

A Study on Factors Influencing Consumer Purchasing Behaviour Towards Big Basket with Special Reference to Shankar Nagar Region.

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Abstract: This study helps to explore and analyse the various factors influencing consumer purchasing behaviour towards Big Basket. Important factors examined include product variety, pricing strategies, delivery efficiency, promotional offers, digital user experience, and customer trust. A mixed-method approach was adopted, combining quantitative data from structured questionnaires and qualitative insights from consumer interviews. The findings reveal that convenience, competitive pricing, flexible delivery schedules, and trust in product quality are the most influential factors driving consumer preference. Additionally, digital literacy and previous online shopping experiences play a moderating role in shaping consumer choices. This study provides valuable inputs for e-grocery businesses, marketers, and stakeholders to better understand consumer expectations and to formulate strategies that enhance customer satisfaction and loyalty in a highly competitive market condition.

Keywords: Customer satisfaction, Consumer purchasing behaviour,

I. Introduction:

Background of the study:

Over the past few years, the online shopping in India has seen a tremendous growth. The important factors that led to this revolution is internet and more over customers are very interested in online shopping so, because it makes their lives easier. Customer satisfaction is defined as “How happy were the customers with the products & services they purchased”.

Satisfaction of customers depends on the products quality and their expectations towards that product. Understanding customer interest became huge task for the E- commerce sectors.

“This study will help us to understand the Factors influencing customers interest and their satisfaction levels towards the BIG BASKET company products”.

Statement of the Problem:

With the rise of online grocery platforms like Big Basket, understanding consumer purchasing behaviour has become essential. In the Shankar Nagar region, various factors such as convenience, pricing, and service quality may influence consumer choices. However, the impact of demographic factors like age, income, and occupation remains unclear. There is also a need to assess overall customer satisfaction with Big Basket’s offerings. This study aims to explore these aspects to gain insights into consumer behaviour in this specific locality.

Research Objectives:

- To identify key factors that influence consumer purchasing behaviour towards big basket
- To assess customer satisfaction towards big basket products & services
- To analyze how demographic factors (age, income, occupation) influence online grocery shopping behaviour.

Significance of the Study:

This study provides valuable insights into the key factors influencing consumer purchasing behaviour towards Big Basket in the Shankar Nagar region. It helps online retailers understand customer needs, preferences, and satisfaction levels, enabling them to improve their services. The findings will also assist in identifying how demographic factors shape online grocery shopping habits. This research can guide strategic decisions for better customer engagement. Additionally, it contributes to academic literature on consumer behaviour in digital retail.

Scope and Limitations:

Scope:

- IT helps to find out customer’s loyalty towards big basket

- This study helps to find out whether the big basket is Meeting their customers' expectations or not
- This study gives a clear-cut clarification of changes in consumer behaviour at certain situations.
- IT helps to understand the reasons behind customer dissatisfaction

Limitations:

The study is limited to the Shankar Nagar region and may not reflect consumer behaviour in other areas. Data is based on responses from a specific sample size, which may not represent the entire population. The study relies on self-reported data, which could include personal biases. It focuses only on Big Basket, excluding comparisons with other online grocery platforms. Time and resource constraints may have limited the depth of analysis.

II. Review of Literature**Theoretical Framework:**

This study is based on key theories of consumer behaviour that help explain how and why people make purchasing decisions, especially in the context of online grocery shopping. The **Theory of Reasoned Action (TRA)** explains that a consumer's buying behaviour is driven by their intention, which is influenced by their attitude towards the behaviour and social norms. In this study, factors like convenience, trust, and service quality shape the attitude toward using Big Basket.

Empirical Studies:

Past studies show that customer satisfaction is greatly influenced by various factors such as age, gender, offers, discounts, product variety, etc. For example:

Gupta and Arora (2021) found that convenience, time-saving, and product variety are key factors influencing consumers' preference for online grocery platforms like Big Basket.

Sharma and Singh (2020) found that younger and higher-income consumers are more likely to shop for groceries online due to greater tech familiarity and flexible spending.

Thomas et al. (2022) found that timely delivery, product quality, and easy app navigation drive customer satisfaction and loyalty in online grocery shopping.

Research Gap:

Previous research studies have explored the general online shopping behaviour and consumer interests, but there is limited research focused specifically on Big Basket. While factors like pricing and product variety have been studied, there is a clear gap in understanding customer satisfaction, loyalty, and analyze the Influence of demographic factors on online grocery shopping.

