
Worse	17	17
Bad	23	23
Good	50	50
Very good	10	10
Excellent	0	0
Total	100	100

Analysis:

Now when we see towards rating of the company it is good but to become king of the market it is not good rating so using some exclusive ideas give the best service to the customers.
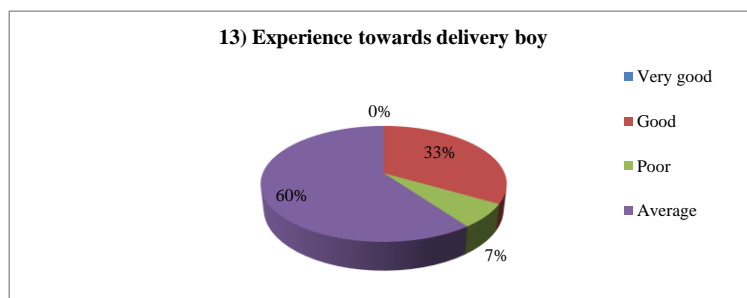
Interpretation

Most of the customers rated Big basket is good

13) How was your experience about the delivery service provided by Big basket ?

    a. Very good

    b. Good

    c. Poor

    d. Average

Experience	Respondents	Percentage
Very good	0	0
Good	33	33
Poor	7	7
Average	60	60
Total	100	100

13) Experience towards delivery boy

- Very good
- Good
- Poor
- Average

0% 33% 60% 7%

Analysis:

Data says that it is somewhat satisfactory but the new customer will not get attracted so to attracts the new customer the company should come up with new technique and training to the delivery boy.
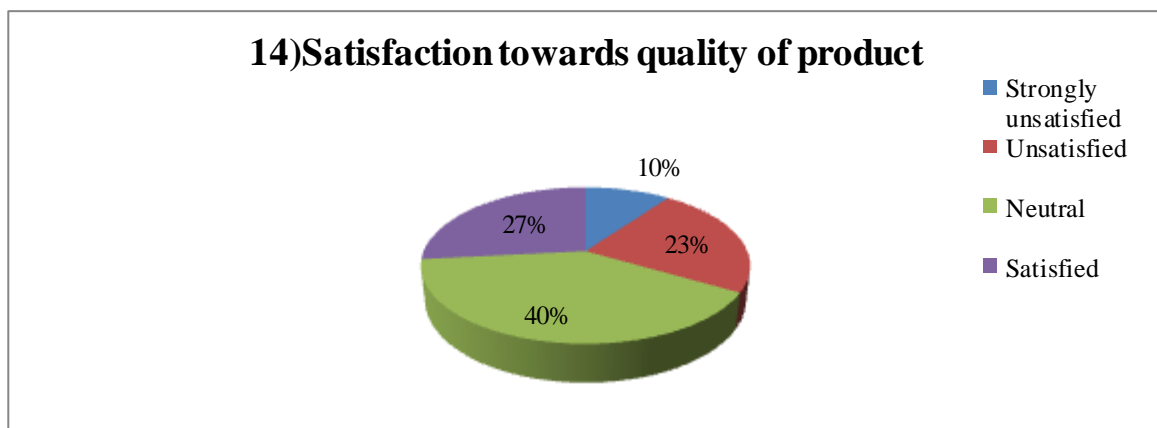
Interpretation

Most of the customers felt service is average

14) How satisfied are you with the quality of the product delivered by the company?

   a. Strongly unsatisfied
   b. Unsatisfied
   c. Neutral
   d. Satisfied
   e. Strongly satisfied

Quality satisfaction	Respondents	Percentage
Strongly unsatisfied	10	10
Unsatisfied	23	23
Neutral	40	40
Satisfied	27	27
Strongly satisfied	0	0
Total	100	100

14) Satisfaction towards quality of product

- Strongly unsatisfied
- Unsatisfied
- Neutral
- Satisfied

10%

27%

23%

40%

Analysis:

