

A STUDY ON CUSTOMER SATISFACTION TOWARDS BIG BASKET ONLINE SERVICES IN CHENNAI

Submitted in partial fulfilment of the requirements for the award of

Bachelor of Business Administration

By

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(DEEMED TO BE UNIVERSITY)

Accredited with Grade "A" by NAAC

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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **DEVAVARDHAN M J (39280053)** who carried out the project entitled **“A STUDY ON CUSTOMER SATISFACTION TOWARDS BIGBASKET ONLINE SERVICES IN CHENNAI”** student of Sathyabama Institute Of Science and Technology under my supervision from January 2022 to March 2022.

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I **DEVAVARDHAN M J (39280053)** hereby declare that the project report entitled “ **A STUDY ON CUSTOMER SATISFACTION TOWARDS BIGBASKET ONLINE SERVICE IN CHENNAI**” done by me under guidance of **Dr.Kumar.N, MA., M.Phil., MBA.,Ph.D., Assistant Professor of the Department** at **SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY, CHENNAI** is submitted in partial fulfillment of the requirements for the award of bachelor of business administration.

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ABSTRACT

Web assumes bit by bit a more pivotal part to associate data and individuals, the Pressure has kept on ascending on business sectors which have effectively utilized on the web administrations, and particularly on business sectors to which selling items online is novel. The pattern of the retailing store is changing as a developing number of retailers are moving their center from general physical retailing to new organizations like electronic retailing or e-retailing. Electronic shopping offers the best worth, extraordinary things and basic shopping. The achievement of any e-tailor association in India is reliant upon its commonness. Online shopping has obtained importance in the high-level business environment. The headway of web shopping for food has opened the doorway of a chance to give a high ground over firms. Online shopping has filled in noticeable quality throughout the span of the years basically as people imagine that it's fitting for the comfort of their home or workplace. In the new past, the web keeps a significant spot inside monetary activity. As of now-a-days individuals show their benefit on the web. So this study attempts to inspect **CUSTOMER SATISFACTION TOWARDS BIG BASKET ONLINE SERVICES IN CHENNAI.**

KEYWORDS:-

- ❖ Internet
- ❖ Rising Trend
- ❖ Big Basket
- ❖ Online Grocery Shop.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

Customer satisfaction is defined as **“A measurement that determines how happy customers are with a company’s products, services, and capabilities.”**

Customer satisfaction data, including overviews and evaluations, can assist an organization with deciding how to best improve or changes its items and administrations. Consumer loyalty is viewed as a key execution marker inside business and is regularly important for a Balanced Scorecard. In a serious commercial center where organizations vie for clients, consumer loyalty is viewed as a key differentiator and progressively has become a vital component of business technique. Consumer loyalty is measure a significant dynamic. At the point when a brand has steadfast clients, it acquires positive informal promoting, which is both free and exceptionally viable." Therefore, it is fundamental for organizations to successfully oversee consumer loyalty. To be capable do this, organizations need dependable and delegate proportions of fulfillment. "In exploring fulfillment, firms by and large find out if their item or administration has met or surpassed assumptions. Subsequently, assumptions are a vital factor behind fulfillment. At the point when clients have elevated requirements and the truth misses the mark, they will be baffled and will probably rate their experience as not exactly fulfilling.

Web is changing the manner in which shoppers shop and purchase products and enterprises, and has quickly advanced into a worldwide wonder. In the course of the most recent twenty years, the Indian online business area has seen fast development. Expanding web accessibility and cell phone infiltration are the two primary drivers of this development. Additionally, developing agreeableness of online installments and ideal socioeconomics has changed the manner in which organizations impart, connect and work with clients. It has changed the way the Indian online business area works. As the Internet assumes steadily a more pivotal part to associate data and individuals, the pressing factor has kept on ascending on business sectors which have effectively utilized online administrations, and particularly on business sectors to which selling items online is novel. The pattern of the retailing store is changing as a developing number of retailers are moving their

concentration from general physical retailing to new arrangements, for example, electronic retailing or e-following.

Notwithstanding the huge capability of the E-business market, the Internet gives a novel chance to organizations to all the more proficiently arrive at existing and expected clients. Albeit the vast majority of the income of online exchanges comes from business-to-business trade, the specialists of business-to-purchaser trade ought not lose certainty. It has been over 10 years since business-to-purchaser E-trade previously advanced. Researchers and specialists of electronic trade continually endeavor to acquire an improved knowledge into buyer fulfillments in the internet. Alongside the advancement of E-retailing, scientists keep on clarifying E-shoppers fulfillments from alternate points of views.

This study is an attempt to know the **CONSUMER SATISFACTION TOWARDS BIG BASKET ONLINE SERVICES IN CHENNAI**

1.2 INDUSTRY PROFILE

The Indian E-commerce industry has been on an upward development direction and is relied upon to outperform the US to turn into the second biggest E-trade market on the planet by 2034. India web based business area will arrive at US\$99 billion by 2024 from US\$30 billion out of 2019, extending at a 27% CAGR, with basic food item and design/clothing prone to be the vital drivers of steady development.

The Indian online business area is positioned ninth in cross-line development on the planet, as indicated by Pioneers report. Indian web based business is projected to increment from 4% of the complete food and staple, clothing, and buyer hardware retail exchange 2020 to 8% by 2025.

As most Indians have begun shopping on the web as opposed to venturing outside their homes, the Indian internet business area saw an expansion. Additionally, according to the McKinney's report, ~96% buyers have attempted another shopping conduct; ~60% purchasers are required to move to internet shopping in the merry season and keep shopping on the web past the COVID-19 pandemic.

Which gave ascend in pattern to purchase staple goods online as individuals can't go out during lockdown. E-staple retailing is still at the outset stage and the volume of web food supplies purchasing fails to impress anyone for e-merchants in India to support beneficial development over the long haul. The prospect of buying transitory items including fish over the web incites some doubt among most clients as the dependability and responsibility of the assistance comes into question. E-basic food item retailers can expand brand value, producing rehash business and this will bring about market infiltration in this industry. The genuine advantage of online shopping for food is comfort. By requesting on the web, one can rapidly look for the items one requirement and request them without having to actually stroll through those long walkways.

1.2.1 Online Grocery Market in India

India's online grocery market started in the mid-2010s with an on-request plan of action, dependent on neighborhood retailers for satisfying requests. This was, obviously, gone with the act of profound limiting.

In 2017, an approach change allowed 100% FDI in food retail. This prompted a surge of capital from unfamiliar financial backers. This empowered organizations in the area to venture into level 2 and level 3 urban communities, supported by a synchronous blast in cell phone use, web utilization and computerized installments. Significant speculations across the whole environment of food handling, cold stockpiling and generally coordination's helped the area acquire extra footing. Over the long run, a stockroom model started coming to fruition, and soon the short-term conveyance model got well known. Today, two-hour conveyances are quick turning into the standard, and to accomplish this organizations in the area are progressively tying up with kerana stores. Where big basket is dominating the e-grocery market with [35.2%], followed by Amazon Fresh with [31.5%] and Gofers [31.2%]

1.2.2 Online Grocery Companies in India

- Big Basket
- Amazon Fresh

- Flipkart Grocery Store
- Swiggy
- Zomato
- Jiomart
- Gofers
- DMart
- Dunzo
- Easyday
- Godrej Nature's Basket
- Gofers

1.2.3 Online Grocery Market Size

The India online staple market size was esteemed at USD 2.9 billion of every 2020 and is required to extend at a build yearly development rate (CAGR) of 37.1% from 2021 to 2028. The market has acquired tremendous footing over the previous months because of the changing way of life of the buyers, developing urbanization, and the educated age that inclines toward purchasing items on the web. With the development in expendable wages and busier ways of life, individuals are progressively searching out adjustable and advantageous online stages for shopping for food as opposed to strolling down to the local sellers. The inclination for online conveyance of basic food item items turned out to be more obvious after the COVID-19 flare-up. With the social removing principles, buyers are turning their concentration to online shopping for food, which isn't just advantageous yet is a more secure alternative. Furthermore, it set off the development of online shopping for food and the diagram pattern to develop higher as this age needs everything at their connivance.

1.2.4 Investments

To keep up the pattern just as to get a handle available numerous organizations began putting resources into online staple stage. Gigantic speculations from worldwide players—like Facebook, which is putting resources into Reliance Jio— are

being recorded in the online business market. Google likewise announced its first venture worth US\$ 4.5 billion in Jio Platforms. This arrangement was trailed by the acquisition of Future Group by Reliance Retail, extending the presence of the Ambani Group in the internet business space.

