

# A STUDY ON OFFLINE VS ONLINE SHOPPING OF GROCERIES AMONG WOMEN IN MMR

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## ABSTRACT

As online grocery shopping platforms have grown in popularity, women's buying habits in the Mumbai Metropolitan Region (MMR) have changed significantly. This study compares the preferences, difficulties, and driving forces of women who shop for groceries online with those who still use conventional, in-person techniques. Shopping decisions are greatly influenced by elements including ease of use, selection of products, time management, quality control, and confidence in electronic payment methods. According to the survey, physical grocery shopping is still common among people who value product inspection and the social aspect of buying, even while online grocery shopping appeals to women with hectic schedules and high levels of digital literacy. This investigation sheds light on MMR consumer behaviour patterns, demonstrating how lifestyle demands and digitalization affect women's preferences for food shopping. The results can help e-commerce sites and businesses adjust their tactics to better suit the changing tastes of this group.

## 1. INTRODUCTION

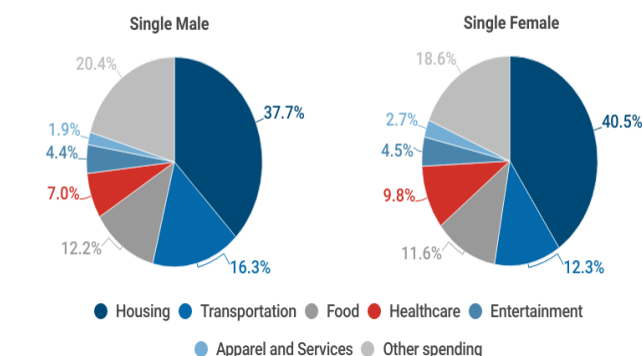
Grocery shopping has changed significantly because of the digital revolution that is changing daily life, especially in urban areas like the Mumbai Metropolitan Region (MMR). Unlike the traditional, physical experience at local supermarkets and markets, women, who frequently play a prominent role in household grocery shopping, now have the option to buy groceries online. More and more women are drawn to online platforms because of its convenience, variety, and delivery services, particularly those who are juggling job, family, and other obligations. However, because it enables in-person product inspection, direct price comparison, and occasionally even haggling—all of which foster contentment and trust—offline shopping continues to be quite popular.

The decision to buy for groceries online or offline reflects larger patterns in consumer behavior, which are influenced by age, lifestyle, and technological proficiency.

These decisions highlight intricate consumer dynamics in MMR, a region with a wide range of socioeconomic backgrounds. Traditional markets are still preferred by some women because to their perceived freshness, quality control, and instant availability, while others embrace online shopping for its convenience and time efficiency. In order to better understand how women in MMR choose between online and offline food shopping choices, this study will examine their preferences.

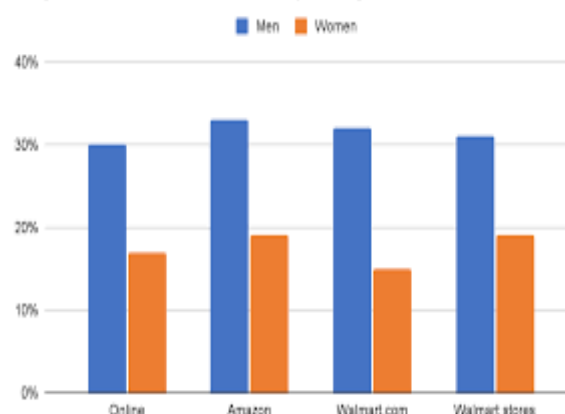
The study aims to provide insights into consumer trends, preferences, and the changing retail environment in the area by looking at the variables driving these decisions.

### Average Consumer Spending Among Singles



Source: U.S. Bureau of Labor Statistics

### Projected increased consumer spending in Q2 2021



The purpose of this study is to investigate the grocery shopping habits of women in the MMR region, looking at the variables that affect their choices and how they relate to more general patterns in consumer behavior and retail. With this investigation, we hope to shed light on how merchants may meet the changing requirements and preferences of female consumers and how, in a vibrant urban market like MMR, online and offline alternatives can coexist and enhance one another.