Conceptual Framework

This study examines how factors like convenience, product variety, pricing, delivery service, and trust influence consumers' purchasing behaviour towards Big Basket. Demographic factors such as age, income, and occupation may affect these relationships. Customer satisfaction is also considered, as it impacts both buying behaviour and future purchases.

III. Research Methodology**Research Design**

All research can be classified into the three categories: exploratory, descriptive and casual or diagnostic. I have chosen exploratory and descriptive research ✓✓

Data Collection

The data gathered through primary and secondary data.

Primary Data

- The primary data is collected by using well- structured questionnaire from 150 respondents.
- The questionnaire includes demographic and problem related questions.
- The geographical region of customers is Shankar Nagar, Hyderabad which is in Telangana.

Secondary Data

- Books
- Journals

- Company records

Research Instruments

Data was collected and organized using Microsoft Excel. Statistical tests were conducted using basic statistical tools such as Chi-Square Goodness of Fit Test.

Data Analysis Techniques

The following methods were used:

- Percentages
- Hypotheses Testing
- Chi-Square Goodness of Fit Test
- Descriptive Comparison Test

Ethical Considerations

The study utilizes both publicly available data and primary data. Participants' consent was obtained before the study. Their privacy and confidentiality were ensured. Data is used only for research purposes. The study follows ethical guidelines to maintain honesty and fairness.

Data Analysis and Interpretation

Demographic Analysis

The Study Collected Data on Age, Gender, Income, Education, And Occupation.

AGE: Majority of Respondents (52%) Were Between 21-40 Years,

GENDER: 56% of the Participants Were Male, while 44% Were Female.

INCOME: 34% of Respondents Monthly Income is Below ₹20,000.

EDUCATION: Most Participants (60%) Held A Graduate Degree.

OCCUPATION: 40% of Respondents were Working Professionals, 32% were students.

Descriptive Analysis:

Descriptive Comparison Test:

Age vs. Shopping Behaviour

Age Distribution:		Shopping Frequency:	
Age Group	% of Respondents	Frequency	% of Respondents
Below 20	14%	Weekly	32%
21-40	52%	2-3 Times/Month	18%
41-60	20%	Once/Month	30%
61 above	14%	Rarely	20%

Interpretation:

The 21-40 age group is dominant (52%) and aligns well with the Weekly and Once/Month shopping frequencies, which are also high. Older age groups (41-60, 61+) make up only 34% together — it is likely that most frequent shoppers (weekly) are in younger age groups.

Suggests: Age may influence frequency — younger people may shop more often.

Inferential Analysis

To examine the relationships between demographic factors and consumer purchasing behaviour towards Big Basket, Statistical tests such as chi-square test were used to determine the impact of age, income, and occupation on online grocery shopping habits.

Hypothesis Testing

A hypothesis test was conducted using a chi-square test:

Hypothesis: To assess customer satisfaction and loyalty towards Big Basket products & services

H₀ (Null Hypothesis): Customer service and delivery experience do not significantly affect customer loyalty.

H₁ (Alternative Hypothesis): customer service and delivery experience do significantly affect customer loyalty.

Chi-Square Goodness of Fit Test

This tests whether the observed distribution differs significantly from an expected distribution (e.g., uniform or neutral expectation).

Step 1: Observed Data

Impact Level	Observed Frequency (O)
Significantly	48
Moderately	48
Slightly	30
Never	24
Total	150

Step 2: Expected Frequencies:

Assume an equal (uniform) distribution if there's no effect.

Expected frequency = $150/4 = 37.5$

Step 3: Chi-Square Test Calculation

$$\chi^2 = \sum \frac{(O - E)^2}{E}$$

Where:

O = Observed frequency

E = Expected frequency (37.5)

Impact Level	O (Observed)	E (Expected)	(O-E) ² / E
Significantly	48	37.5	$(48-37.5)^2 / 37.5 = 2.94$
Moderately	48	37.5	$(48-37.5)^2 / 37.5 = 2.94$
Slightly	30	37.5	$(30-37.5)^2 / 37.5 = 1.5$
Never	24	37.5	$(24-37.5)^2 / 37.5 = 4.86$

Step 4: Determine Critical Value

- **Degrees of freedom (df) = $4 - 1 = 3$**
- **Significance level (α) = 0.05**
- **Chi-Square critical value for df = 3 at $\alpha = 0.05 = 7.815$**

Step 5: Conclusion

- **Calculated $\chi^2 = 12.24$**
- **Critical $\chi^2 = 7.815$**
- **Since $12.24 > 7.815$, we reject the null hypothesis.**

Null hypothesis (H₀) is rejected and Alternative Hypothesis (H₁) is Accepted

IV. Results and Findings:

Major Findings

From the analysis and interpretation it is concluded that most of the customers are satisfied with service of Big basket.