1.2.5 Government Initiatives

With the public authority advancing the computerized economy structure and computerized proficiency, the online basic food item market in India is probably going to observe a further force in its development. The business is relied upon to be driven by the buyers who stay in Tier-I urban areas, for example, Bangalore, Chennai, Mumbai, and Delhi, Much of the development in the business has been set off by expanding web and cell phone infiltration. As of August 2020, the quantity of web associations in India essentially expanded to ~760 million, driven by the 'Computerized India' program. Out of the all-out web associations, ~61% associations were in metropolitan regions, of which 97% associations were remote gadgets, and the calculated effortlessness. The public authority is opening things in a stepwise way

The Government of India's approaches and administrative systems like 100% Foreign Direct Investment (FDI) in B2B E-business and 100% FDI under programmed course under the commercial centre model of B2C E-trade are relied upon to additionally move development in the area. According to the new FDI strategy, online substances through unfamiliar speculation can't offer the items which are sold by retailers in which they hold value stake.

In October 2020, Minister of Commerce and Industry, Mr. Piyush Goyal welcomed new companies to enlist at public acquirement entryway, Gem, and offer products and ventures to government associations and PSUs.

Through its Digital India crusade, the Government of India is meaning to make a trillion-dollar online economy by 2025.

1.2.6 History

The last part of the 1990s was a period of incredible idealism for web retailers. Purchasers had quite recently begun requesting items on the web, and there was a generally held view that this new strategy for shopping would totally upset the business.

As the biggest single retail area, staple was an early territory of core interest. It conceivably offered the worthwhile compensation of high-spending customers who shopped routinely. It additionally had the advantage of being something that numerous individuals didn't especially appreciate looking for as was shouting out for a change that expanded accommodation and saved purchasers time.

Essentially, the early movers in the business were not grocery stores or food producers, but rather innovation organizations quick to utilize their insight into coding and frameworks to stir up an area they accepted to be ready for change. They were empowered and upheld by financial backers who, right now, were tossing cash at any organization with a .com postfix.

HomeGrocer.com was one of the primary online grocery store players. It began in 1997 in Washington state and immediately acquired venture to permit it to make the framework expected to help the business, including a tremendous stockroom and an armada of vans. Early development was great, and by mid-2000, deals had reached more than \$1 million every day. This fast development powered greater venture for venture into different business sectors, including California, Oregon, Texas, Georgia and Illinois.

The other early mover in online basic food item was Waban, established in 1996. After an effective dispatch in California, the firm left on forceful development plans, with an objective to work in 26 significant urban communities around the United States. Its trust later on for e-staple was underlined by a bewildering \$1 billion request with a designing and development firm to work out new distribution centers and the framework to help them.

Simultaneously as unadulterated play innovation organizations were taking actions into basic food item, different players were seeking after an alternate model. Peapod, for instance, which was established in 1989, at first sought after an association model by working with customary grocery stores like Jewel, Kroger and Safeway to convey food. This, alongside mindful extension, permitted it to save money on costs in the production network. Regardless of market disturbance, its endurance was guaranteed when A hold purchased the activity in 2001.

Relative tenderfoot Instacart, which was established in 2012, utilized a comparative model to Peapod in that it cooperated with food merchants. Notwithstanding, in contrast to Peapod, the activity is more adaptable, depending on self-employed entities to pick items from stores and convey them to clients' homes. This adaptability permits Instacart to dodge a considerable lot of the great framework costs that end up being the Achilles' impact point of unadulterated play online food merchants.

The exercise from these models is that utilizing the scale and foundation of standard merchants is an approach to bypass both the significant expenses related with warehousing and the lower edges that come from getting nourishment for a generally low-volume activity. Generally, these models underline the way that, in spite of the ascent of on the web, huge store bunches actually have a significant benefit as a result of their economies of scale.

Today, online is by and by a landmark for staple. Be that as it may, the field isn't overwhelmed by innovation firms or unadulterated play online retailers. Or maybe, it is packed with conventional basic food item chains like Walmart and even Amazon

The contentions that applied to the early pioneers are as yet pertinent and address gives that merchant are working through. Nonetheless, stores have a few key benefits that make their endeavours into online bound to produce achievement.

To begin with, they as of now have broad foundation and coordination organizations, including their stores, which can be utilized as stockrooms and circulation habitats for online orders. Second, they have enormous economies of scale, which permits them to get better edges, which, thus, implies that online benefit, while testing, isn't totally

tricky. Third, they can interest buyers by offering a scope of administrations, similar to snap and gather from stores and check side pickup that beats some customer issues with purchasing on the web.

These things, along with the ascent of computerization and advanced mechanics in picking and pressing, imply that this new influx of online development and speculation will probably succeed. This is, maybe, the beginning of the genuine web staple upheaval.

1.3 COMPANY PROFILE

Big basket is the largest online grocery supermarket in India. It was dispatched in 2011, very about when web based business was in its beginning stage in the country.

Big basket was dispatched when India's bustling labor force in urban areas was thinking that it's hard to allot time to purchase staple goods and home fundamentals. Big basket gave them the adaptability to put in their request whenever and get the things conveyed at their favored time. Big basket offers staple goods and food supplies in different classifications like natural products and vegetables, food grains, oil, masalas, pastry shop things, drinks, marked food varieties, individual consideration items, family supplies, eggs, meat, fish, and so forth Big basket right now offers in excess of 18,000 items across different classifications and highlights in excess of 1000 brands in its index. Big basket accompanies the guarantee of most reduced rates and brief conveyance administrations.

1.3.1 CORPORATE GOVERNANCE

Big basket is settled in Bangalore and conveys to different urban areas in India, for example, Hyderabad, Mumbai, Pune, Chennai, Delhi, Noida, Mysore, Coimbatore, Vijayawada-Guntur, Kolkata, Ahmedabad-Gandhi agar, Lucknow-Kanpur, Gurgaon, Vadodara, Visakhapatnam, Surat, Nagpur, Patna, Indore and Chandigarh city limits. Where enormous crate is situated in 21 urban areas in India and it's the most celebrated online staple association in India where they follow novel strategies and activities and satisfy client's necessities at the normal time

Founders of big basket

- Hari Menon
- VS Sudhakar
- V S Ramesh
- Vipul Parekh
- And Abhinay Choudhari.

President of Big basket

- Vipul Parekh

CEO of Big Basket

- Hari Menon

Managing Director of Big Basket

- TC Meenakshisundar

1.3.2 HISTORY

Big basket was dispatched in 2011, yet its excursion had started significantly sooner. It was in the year 1999 that a gathering of individuals containing V S Sudhakar, Hari Menon, Vipul Parekh, Abhinay Choudhari and V S Ramesh dispatched their online retail business called Fabmart. The business did very well and later actual retail shopping centers called Fabmart were dispatched in different areas in South India. The business was ultimately offered to the Aditya Birla Group and now it is referred to prominently as 'Additional' corporate store. Notwithstanding, the organizers were tingling to begin something new and with their involvement with retail business, they met up indeed to dispatch Big basket in 2011. Big basket currently has revenue of around \$3.2 million and approximately 4,000 employees.

CHAPTER 2

REVIEW OF LITERATURE

2.1 Introduction

In this Chapter, the researcher has made an attempt to study and understand the concepts of Customer Satisfaction. This attempt includes, understanding the basic concepts of Customer Satisfaction, analyzing research studies made by earlier researchers in respect of Customer Satisfaction in online grocery shopping, for this, the researcher has used various books, research Journals and websites. The detailed list is further elaborated in the Bibliography. Through this Literature Survey researcher wants to find out which are the important parameters of Customer Satisfaction in respect of big basket online services.

2.2 List of reviews

MUTHUPRIYA (2019) the fast improvement of the web has emphatically swayed upon the overall advertising climate. As of now it has gotten one of the mainstream approaches for business and client to perform exchange over the web. Organizations have been concocting innovative approaches to advance their item through on the web. In this way it depicts how current market is supplanting the customary business sectors. This examination is occurring to recognize the elements that may impact client's web based shopping fulfilments. For the most part, the accomplishment of internet shopping basically relies upon the consumer loyalty during their buy

PRASAD AND RAGHU (2018) examined traits of online shopping for food which has been inspirational components for purchasing staple goods on the web. Accommodation, security, trust, administration uphold, adaptable exchange, customized consideration, value advancements and so on Where seven components have been read which are impacting for shoppers online staple purchasing conduct. The outcome appeared uplifting demeanor toward shopping for food additionally examined significant indicators of online staple like apparent trust, security and quality help uphold, customized consideration, and cost advancements.

KAVITHA (2017) Internet assumes progressively a more critical part to interface data and individuals, the pressing factor has kept on ascending on business sectors which have effectively utilized online administrations, and particularly on business sectors to which selling items online is novel. The pattern of the retailing store is changing as a developing number of retailers are moving their concentration from general physical retailing to new arrangements, for example, electronic retailing or e-following. The examination portrays the assumption for a client while purchasing staple goods on the web and in actual market is very surprising. The investigation uncovers that the significant purpose behind buying goods online is saving time and exertion and there are no time limitations on shopping.