## 2. RESEARCH METHODOLOGY

An emphasis on the decision between online and offline platforms, this study uses a mixed-methods approach to investigate the grocery shopping preferences of women in the Mumbai Metropolitan Region (MMR). To give a thorough grasp of the variables driving these choices and the more general trends in consumer behavior within this group, the technique blends quantitative and qualitative approaches.

**Research Design-** The study uses a descriptive cross-sectional approach and aims to include a sample of women who live in different areas of MMR. The study intends to assess the sociodemographic elements that affect shopping behavior, compare the experiences of food shopping online and offline, and comprehend the causes influencing these decisions.

**Rationale of Research-** Consumer behavior has changed as a result of India's retail industry's quick digitization, particularly in urban areas like the Mumbai Metropolitan Region (MMR). Online grocery shopping platforms are becoming more and more popular since they provide a wide range of products, the convenience of home delivery, and the flexibility to purchase from any location. However, many consumers still value the chance to directly check products, their instant availability, and their personal ties with local merchants, which makes conventional, offline grocery shopping still common.

### Objectives of the study

The present study broadly compares the online and offline shopping, specifically the objectives are:

- To examine the significant differences in demographics, technology usage, availability, and consumer attitude that exist between online and offline consumer groups.
- To investigate the factors that lead consumers to switch from offline to online and online to offline shopping.
- The factor that leads the customer to shop exclusively online and offline.
- To determine whether the consumer's qualifications influence online and offline purchases.

### Hypothesis

A hypothesis is a testable statement that predicts the relationship between two or more variables. In the context of a study comparing offline vs. online shopping of groceries among women in the Mumbai Metropolitan Region (MMR), here are some hypotheses you might consider:

#### 1 General Hypothesis:

Null Hypothesis (H0): There is no significant difference in the shopping preferences (offline vs. online) of women in the MMR for groceries.

Alternative Hypothesis (H1): There is a significant difference in the shopping preferences (offline vs. online) of women in the MMR for groceries.

#### 2 Specific Hypothesis:

##### Convenience and Time

H0: There is no significant difference in the perception of convenience and time efficiency between offline and online grocery shopping among women in the MMR.

H1: Online grocery shopping is perceived as more convenient and time-efficient compared to offline shopping among women in the MMR.

#### 3 Price Sensitivity

H0: There is no significant difference in price sensitivity between offline and online grocery shopping preferences among women in the MMR.

H1: Women in the MMR are more price-sensitive when it comes to online grocery shopping compared to offline shopping.

#### 4 Product Variety and Availability

H0: There is no significant difference in the perception of product variety and availability between offline and online grocery shopping among women in the MMR.

H1: Online grocery shopping offers a wider variety and better availability of products compared to offline shopping for women in the MMR.

## Benefits of Online shopping and Offline shopping

Online Shopping –



### Home shopping:

The best shopping experience is when you shop online from the comfort of your own home, without visiting the marketplace. You can buy whenever and wherever you want.

### Reduces costs:

Online shoppers save a lot of money thanks to a plethora of exciting deals, discounts, and coupons. Additionally, there are perpetual summer, winter, and occasional sales. Additionally, voucher cards reduce costs.

### More choices to choose from:

You can choose your product by reading reviews carefully and wisely only by navigating the pages of various websites.

### Items are simple to return and cancel:

If you don't think a product, you ordered online meets your expectations, you can return it or cancel your order. If you paid for the product, your money will be credited to your account within a few days.

### There is no need to buy:

When you shop online, there is no pressure to buy anything. However, you might experience this when shopping in person. You are free to choose the items you want without being pressured by the store's owners or sellers.

### Low transportation costs:

If you need to send or bring large and heavy items to some places or your house, you can save money on transportation costs. However, when you shop online, you no longer need to think about it. It will be delivered to the location you specified.

### Time saver:

Standing in line for hours to purchase something is a thing of the past. You no longer need to wait outside of any store. You can buy when you have time. You can buy tickets in advance even in restaurants and movie theatres, so you won't have to wait outside right now. Make use of the precious time you have saved.

### Multiple payment option:

Numerous payment options are another important aspect of shopping online. You can choose from a variety of payment methods. Online payment options include cards, UPI, QR code payments, internet banking, and numerous others. If you don't feel safe using online payment options, you can also choose cash on delivery.