As quality is totally worse according to survey company require to put more attention towards quality of the products otherwise the existing customer will switch over to other online grocery store**.**
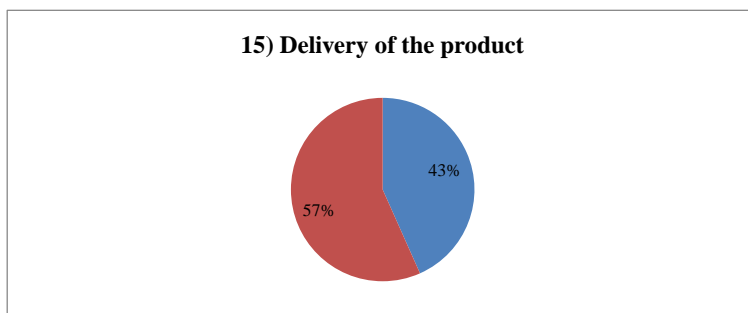
Interpretation

Most of them are neutral about quality of the products delivered

15) Is the delivery of the product is on time?

    a. Yes -

    b. No -

Delivery time	Respondents	Percentage
Yes	43	43
No	57	57
Total	100	100

15) Delivery of the product

Analysis:

From the above pie chart we can say that delivery of Big basket is worse it need to be improvise. As per customer view 57% of customer say that product is not deliver in time and rest 43% says that delivery is in time.

Interpretation

Some of the customers do not get delivery on time

CHAPTER 5

FINDINGS SUGGESTIONS & CONCLUSION

5.1 FINDINGS

While doing this extend I have done meeting, review by giving poll and investigation of information which I got from study. In the wake of doing examination I ran over numerous variables they are as per the following:

- Almost 60% of female are inclining toward Big bushel as looked at male in light of the fact that internet shopping in the Big bin spares their chance, it is simple method for basic need thing to home without going outside .this demonstrates female are more inspired by purchasing the items online from Big bin .

- Survey likewise shows that right around 79% of the jump at the chance to purchase the item in Big bushel , which is one of the beat focuses for the organization.

- Analysis establish that 25% of respondents are doing web based shopping since they require home delivery,37% of client are doing web based shopping on Big bushel since they don't have time, and around 38% of client purchase items in light of astounding offer which are Big container giving.

- 40% of client are utilizing the Big bushel application for first time, 27% of client are doing shopping in Big crate for last six months,20% of client are putting request from one year in the Big bin , and around 13% of client are doing web based shopping in Big container for over one year.

- Survey additionally demonstrates that over half of client like offer and rebates which Big bushel is giving, 23% and 10% of client like Big crate cost and quality separately. Furthermore, around 17% of clients like administration. This demonstrates giving offer and markdown can assist the organization with increasing deal.

- About 64% of the clients are not prepared to prescribe Big crate to their loved ones, 23% of clients are prepared to recommend Big bushel site to their loved ones.

- Data additionally demonstrates that 67% of client got think about Big crate from online networking webpage, so can state that web-based social networking is great locales for the special exercises.

- Analysis additionally reveal to us that nature of the items isn't great, around 47% of client are enduring quality issue in Big bushel , and 27% have the issue of costly.

- Mostly all basic supply items are accessible on Big crate site.

- It likewise demonstrates that under 35% of the clients are happy with Big crate administrations. In the event that same will rehash in future then this will make issue remain in the market.

- Less than half of the clients have conclusion that Big bin has same execution as previously. around 33% of client told that execution is great, and not as much as quarter of the client said that execution is better than anyone might have expected. So organization need to figure how they will build their execution.

- Study likewise demonstrate that administration which is given by conveyance kid is poor and normal, client are not happy with administration of conveyance kid.

- From the above pie outline we can state that conveyance of Big container is more regrettable it should be extemporize. According to client see 57% of client say that item isn't convey in time and rest 43% says that conveyance is in time.

- Now when we see towards rating of the organization it is great yet to wind up lord of the market it isn't great rating so utilizing some restrictive thoughts give the best support of the clients.

- As quality is absolutely more terrible as per overview organization require to put more consideration towards nature of the items generally the current client will change over to other online market.

5.2 SUGGESTION

As per examination following are the recommendation I might want to provide for the Big bin .