ANITA (2017) inspected the inclination of ladies PG understudies towards web based shopping Coimbatore city. Considered the shopping factors feel great to purchase 24*7, helpful and save time, value markdown accessible, and simplicity and quick, confident in shopping, method of instalment and so on will assist with improving fulfilment level. Study recognized the hindrances the client face during the online buy. Decrease the issues and improve the degree of fulfilment.

KAUR AND SHUKLA (2017) contemplated the purchaser's mentality towards online shopping for food, inspected the shopping factors, specialized hindrances and social impact for shopping for food. Recognizing that purchasers worried about the nature of items among other dread variables and specialized obstructions, for example, speed of the web and newness of shopping for food sites was frustrating the acknowledgement in India. Web architecture, substance, stage and item pictures required enhancement for satisfactory inquiry and simple requesting measure.

PAUZI ET AL (2017) Study investigated online staple buy expectation factors like social influencers, encouraging conditions, gluttonous inspirations, seen hazard and saw trust and so forth was essential to online retailers to drive Malaysian customers for buying staple on the web.

JISHA AND KARAN (2017) considered the impression of customers towards shopping of online basic food item has been changed because of item decision, assortment and accessibility, value, nature of items, accessibility of offers and limits, conveyance time planning choice and so forth these credits of web based shopping impacts the

Buy choices. It was examined that comprehension of customer insight towards online staple will give more extensive degree to e-advertisers to obtain more buyers in future.

CHOUDHURY (2017) considered the retail channels and online retail design. Zeroing in on latest things for online just as disconnected basic food item retailing which remained with huge configuration stores to have online presence and improved inventory network Management for to serve online staple shoppers.

GOPAL AND JINDOLIYA (2016) investigated the online channels utilized by purchasers during the purchasing choice cycle. Zeroing in on why and how on-line customers go for purchasing choice interaction. Clients buying choices factors like value engaging quality, efficiency, saw danger, satisfaction and fervor, substance and high intuitiveness and so forth has been examined and contributed to clients buying expectations.

TIMES OF INDIA (2015) likewise investigated the reasons why the dominant parts (78%) of Indians studied don't at present shop on the web. Of this gathering, 59% said they didn't know that making exchanges online was secure or protected, 43% said they basically liked to shop in-store to take a gander at the actual items and an extra 40% raised their interests about the time it would take for things to be conveyed to them.

HARMA (2015). Study explored the consumer perception towards online grocery stores. Elements like offers and limits, accessibility of assortment of items, free home conveyance, easy to understand sites and money down instalments alternative and so forth impacts clients to purchase from online shopping sites. Simple to arrange, assortment, limits/offers, saves time and keep away from long lines would be valuable to shop grocery online.

SHENBAGA VADIVU (2015) in the time of globalization electronic promoting is an extraordinary transformation. In the course of the most recent decade greatest business associations are running with innovative change. Web based shopping or advertising is the utilization of innovation (i.e., PC) for better showcasing execution. Also, retailers are concocting procedures to satisfy the need of online customers; they are occupied in contemplating purchaser conduct in the field of web based shopping, to see the buyer mentalities towards internet shopping. Accordingly we have additionally chosen to consider purchaser's mentalities towards web based shopping and explicitly contemplating the variables impacting buyers to shop on the web.

AMOL RANADIVE (2015) has made an examination which investigates the degrees of acknowledgment among shoppers in Vadodara city. It canters the elements that influence the buyers purchasing aims and shopping inclinations. The consequences of the examination led have reaffirmed that the system of Theory of Planned Behaviour (TPB) is appropriate to the estimation of customer's social goals while looking for goods on the web. This examination presents significant experimental help for the adequacy of Ajzen's TPB model in internet shopping conduct. In this manner with the wide range of various three factors of the TPB, the investigation exhibits the prescient utility of the TPB to decide web based shopping conduct, explicitly for shopping for food in the city of Vadodara.

SATHIYARAJ, SANTHOSH KUMAR, AND SUBRAMANI (2015) Consumers are assuming a significant part in internet shopping. The expanding utilization of Internet by the more youthful age in India gives an arising prospect for online retailers. In the event that online retailers realize the elements influencing Indian buyers' purchasing conduct, and the relationship between these variables and kind of online purchasers, at that point they can additionally build up their promoting methodologies to change over possible clients into dynamic ones. The primary goal of the examination is to decide the client insight towards online shopping for food in Chennai. The wellsprings of information utilized in this undertaking report are both essential and optional information. Distinct examination type is utilized for this exploration. Essential information comprises of unique data accumulated from test size of 200 respondents dwelling in Chennai, Tamil Nadu through Google structures, which is

posted in long range interpersonal communication locales. Overview strategy is utilized to gather the essential information. The significant discoveries of the examination are 29% of respondents cited the purpose behind picking the internet shopping is to buy remarkable and extraordinary articles, and they need to track down the best cost of the item. The result of the exploration paper likewise uncovered that the segment factors, like sexual orientation, age bunch don't have impact of the variables of consumer loyalty.

RASHED AL KARIM (2013) this examination attempts to comprehend consumer loyalty in web based shopping while at the same time exploring the significant reasons that spurred clients' dynamic cycles just as restraints of web based shopping.

MURALIKRISHNAN, (2012), country Manager at eBay's India in his article clarifies that Indian buyers toward purchasing high edge items, for example, garments and shoes similar to the pattern among eBay customers in the West as opposed to electronic devices and books, which are the most famous decisions currently however order lower overall revenues and are less incessant buys. He portrayed that India's early web based business market, which till as of late was generally restricted to individuals purchasing Train, flight and film tickets, is in a flood as a more youthful, well informed working class progressively takes to shopping on the web in a nation seeing fast development in Internet utilization. Counseling firm Technopak predicts a \$70-billion yearly market by 2020, up from \$600 million now, which is only 0.05% of worldwide web based shopping. EBay itself appraises India's web based shopping market in 2012 will develop near 100%

RAINU TAN VEER SINGH (2012), he was embraced the task in Niralamex Inc. in Taiwanese market in selling of Indian staple things to the neighborhood retailers and distributor in the Taiwanese market. The undertaking previously considered the mentality of clients towards internet shopping, likewise deciding the components which impact the purchaser to buy products and administration. The second 50% of the venture portrayed the ascribes of internet shopping impacting the buy choice by the respondent. It additionally decided the issues in regards to the web based shopping. The third piece of the venture decides the buy choice regarding staple. It decided the spot inclination of shopping for food concerning value, quality,

assortment, closeness and offers/limits. The undertaking likewise suggested the business operational arrangement which works with contracting vendor with the neighborhood Kirana stores.

GULTEN BOZKURT (2010) study depended on the examination of the buyer ecological qualities of ordinary staple customers who purchase online from the individuals who purchase in the store. It additionally focused on the food shopping propensities between purchasers who purchase online against the individuals who purchase in the store. The outcomes got in this investigation showed that there was no variety between the on the web and the actual store members corresponding to ecological qualities when looking for food or staple goods.

THE KOTLER AND KELLERS (2009) Five Stage Buying Process Model was picked as the premise of structure of this investigation to clarify consumer loyalty through their inspirations to purchase items on the web. The current writing was investigated to find reasons that would impact clients emphatically or adversely towards shopping on the web. Reviews were led by conveying surveys in the Wrexham region (North Wales) to assemble Information for this exploration. SPSS programming bundle was utilized to introduce research information graphically and to test research speculation. From the discoveries, it was found that respondents use web to buy items through online on the grounds that they trust it is comfort to them and the term advantageous incorporates components, for example, efficient, data accessibility, opening time, convenience, and sites route, less shopping pressure, more affordable and shopping fun. Conversely, alongside respondents' outlooks, online instalment security, individual protection and trust, hazy guarantees and returns approaches and absence of individual client assistance are the premier hindrances of web based shopping. Moreover, the consequence of theories set up that despite the fact that internet shopping is advantageous to all customers, online instalment framework and protection or security nerves have huge effect on web based shopping. At long last, a few suggestions have been offered for online retailers to take activities for making internet shopping more respected and dependable

As indicated by **KOTLER and KELLER (2009)**, a purchaser goes through five phases while settling on a choice to buy. These stages are best logical when a purchaser goes for purchasing exorbitant things, like a house, a vehicle, precious stone adornments and so forth. Nonetheless, in everyday buy, buyers may not go through every one of these stages, since certain choices needn't bother with data, and dependent on purchaser's past experience they will visit a store for the buy. options, buy choice, and buy conduct" (**KOTLER and KELLER 2009**).

Likewise, many promoting exercises (for example relationship advertising, showcasing research, information mining, advancement/interchanges, inventory network the board, deals and buying and after deals uphold) are presently innovation empowered because of the expanding development of web based promoting through the Internet (**O'CONNOR and GALVIN, 2001**). Organizations are presently utilizing the Internet to fabricate nearer associations with customers and advertising accomplices. Other than contending in conventional commercial centers, they currently approach energizing new market spaces.