### Offline shopping-

No time delivery:

Go to the store and get what you want without delay in offline shopping. You do not have to wait for 5 to 7 days for getting the product, which happens with online shopping.

### Store Based Grocery Shopping Vs. Online Grocery Shopping:

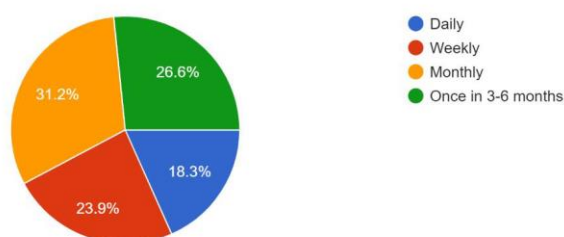
Online shopping is becoming increasingly popular these days. Not just clothing and electronics; Online grocery and food purchases are also common. Based on consumers' environmental characteristics, for comparing grocery shopping habits in stores and online. The study concluded that there were no significant correlations found between the environmental characteristics of consumers who buy groceries or food online and those who shop in stores. However, significant connections between sociodemographic characteristics and economic and environmental issues were discovered. Similarly, the consumer's channel choice between online and in-store shopping was the subject of the research. Their main finding was that online and in-store shoppers have different reasons for shopping based on products. The desired incentive for channel-independent purchases of utilitarian goods was control of shopping knowledge.

### 3. PRIMARY DATA

The subsequent section analyses the data which were obtained as primary research data from the interview of ten participants from India. The contents of interview responses are analyzed and interpreted to find and establish information patterns that will be assistive to answer the research objectives. The data source is interviewing questions based on online vs offline shopping of groceries among women in MMR. The analysis takes place under what is more convenient for women in the field of shopping. The analysis is focused on the responses of the interview participants to know their views regarding study on offline vs online shopping of groceries among women.

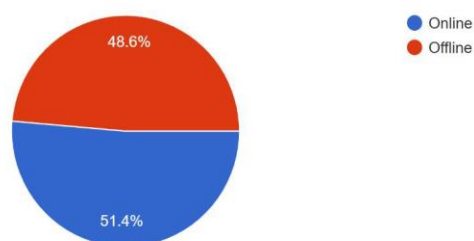
All the interpretations are as follows: -

How Often do you shop Online ?  
109 responses



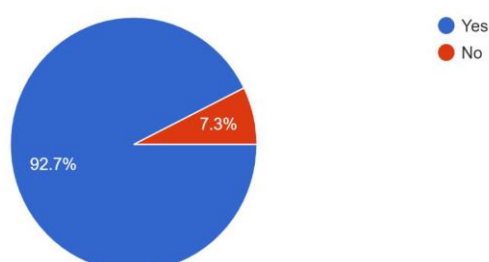
Activity	Ratio (%)
Daily	18.3
Weekly	23.9
Monthly	31.2
Once in 3-6 months	26.6

Which mode of shopping do you prefer to choose?  
109 responses



Mode	Ratio (%)
Online	51.4
Offline	48.6

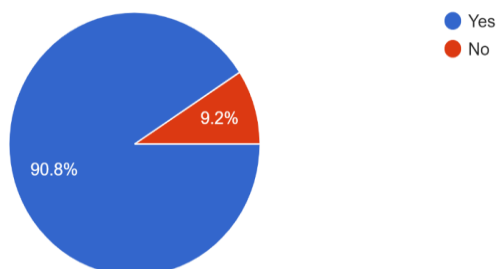
Do look for deals or compare prices before you make your online purchase?  
109 responses



Options	Ratio (%)
Yes	92.7
No	7.3

When you go offline shopping, do you like to go along with friends or family who help you in making choices?

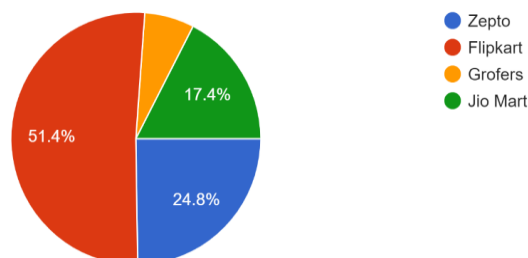
109 responses



Options	Ratio (%)
Yes	90.8
No	9.2

If you prefer Online Shopping on which Website did you shop ?