- They ought to enhance the nature of basic need sold.
- They should give on time conveyance to the client.
- Review from the client must be taken in the wake of giving conveyance ,if any negative input is there than organization need to make some move to enhance them so client will get fulfilled.
- Proper preparing must be given to conveyance kid to build the consumer loyalty.
- Wrong item are convey to the client, organization needs to make a move on this issue.
- Website inquiry must be tackled to expand consumer loyalty.

5.3 CONCLUSION

•   From the venture report we can infer that Big bin can't fulfill the client needs. The Big crate should expand their execution. The Big bin can't convey item on time so they have to chip away at conveyance benefit, they should procure more conveyance young men.

•   From the investigation we can infer that individuals are purchasing more online on account of absence of time, offer and rebates, assortment of item and furthermore great quality they are giving and free home conveyance.

•   As per information investigation we can state that more individuals are purchasing on the web by observing via web-based networking media so Big crate need to advance more via web-based networking media.

•   From the examination real motivation behind why purchasers don't incline toward Big container is a result of costs charged by Big bushel is higher than genuine market cost.

•   The Big container is spending less sum on special costs, it isn't giving appropriate centered around daily paper and magazine.

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5.5 ANNEXURE

Questionnaire:

Name: _____   _____

Gender:
a. Male
b. Female

Occupation:
a. Student
b. Service
c. Business

    1) Do you prefer online grocery shopping?
b. Yes
c. No

2) Which factors affect your need to shop online?
a. When I need home delivery
b. Don't have time
c. Occasional offer

3) For how long have you been our customer?
a. First time
b. Last six months

c. One year

d. More than one year

4) What do you like most about our company?

a. Price

b. Quality

c. Service

d. Offers and discounts

5) Would you like to recommend Big basket to yours friends and family?

a. Yes

b. No

c. May be

6) How did you come to know about Big basket ?

a. Newspaper

b. Social media

c. Advertisements

7) What is the issue you faced while online shopping?

a. Security issue

b. Highly priced

c. Quality issue

d. Others

8) Is all the products listed in our catalogue. If not?

a. Yes

b. No (please recommend)

9) Are you satisfied with our services?

a. Yes

b. No

c. May be

10) Is there any change in performance by Big basket ?

a. Same as before

b. Worse than before

c. Good

d. Better than before

11) How much are you satisfied with our services?

a. Strongly dissatisfied

b. Dissatisfied

c. Neutral

d. Satisfied

e. Strongly satisfy

12) How much would you like to rate Big basket on the scale of 1-5?

a. 1 (worse)

b. 2 (bad)

c. 3(good)

d. 4 (very good)

e. 5 (excellent)

13) What is yours experience about the delivery boy?

   a) Very good

   b) Good

   c) Poor

   d) Average

14) Any suggestion would you like us to improve (recommend)?

Comment - _____

15) How much are you satisfied with the quality of the product after delivery?

   a. Strongly unsatisfied

   b. Unsatisfied

   c. Neutral

   d. Satisfied

   e. Strongly satisfied

16) Is the delivery of the product is in time?

     a. Yes -

     b. No -

     c. If not (mention) -

PROJECT WEEKLY REPORT (16MBAPR407)

Name of the Student : Ravi Naik K J

Internal Guide : Suhas Patel

USN No : 1AY16MBA60

Specialization : Finance & Marketing

Title of the Project : A Study on Grocery online Shopping

Company Name : Big basket

Weak	Work Undertaken	External Guide Signature	Internal Guide Signature
15-1-2018 to 20-1-20018	Introduction about Big basket and its Service		
22-1-2018 to 27-1-20018	Learning about the different operation and services by Big basket		
29-1-2018 to 3-2-20018	Orientation and gathering information about the growth of the company		
5-2-2018 to 10-2-2018	Analysis of the market position of the company		
12-2-2018 to 17-2-2018	Research problem identification		

19-2-2018 to 24-2-2018	Preparation of the research instrument for data collection		
26-2-2018 to 3-3-2018	Theoretical background of the study		
5-3-2018 to 10-3-2018	Data collection and analysis		
12-3-2018 to 17-3-2018	Interpretation of the data gathered during the survey		
19-3-2018 to 24-3-2018	Final report preparation and submission		

For BIG BASKET MEGA STORE

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