Additionally, through the Internet, purchasers can find out about configuration, request, and pay for items and administrations, while never venturing out from home and afterward, through the miracles of expedited service, they can get their buys in brief timeframe. From augmented reality shows that test new items to online virtual stores that sell them, the innovation blast is influencing each part of advertising. The Internet has now become a really worldwide wonder (**SRISUWAN and BARNES, 2008; TENG ET AL., 2007**).

Furthermore, **JAYAWARDHENA ET AL. (2007)** in their investigation considered the buying direction of likely purchasers and surveyed its effect on buy conduct, however tracked down that singular direction is free of buying choice, which supports the perspectives on **LIU ET AL. (2008) AND SORCE ET AL. (2005)** that each phase of the buying dynamic cycle may affect a possible purchaser's choice to purchase on the web or not. **DEMANGEOT AND BRODERICK (2007)** revealed that "data search encounters influence the mentalities towards the site and its brands". In the **KOO ET AL. (2008)** study, which was directed on 279 online clients in Korea, it was tracked down that "32.5 per cent utilize the web for news and data, 32.5 per cent for

correspondence, 7.5 per cent use it for amusement while 7.1 per cent for internet shopping".

Moreover, in steady with **GAY ET AL. (2007)**, shopper fulfilments and buy choice on web based shopping relies upon not many more issues. These are: e-store picture, conveyance and client administrations, administration quality and buy conduct, personalization, inspirations for online buy, trust, dependability, protection, transaction and cost, motivator programs, web architecture, online intuitiveness, stock inspiration, confirmation, accommodation (or Hassle Reduction), realistic inspiration, responsiveness, customer hazard appraisal and so forth

GEORGE ADAMIDIS ET AL (2006), in this paper, the creators examined about explicit part of shopping; shopping for food. Shopping for food is a fundamental and routine kind of purchaser conduct, which in the course of the most recent couple of many years has gone through significant changes because of the quick advancement of innovation. E-staple is the new type of shopping for food, which permits customers to arrange items by means of the Internet from the accommodation of their home. The advancement of on the web and in-store shopping for food is to a great extent controlled by the thought processes and the conduct of buyers. The point of this paper is to explore and clarify Cypriot buyer's insights and reactions towards online shopping for food. A review that used a self-directed survey for gathering information from respondents, was led at the capital of Cyprus; Nicosia. Cypriot customers are not prepared at this point to acknowledge e-shopping for food as an option in contrast to customary shopping for food. In light of the discoveries of this review, "the great nature of the items offered" and "an unconditional promise" can be chosen by the e-merchants as it is by all accounts the better danger relievers. Likewise, "the serious costs of the items", "safe dealings through the Internet" and "steadfastness to notable items" may comprise profoundly successful impetuses to expand the quantity of online customers.

EMARKETER (2005) showed that the Internet applied a greater impact than for disconnected media for hardware contrasted with that attire, magnificence or home improvement as would be normal. Web Marketing has changed the manner in which individuals purchase and sell great and administration. It has added parcel of comfort

and simple to the entire cycle of purchasing. Web purchasing commonness is most elevated in the United States, where 93% of Internet clients have purchased on-line (Business Software Association, 2002), and it is filling quickly in India too (www.ebay.com)

VIJAYASARATHY (2004), in his exploration utilized an example of 281 purchasers to test a model of buyer aim to use on-line shopping. The investigation discovered similarity, value, convenience, and security to be huge indicators of demeanor towards on-line shopping, however protection was definitely not. Another finding showed that aim to use on-line shopping was firmly affected by mentality toward online shopping, regulating convictions, and self-viability.

The arrangements of elements adversely affecting customers' penchant to shop don't appear to be totally different from the contemplations experienced in disconnected conditions. In any case, the sensitivities people show for every factor may be altogether different in online commercial centers. Elements like value affectability, significance credited to brands or the decision sets considered in on the web and disconnected conditions can be essentially not quite the same as one another (**ANDREWS AND CURRIM, 2004**). Vulnerabilities about items and shopping measures, reliability of the online dealer, or the comfort and financial utility they wish to get from electronic shopping decide the expenses versus the advantages of this climate for buyers (**TEO ET AL., 2004**). Further examinations intending to finish the full arrangement of components affecting customers' pre- purchase aims are still a lot of anticipated.

SIMON RIGBY (2002), Head of Direct Channels at Comet, says, "Our test is to address the issues of the best number of customers. By embraced research consistently, we get familiar with our clients' shopping needs also, styles. This encourages us to convey all the essential assurances, product ranges and administrations. We led this overview during our pinnacle selling period as we are currently building up our scope of online intuitive administrations, like Live Chat and CometTV.co.uk. Incredible sight and sound deals apparatuses will before long get standard in the web based shopping field. In three years, you'll be similarly prone to snap and watch an item related video of your planned buy on your PC before you purchase - as you are to have an email address today.

Distinguishing pre-buy goals of buyers is the way to comprehend why they eventually do or don't shop from the Web market. One stream of exploration under online purchaser conduct comprises of studies that handle the factors impacting these goals. An accumulation of a portion of the determinants analysts have analyzed are: exchange security, seller quality, value contemplations, data and administration quality, framework quality, protection and security chances, trust, shopping delight, valence of internet shopping experience, and saw item quality. **(LIAO AND CHEUNG, 2001; SAEED ET AL., 2003; MIYAZAKI AND FERNANDEZ, 2001; CHEN AND DUBINSKY, 2003).**

AS BELLMAN ET AL. (1999) notice, socioeconomics are not so significant in deciding web based buying potential. Regardless of whether the purchaser has a wired way of life and the time imperatives the individual has are significantly more powerful. Danger taking penchant is likewise an incredible factor. E-customers have higher danger taking propensities. Shoppers with significant degrees of protection and security concerns have lower buying rates in online business sectors yet they offset this trademark with their mission for utilizing the data benefit of the climate **(KWAK ET AL., 2002; MIYAZAKI AND FERNANDEZ, 2001)**. These informed people, as more sure chiefs, are considerably more requesting and have more prominent authority over the buying cycle from commencement to fulfilments **(RAO ET AL., 1998)**. Internet shopping encounters and is better possibility to be caught in the notable idea of stream in the digital world **(SISK, 2000; HOFFMAN AND NOVAK, 1996; LIAO AND CHEUNG, 2001)**. Those customers utilizing the Internet for a more drawn out time from different areas and for a higher assortment of seer-indecencies are viewed as more dynamic clients **(EMMANOULIDES AND HAMMOND, 2000)**.

2.3 Conclusion

A literature review may comprise a fundamental part of a postulation or paper, or might be an independent survey of works regarding a matter. Regardless, its motivation is to put each work with regards to its commitment to the comprehension of the subject under audit. Depict the relationship of each work to the others viable. Recognize better approaches to decipher, and reveal insight into any holes in, past research. Resolve clashes among apparently opposing past examinations. Point the route forward for further research .

CHAPTER 3 RESEARCH METHODOLOGY

3.1 NEED FOR STUDY

Research methodology is mainly needed for the purpose of framing the research process and the designs and tools that are to be used for the project purpose. Research methodology helps to find the customer satisfaction based on product. This time research methodology is framed for the purpose of finding the level of **CUSTOMER SATISFACTION TOWARDS BIG BASKET ONLINE SERVICES IN CHENNAI.**

3.2 SCOPE OF THE STUDY

E-grocery is happening in India in a big way. The study is to identify whether people are Satisfied the way they shop their grocery from online web stores. The study is conducted to reveal the consumer's satisfaction towards big basket and their preference towards the same. This study will help to find out whether e- grocery will exceed the Satisfaction level of using the traditional way of shopping and increase the response of online grocery shopping in future. There are numerous opportunities for innovative new services.

3.3 OBJECTIVE OF THE STUDY

This project is designed mainly to identify and evaluate the customer's satisfaction level towards big basket online services

3.3.1 Primary objective:

1. To study the satisfaction level of the customers of big basket E-grocery store.

3.3.2 Secondary objectives:

1. To find out the major factors that influences of the customers for buying in big basket.
2. To know the customer opinion/experience on shopping with big basket.
3. To know the loyalty and retention of the customers towards big basket.
4. To obtain feedback on the enquiries they get through online Promotional strategies.

3.4 RESEARCH DESIGN

3.4.1 Descriptive Research Design

Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study.

3.5 SOURCES OF DATA

Data collection is the term used to describe a process of preparing and collecting data.

Primary Data – Questionnaire given to 200 respondents

Secondary Data - Websites and online journals, Published reports & Review of literature from published articles.

3.6 STRUCTURE OF QUESTIONNAIRE

Questionnaire was divided into two sections. First part was designed to know the general information about customers and the second part contained the **respondent's opinions about customer's satisfaction.**

3.7 SAMPLING TECHNIQUE

3.7.1 Convenience sampling method

A convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach.

3.8 PERIOD OF STUDY

The duration of study is from January 2021 to March 2021 which is a three months of study.