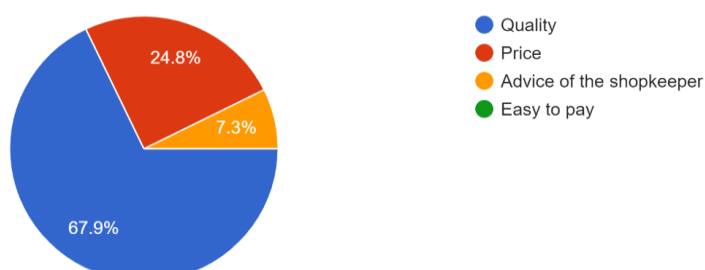
109 responses



Shopping Apps	Ratio (%)
Zepto	24.8
Flipkart	51.4
Grofers	6.4
Jio Mart	17.4

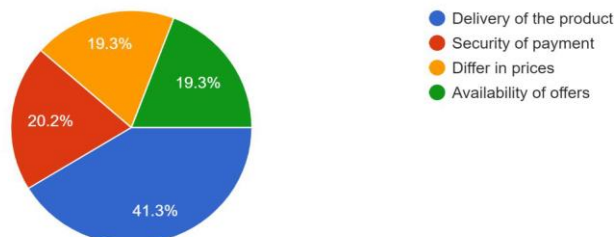
What are the most important criteria when you buy in Offline Shopping ?

109 responses



Criteria	Ratio (%)
Quality	67.9
Price	24.8
Advice of the shopkeeper	7.3
Easy to pay	0

What are the most important criteria when you buy in Online Shopping ?  
109 responses



Criteria	Ratio (%)
Delivery of the product	41.3
Security of payment	20.2
Differ in prices	19.3
Availability of offers	19.3

## SECONDARY DATA

The research philosophy underlines the fundamental assumptions that helped the researcher to source and collect the data and guide its data analysis to arrive at conclusion in a systematic manner. Research philosophy forms the research grounds to comprehend nature of research problem by building the contextual knowledge. In this study, the researcher has considered the interpretive philosophy over the other research philosophies. This philosophy has guided the researcher for data collection and analysis techniques to gain detailed knowledge of the research problem nature for subjective judgment. The philosophy also guided the researcher to shape the assumptions to develop an appropriate research structure to investigate a study on offline vs online of shopping among women in MMR in the Mumbai region grocery sector. The researcher took them into fact that it will be difficult to get in contact with many participants from all over India with experience in grocery sector, so it was mainly in Mumbai region.

Research approach justifies selection of data sourcing, collection, analysis, and interpretation methods to address research objectives and questions with an actual analysis. The research approach has helped the researcher in selecting a specific research technique and to arrange the research plan in a systematic manner by choosing specific research instruments and techniques as per the research nature.

A topic is ethically appropriate if it does not pose a threat to individuals. In a perfect world, it ought to be carried out without being affected in any way by time, economics, or anything else. As a result, the deductive method is the one that most closely resembles the positivist method.

## 4. FINDINGS

- ☐ The question was basically to know a person whether he/she shops daily, weekly, monthly, or once in 3-6 months. So, the highest ratio among all is monthly i.e., 31.2% There were 34 respondents monthly, 26 respondents for weekly, 20 respondents for daily, and 29 respondents for once in 3-6 months.
- ☐ Most of the people have their references regarding shopping. So has shown in the pie chart that many prefer online shopping as it very convenient to shop according to your list which has been prepared. The ratio of online is 51.4% and of offline is 48.6%.
- ☐ Every person search about the upcoming deals while shopping any product whether it is cosmetic or some other relevant products. While shopping of groceries many people check out with the deals and offers. So, 92.7% clicked on the option yes and 7.3% clicked on the option no. By the questionnaire we come to know that deals are also important.