From the hypothesis testing it is found that the various factors such as product range, delivery time and discounts significantly influences customers at big basket

The data analysis shows that there is a difference in online grocery shopping behaviour based on age, occupation, and income.

The data analysis shows that mostly all customers are influenced by the discounts and deals at big basket.

Statistical Results

A chi-square test was conducted to assess customer satisfaction and loyalty towards Big Basket products & services.

- **Significance level (α) = 0.05**
- **Chi-Square critical value for (df) = 3 at $\alpha = 0.05 = 7.815$**
- **Calculated $\chi^2 = 12.24$**
- **Since $12.24 > 7.815$, we reject the null hypothesis.**
- **This means customer service and delivery experience do significantly affect customer loyalty.**

Qualitative Insights

Customer satisfaction with Big Basket is mainly influenced by timely delivery and a wide product range. Discounts and deals encourage repeat purchases. Younger consumers and working professionals prefer online shopping for convenience, while income affects buying frequency. Overall, service quality and pricing incentives are key to customer loyalty.

V. Discussion

Interpretation of Results

Customers of Big Basket in Shankar Nagar are mostly satisfied, especially with fast delivery and product variety. Product range, delivery time, and discounts strongly affect their buying choices. Younger people and working professionals prefer shopping online for convenience, and income influences how often they buy. The chi-square test shows that good service and delivery help build customer loyalty. Overall, good service, fair pricing, and knowing the customers are important for Big Basket's success.

Comparison with Previous Studies

This study aligns with earlier research by Chandru's, Mr. K. Ponnumani (2021) who surveyed Coimbatore city to understand how satisfied customers are with Big Basket. It also supports Anita Dina & Neroida Selimi (2023) The research aimed to identify factors influencing online shopping behaviour and their impact on consumer satisfaction, focusing on rural consumers in Kosovo.

Theoretical Implications

The study reinforces the applicability of consumer behaviour theories, such as the Theory of Reasoned Action and the Consumer Decision-Making Model, in understanding online grocery shopping. It highlights how factors like convenience, pricing, and service quality shape purchase intentions and behaviours.

Practical Implications

The findings provide valuable insights for Big Basket and similar online grocery platforms to improve customer satisfaction and loyalty. Focusing on timely delivery, wide product variety, and attractive discounts can boost sales. Understanding demographic differences helps tailor marketing strategies to target specific groups like young professionals and higher-income customers. Improving service quality and personalized offers can enhance customer retention in the Shankar Nagar region.

Limitations of the Study

The study is limited to consumers in the Shankar Nagar region, so findings may not apply to other areas. The sample size may not fully represent the entire customer base of Big Basket. Data was self-reported, which could lead to bias. The study focused only on Big Basket and did not compare other online grocery platforms. Time constraints limited the scope of data collection and analysis. Sampling of the data is random.

VI. Conclusion and Recommendations

Summary of Findings: The study reveals that most customers are satisfied with Big Basket's services and feel secure making online payments. Many are regular shoppers who perceive good value for money and are willing to recommend Big Basket to

others. Key factors influencing their purchasing decisions include product range, delivery time, and discounts, with deals playing a major role. Additionally, online shopping behaviour varies based on age, occupation, and income. Overall, Big Basket effectively meets customer expectations in the Shankar Nagar region.

Conclusions

In conclusion, there were many things that I have experienced and learned during the collection of primary data from the customers.

The study shows that customers are influenced by factors like product range, quality, and availability when choosing Big Basket. Customers also have a high level of trust in online payments. Overall, most customers are highly satisfied with Big Basket's products and services. This research can help e-commerce businesses better understand consumer behaviour and preferences.

Recommendations

- **Enhance Discounts:** Continue offering attractive discounts and deals, as they strongly influence customer buying behaviour.
- **Improve Delivery:** Introduce faster delivery options like same-day or express delivery to boost customer satisfaction.
- **Referral Program:** Launch a referral scheme to encourage word-of-mouth and attract new customers while retaining existing ones.
- **Market Segmentation & Diversification:** Expand product range and enter new markets to cater to diverse customer needs and ensure long-term growth.

Directions for Future Research

Future research can explore customer behaviour across different regions to compare results with the Shankar Nagar area. Studies can also include other online grocery platforms for a broader understanding of consumer preferences. Further research may use larger sample sizes or focus on specific customer segments such as senior citizens or rural users. Additionally, examining the long-term impact of loyalty programs and digital marketing on customer retention can provide deeper insights for e-commerce growth.

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