3.9 ANALYTICAL TOOLS

1. Percentage analysis

Research questions are always answered with a descriptive statistic: generally either percentage or mean. Percentage is appropriate when it is important to know how many of the participants gave a particular answer. Generally, percentage is reported when the responses have discrete categories.

2. Bar graphs

It is a chart or graph that presents categorical data with rectangular bars with heights or lengths proportional to the values that they represent. The bars can be plotted vertically or horizontally. A vertical bar chart is sometimes called a column chart.

A bar graph shows comparisons among discrete categories. One axis of the chart shows the specific categories being compared, and the other axis represents a measured value. Some bar graphs present bars clustered in groups of more than one, showing the values of more than one measured variable.

3. Pie charts

A pie chart is a circular statistical graphic, which is divided into slices to illustrate numerical proportion. In a pie chart, the arc length of each slice is proportional to the quantity it represents. While it is named for its resemblance to a pie which has been sliced, there are variations on the way it can be presented.

3.10 LIMITATIONS OF THE STUDY

The study is confined to Chennai district only

- The study is based upon the consumer Satisfaction towards Big basket online services and the respondents total is 200 only due to time shortage.
- The data collected for the research is fully on primary data given by the respondents. There is chance for personal bias.

CHAPTER 4 DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

Table 4.1.1: Age of the respondents

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Below 18	12	6.00
2	18-28	74	37.00
3	28-38	52	26.00
4	38-48	38	19.00
5	38-48	16	8.00
6	58 AND above	8	4.00
TOTAL		200	100.00

Source: Primary data

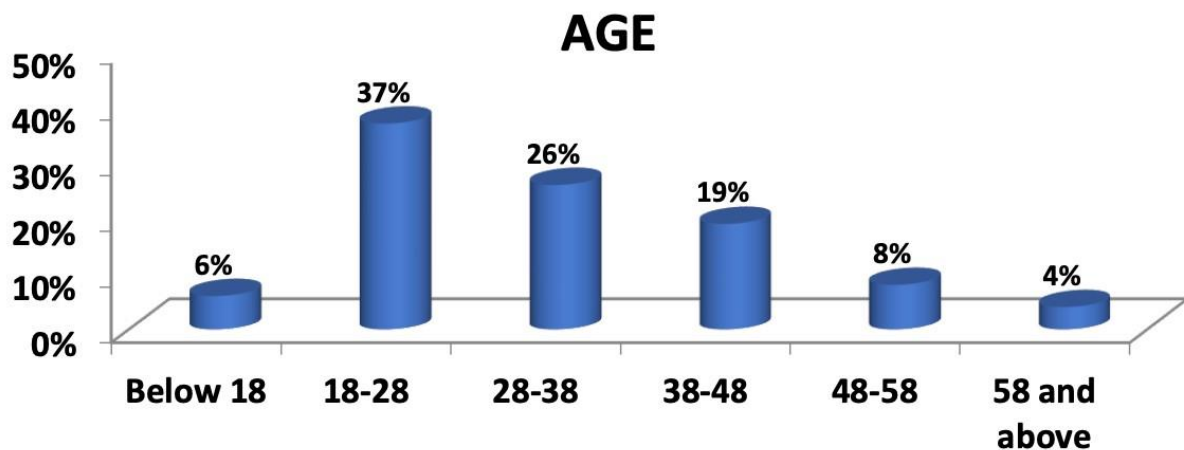


Fig: 4.1.1: Age of the respondents Interpretation

From the above table it is interpreted that the number of respondents Below 18 age of respondents are 6%, between 18-28 age of respondents are 37%, between 28-38 age of respondents 26%, between 38-48 age of respondents are 19%, between 48-58 age of respondents are 8%, 58 and above age of respondents are 4%

Inference

Majority (37 %) of the respondents are age between 18 to 28 years.

Table 4.1.2: Gender of the respondents

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Male	72	36.00
2	Female	128	64.00
TOTAL		200	100.00

Source: Primary data

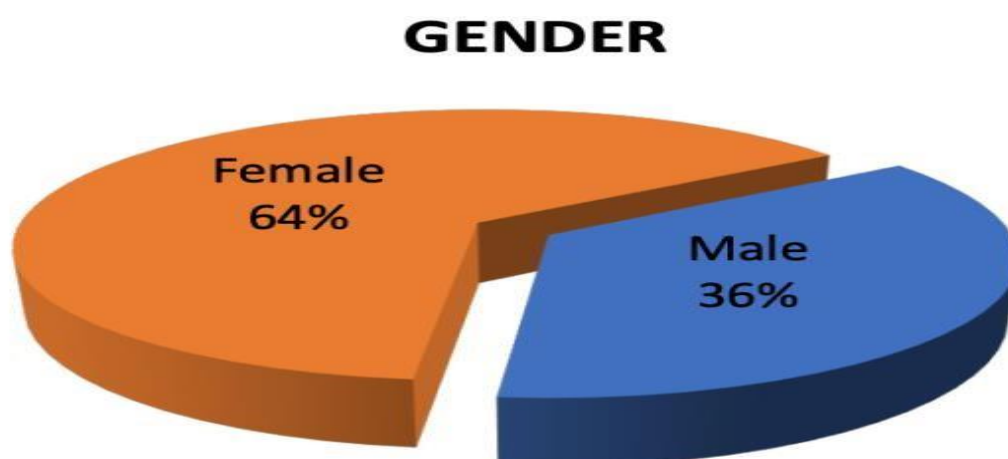


Fig: 4.1.2: Gender of the respondents Interpretation

From the above table it is interpreted that the number of male respondent is 36% and female respondent is 64%.

Inference

Majority (64%) of the respondents are Female.

Table 4.1.3: Occupation of the respondents

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Private employee	74	37.00

2	Government employee	52	26.00
3	Business	40	20.00
4	Others	40	20.00
PERCENTAGE		200	100.00

Source: Primary data

OCCUPATION

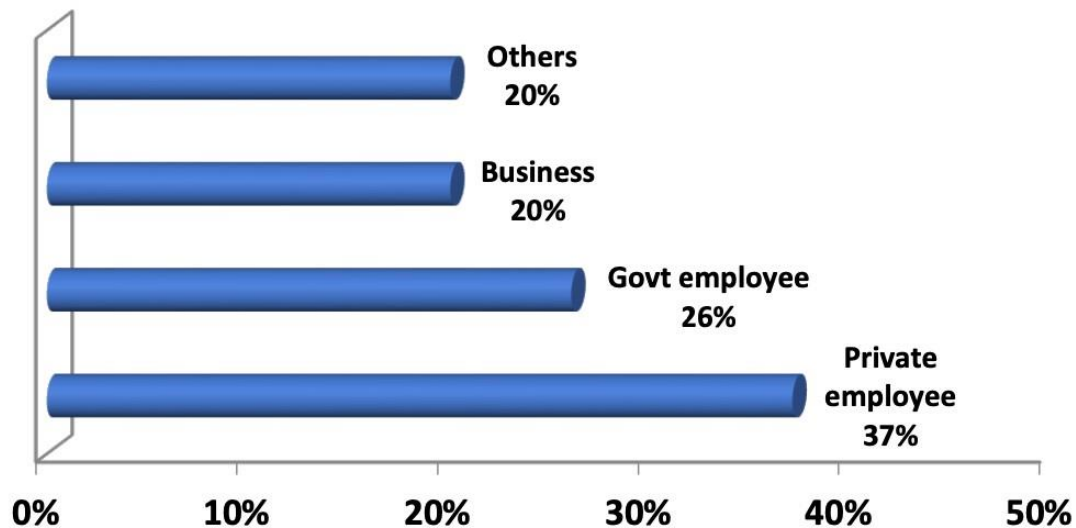


Fig: 4.1.3: Occupation of the respondents Interpretation

From the above table it is interpreted that the number of respondents were 37.00% is Private Employee, 26.00% is Government Employee, 20.00% Business, 20.00% is others.

Inference

Majority (37%) of the respondents are Private Employee.