- All of us really like to shop with friends or family, it makes easier to choose and helps with the product. As we see in the above chart the ratio is 90.8% it indicates that most of them likes to shop with their friends and families.
- As seen in the above table, the various website of groceries was put up. All are good in their own field, but an individual chooses according to their betterment. In which site they get more offer, deals, vouchers, availability, quality, quantity, and other chargers on their delivery. Taking everything into consideration the highest ratio among all the others is Flipkart. The ratio of Flipkart is 51.4%, the second highest is Zepto with a ratio of 24.8 % and so on.
- Quality is important regarding all the products. The most important criterion in offline shopping is quality. Comparison of quality is done by women from different stores. The ratio of quality is highest among all the other options. The ratio is 67.9% of quality, price 24.8%, advice of the shopkeeper 7.3%
- In the above chart, the criteria to buy online products. The majority has clicked on the option of delivery of product. Because it is very convenient the products are delivered at home. Delivery of the product ratio is 41.3% and the lowest among the rest is differ in prices and availability of offers is 19.3%

## 5. LIMITATIONS

- Although this study provides insightful information about the grocery shopping habits of women in the Mumbai Metropolitan Region (MMR), it should be noted that it has a few limitations. First off, because convenience sample does not accurately reflect the socioeconomic and geographic diversity of the area, it may limit the findings' applicability throughout the MMR.
- Data accuracy may be impacted by biases like social desirability bias, which occurs when respondents overreport or underreport habits like income and computer literacy in surveys and interviews. Furthermore, although though MMR is a sizable metropolitan area, the study's conclusions might not apply to rural areas or other parts of India with different lifestyles, shopping infrastructures, and digital access.
- India's e-commerce market is changing quickly. As preferences change, the findings may not be as relevant due to new platforms, features, and changing customer attitudes. Furthermore, because other family members may play a part in grocery decisions in certain households, focusing only on women consumers may ignore larger family dynamics. Because responses differ depending on personal perceptions, the qualitative data collected through focus groups and interviews also introduces a layer of subjectivity that may compromise the coherence of themes that have been found.

## 6. SUGGESTION

Based on the findings, it can be suggested that the grocery business among women should focus on their training policy in increasing the awareness of their important products and benefits in managing the business activities and functions. It is also advised to collaborate with technological firms to gain awareness of new skills, benefits, training requirements and knowledge of the market. It can be concluded that offline shopping is affected by the online shopping by various modes and skills of the upcoming technology, therefore, it is advised to improve knowledge and upgraded the skills of the employees in the grocery sector to adapt to new communication technologies which can increase use of IT in supply chain operations management. Thus, the upper management or senior managers must encourage the organizational learning on the benefits and use of new and emerging information communication technologies that are relevant to the grocery business. It is also suggested to provide provisions for budgeting related to IT investments and development of technical infrastructure in the organization.

A proper allocation of funds and resources will help the small-scale firms with constrained budgets to ease the implementation and maintenance of IT system in the grocery business. Also, proper planning is advised for small scale grocery firms in planning to adopt new IT technologies for their supply chain practices as per the business requirements to ensure IT investment will get benefits that outweigh the acquiring and implementation costs of IT system.

## 7. CONCLUSION

This will look at the current trends in Mumbai's online grocery shopping and how customers are motivated to choose between online and offline grocery shopping. Due to characteristics that sometimes make it difficult to purchase such items from online stores and barriers that cannot be overcome both online and offline, grocery stores are in a unique position within the digitized business world.

The literature review emphasized that customers have a significant impact on any kind of business because they can choose which product or service to purchase. As a result, businesses ought to have a solid understanding of the reasons why customers buy from them as well as the ongoing trends in these factors, as they may have a significant impact on how customers make decisions. As online and offline shopping spread in a particular region, digitalization has brought new perspectives into the business. The online shopper is a new type of customer looking for convenience. Businesses

had to adjust to the circumstance. Companies, on the other hand, differ to the extent that they are required to or intend to go online. However, it does not appear that digitalization has had a significant impact on grocery retail in Mumbai.

Online grocery shopping is only used by a tiny percentage of consumers. As a result, the goal of this study was to find out what makes people more likely to shop for groceries online and what other factors might influence their decision. In the case of online shopping, we also tested the connection between demographic characteristics and convenience factors.

However, age and the statement "Online shopping helps me control my shopping cart" were associated online. The results of the test indicated that the age group places a greater emphasis on this aspect.

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