Table 4.1.4: Marital status of the respondents

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Unmarried	74	37.00
2	Married	126	63.00

TOTAL		200	100.00
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Source: Primary data

Martiel status Of The Respontants

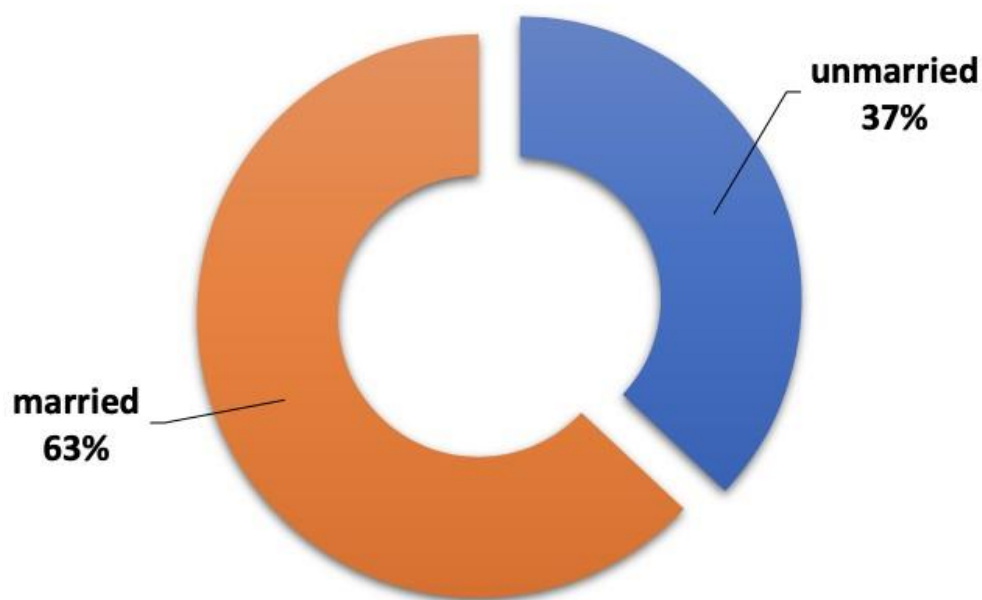


Fig: 4.1.4: Marital status of the respondents Interpretation

From the above table it is interpreted that the number of respondents were 37% in Unmarried, 63% in married

Inference

Majority (63%) of the respondents are Married.

Table 4.1.5: Monthly income of the respondents

S.NO	PARTICULARS	NO OF RESPONENTS	PERCENTAGE
1	Below 25,000	36	18.00
2	25,000-50,000	70	35.00
3	50,000-100,000	61	31.00
4	More than 100,000	33	17.00

TOTAL		200	100.00
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Source: Primary data

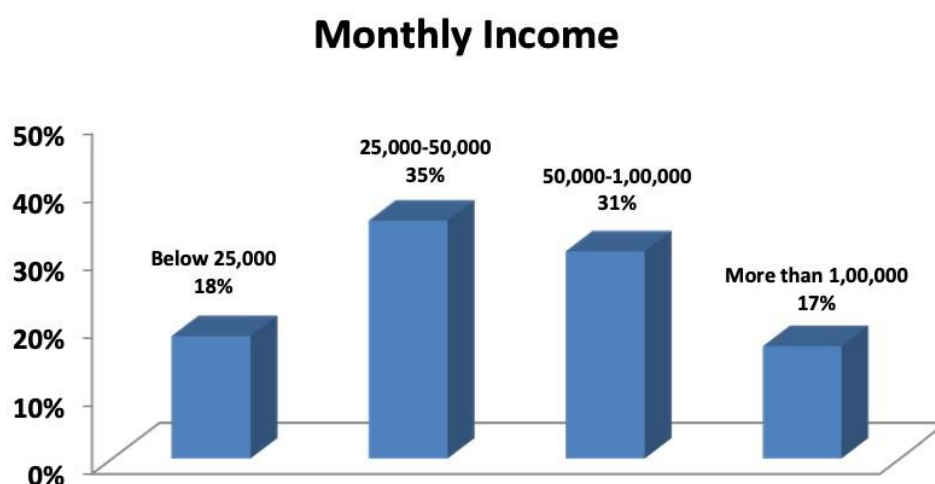


Fig: 4.1.5: Monthly Income of the Respondents Interpretation

From the above table it is interpreted that the number of respondents

Below 25,000 monthly income of respondents are 18%, between 25,000-

50,000 monthly income of respondents are 35%, between 50,000-1,00,000 monthly income of respondents 31%, more than 1,00,000 monthly income of respondents are 17%

Inference

Majority (35%) of the respondents' monthly income is between 25,000-50,000.

Table 4.1.6: Important parameters considered by respondents to order grocery online

PARTICULARS	NO OF RESPONDENTS					PERCENTAGE				
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	S.A	A	N	D	S.D
Accessibility and availability	112	74	8	4	2	56.00	37.00	4.00	2.00	1.00
Variety	99	73	19	7	2	49.50	36.50	9.50	3.50	1.00
Product Accessibility and availability	106	80	6	5	3	53.00	40.00	3.00	2.50	1.50
Vegetable Quality/ taste	120	66	14	0	0	60.00	33.00	7.00	0.00	0.00
Value for money	128	57	9	3	3	64.00	28.50	4.50	1.50	1.50
Packaging	140	51	9	0	0	70.00	25.50	4.50	0.00	0.00
Quantity of items	137	51	9	0	0	68.50	27.00	4.50	0.00	0.00
Speed of delivery	144	49	1	6	0	72.00	24.50	0.50	3.00	0.00
TOTAL	200					100.00				

Source: Primary data

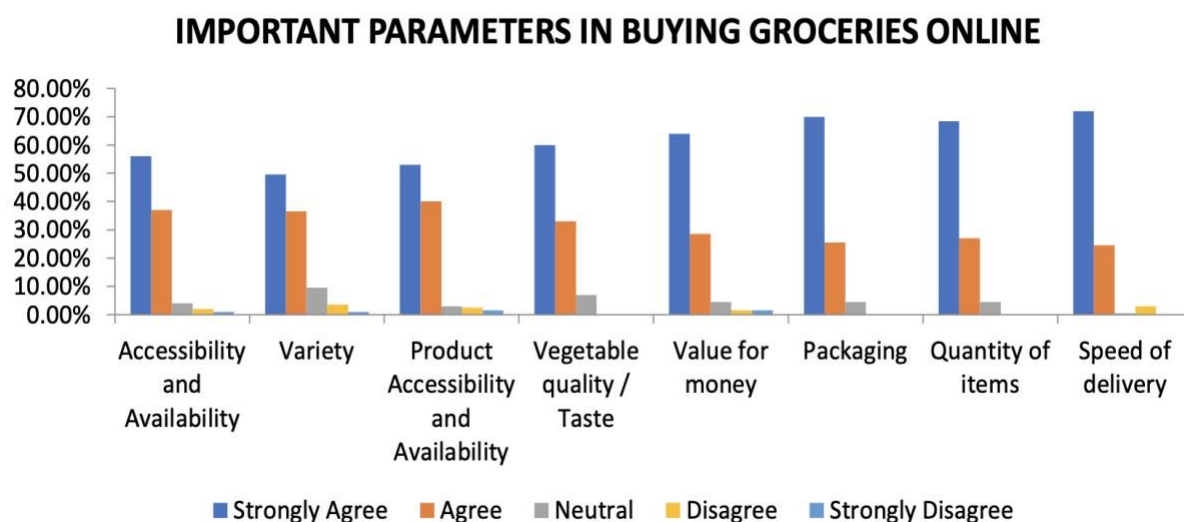


Fig: 4.1.6: Important parameters considered by respondents to order grocery online Interpretation

From the above table it is interpreted for the parameter accessibility and availability 56% of number of respondents strongly agree, 37% of number of respondents agree, 4% of number of respondents neutral, 2% of number of respondents disagree and, 1% of number of respondents strongly disagree

From the above table it is interpreted for the parameter Variety 46.50% of number of respondents strongly agree, 36.50% of number of respondents agree, 9.50% of number of respondents neutral, 3.50% of number of respondents disagree and, 1% of number of respondents strongly disagree

From the above table it is interpreted for the parameter product accessibility and availability 53% of number of respondents strongly agree, 40% of number of respondents agree, 3% of number of respondents neutral, 2.50% of number of respondents disagree and, 1.50% of number of respondents strongly disagree

From the above table it is interpreted for the parameter vegetable quality / taste 60% of numbers of respondents strongly agree, 33% of numbers of respondents agree, 7% of number of respondents neutral

From the above table it is interpreted for the parameter value for money 64% of number of respondents strongly agree, 28.50% of number of respondents agree, 4.50% of number of respondents neutral, 1.50% of number of respondents disagree and, 1.50% of number of respondents strongly disagree

From the above table it is interpreted for the parameter packaging 70% of number of respondents strongly agree, 25.50% of numbers of respondents agree, 4.50% of number of respondents neutral

From the above table it is interpreted for the parameter quantity of items 68.50% of number of respondents strongly agree, 27% of number of respondents agrees, 4.50% of number of respondents neutral

From the above table it is interpreted for the parameter speed of delivery 72% of number of respondents strongly agree, 24.50% of number of respondents agree, 0.50% of number of respondents neutral, and 3% of number of respondents disagree

Inference

Majority (56%) strongly agree of the respondents with the parameters accessibility and availability

Majority (49.50%) strongly agree of the respondents with the parameters variety

Majority (53%) strongly agree of the respondents with the parameters product accessibility and availability

Majority (60%) strongly agree of the respondents with the parameters vegetable quality/taste

Majority(64%) strongly agree of the respondents with the parameters value for money

Majority (70%) strongly agree of the respondents with the parameters packaging,

Majority (68%) strongly agree of the respondents with the parameters quantity of items,

Majority (72%) strongly agree of the respondents with the parameters speed of delivery

Table 4.1.7: Share of online grocery market

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Big basket	102	51.00
2	Amazon Fresh	62	31.00
3	Gofers	30	15.00
4	Others	6	3.00
TOTAL		200	100.00

Source: Primary data

MARKET SHARE OF E-GROCERY

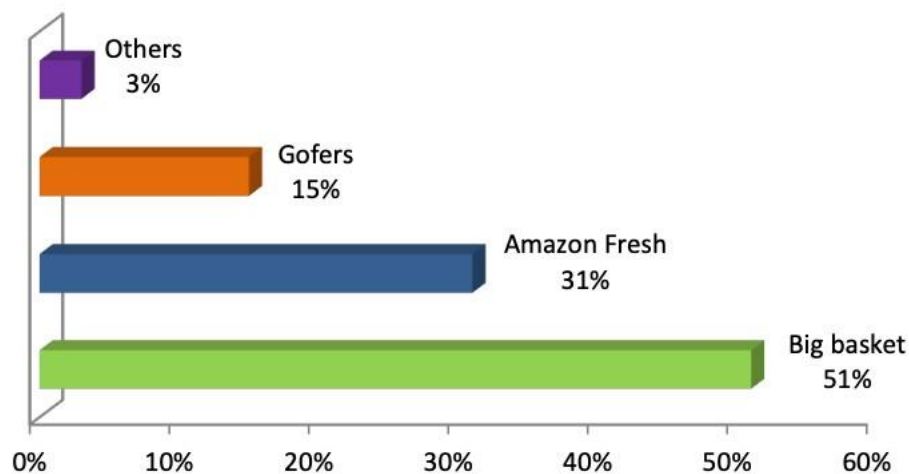


Fig: 4.1.7: Share of online grocery market Interpretation

From the above table it is interpreted that 51% of the respondents choose big basket, 31% of the respondents choose amazon fresh, 15% of the respondents choose gofers, 3% of the respondents choose others stores.

Inference

Majority (51%) of the respondents choose big basket.

Table 4.1.8: Respondents loyalty towards big basket online services

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Less than six months	20	10.00
2	Six months to a year	40	20.00
3	1-2 years	92	46.00
4	3 or more years	48	24.00
TOTAL		200	100.00

Source: Primary data

Loyalty Of Customer Towards Bigbasket

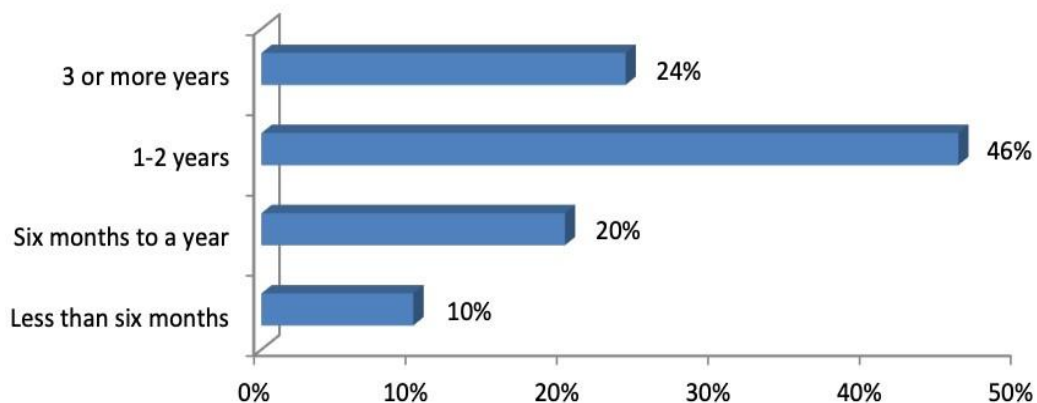


Fig: 4.1.8: Respondents loyalty towards big basket online services Interpretation

From the above table it is interpreted that 24% of the respondents are big basket customers for 3 or more years, 46% of the respondents are big basket customers for 1-2 years, 20% of the respondents are big basket customers for six months to a years, and 10% of the respondents are big basket customers for less than six months

Inference

Majority (46%) of the respondents are big basket customers for 1-2 years

Table 4.1.9: Buying Frequency of the respondents towards Big basket online services

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Daily	20	10.00
2	Weekly	46	23.00
3	Once a month	82	41.00
4	Every 2-3months	35	18.00
5	2-3Times a month	17	9.00
TOTAL		200	100.00

Source: Primary data

Buying Frequency Of Bigbasket Customers

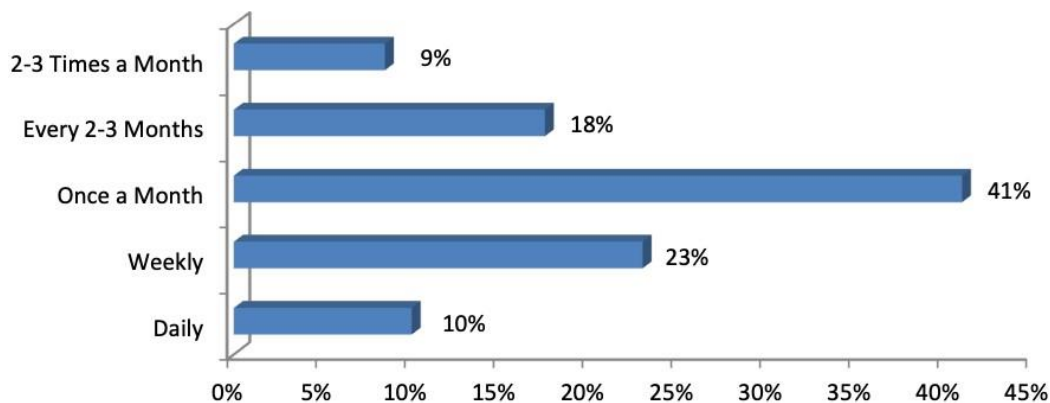


Fig: 4.1.9: Buying Frequency of the respondents towards Big basket online services

Interpretation

From the above table it is interpreted that 10% of the respondents buy daily from big basket, 23% of the respondents buy weekly from big basket, 41% of the respondents buy once in a month from big basket, 9% of the respondents buy 2-3 times a month from big basket, and 18% of the respondents buy every 2-3 months from big basket

Inference

Majority (41%) of the respondents buy once in a month from big basket

Table 4.1.10: Respondents satisfaction towards product information provided

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Highly satisfied	96	48.00
2	Satisfied	86	43.00
3	Neutral	14	7.00
4	Dissatisfied	4	2.00
5	Highly satisfied	0	0.00
TOTAL		200	100.00

Source: Primary data

Customer Satisfaction Of The Product Information Provided

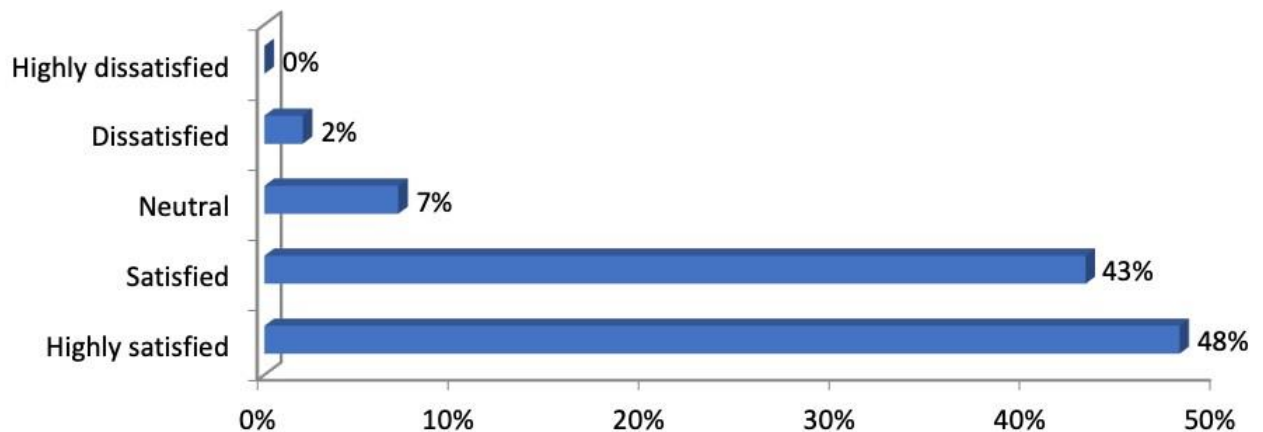


Fig: 4.1.10: Respondents satisfaction towards product information provided

Interpretation

From the above table it is interpreted that 48% of the respondents are highly satisfied, 43% of the respondents are satisfied, 7% of the respondents are neutral, and 2% of the respondents are dissatisfied

Inference

Majority (48%) of the respondents are highly satisfied

Table 4.1.11: Big basket website/mobile application navigating experience of the respondents

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Excellent	128	64.00
2	Above average	42	21.00
3	Average	24	12.00
4	Below average	6	3.00
5	Poor	0	0.00
TOTAL		200	100.00

Source: Primary data

Experience Of Respondents In Navigating In BigBasket Website/Mobile Application

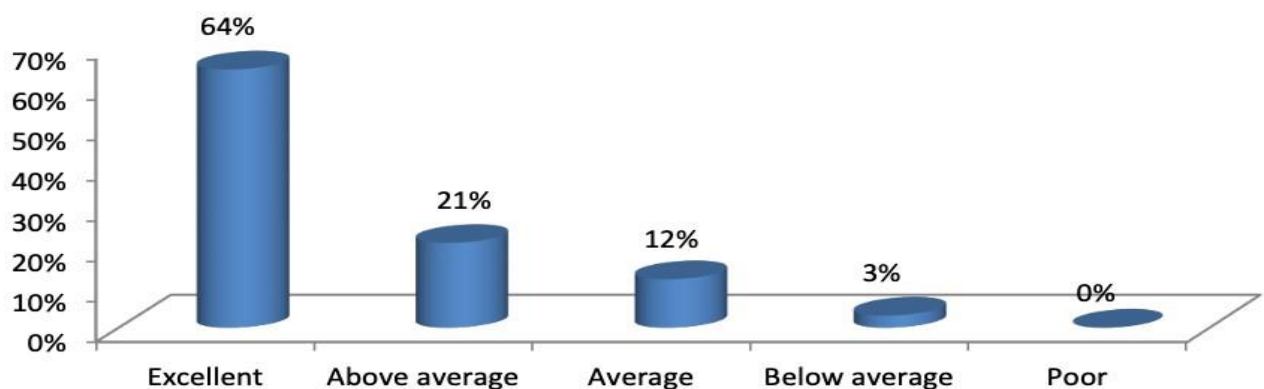


Fig: 4.1.11: Big basket website/mobile application navigating experience of the respondents

Interpretation

From the above table it is interpreted that 64% of the respondents had excellent, 21% of the respondents had above average, 12% of the respondents had average, and 3% of the respondents had below average navigating experience

Inference

Majority (64%) of the respondents had excellent navigating experience

Table 4.1.12: Respondent's favourite about big basket

S No	Particulars	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree		Total	
1.	Reliable	100	50%	83	42%	17	9%	0	0%	0	0%	200	100%
2.	High Quality	83	42%	92	46%	17	9%	6	3%	2	1%	200	100%
3.	Good value for money	103	52%	80	40%	11	6%	6	3%	0	0%	200	100%
4.	Wide range of products	111	56%	66	33%	23	12%	0	0%	0	0%	200	100%
5.	Good user-interface	120	60%	60	30%	17	9%	3	2%	0	0%	200	100%

Source: Primary data

Customers's favourite about big basket

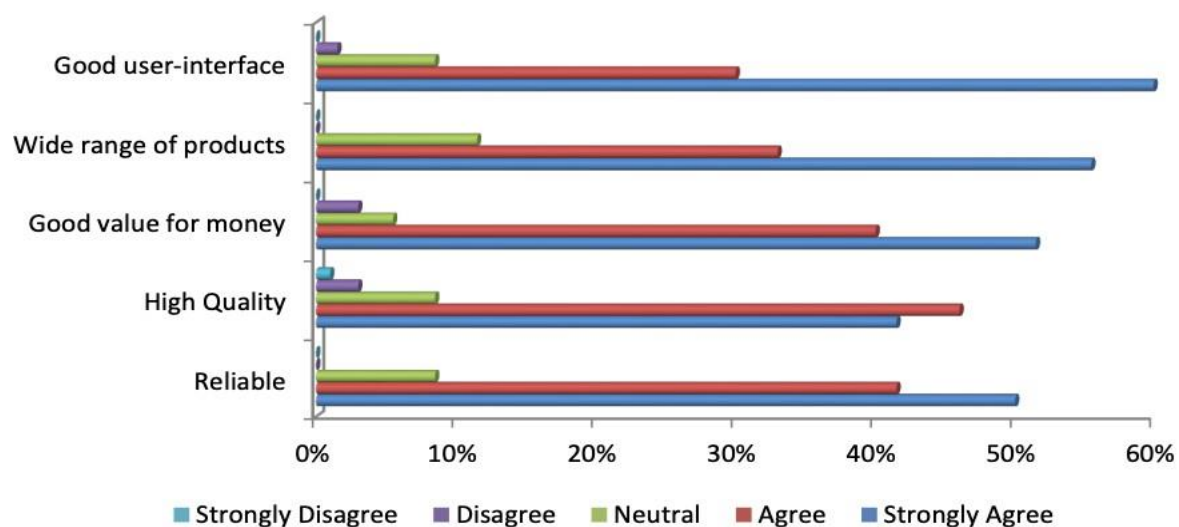


Fig: 4.1.12: Respondent's favorite about big basket Interpretation

From the above table it is interpreted for the factor reliability 50% of number of respondents strongly agree, 42% of numbers of respondents agree, and 9% of number of respondents neutral

From the above table it is interpreted for the factor high quality 42% of number of respondents strongly agree, 46% of number of respondents agree, 9% of number of respondents neutral, 3% of number of respondents disagree and, 1% of number of respondents strongly disagree

From the above table it is interpreted for the factor Good value for money 52% of number of respondents strongly agree, 40% of number of respondents agree, 6% of number of respondents neutral, and 3% of number of respondents disagree

From the above table it is interpreted for the factor Wide range of products 56% of numbers of respondents strongly agree, 33% of numbers of respondents agree, 12% of number of respondents neutral

From the above table it is interpreted for the factors good user-interface 60% of number of respondents strongly agree, 30% of number of respondents agree, 9% of number of respondents neutral, and 2% of number of respondents disagree

Inference

Majority (50%) strongly agree of the respondents with factor reliability

Majority (46%) agree of the respondents with factor high quality

Majority (52%) strongly agree of the respondents with factor Good value for money

Majority (56%) strongly agree of the respondents with factor Wide range of products

Majority (60%) strongly agree of the respondents with the factor's good user-interface

Table 4.1.13: Pricing & delivery experience of respondents towards big basket

S No	Particulars	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree	
1.	Reasonable pricing of the product	92	46%	63	32%	27	14%	12	6%	6	3%
2.	Product was delivered on time	76	38%	97	49%	18	9%	9	5%	0	0%
3.	Product was delivered safely (without any damages)	103	52%	51	26%	26	13%	13	7%	7	4%
4.	Delivery associate is friendly	123	62%	43	22%	14	7%	12	6%	8	4%

Source: Primary data

Pricing & delivery experience of big basket customers

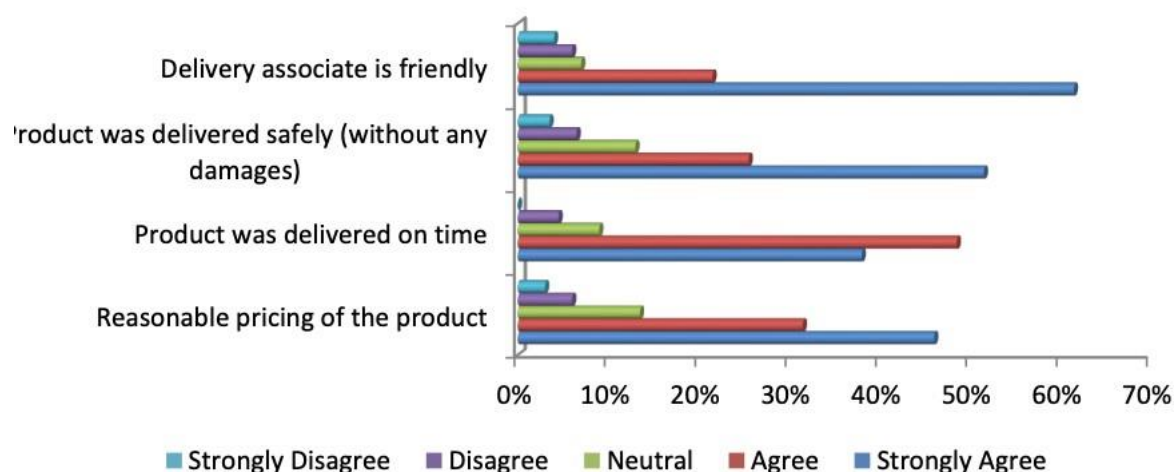


Fig: 4.1.13: Pricing & delivery experience of respondents towards big basket

Interpretation

➤ From the above table it is interpreted for the factor reasonable pricing of the product 46% of number of respondents strongly agree, 32% of numbers of respondents agree, 14% of number of respondents neutral, 6% of number of respondents disagree and, 3% of number of respondents strongly disagree

➤ From the above table it is interpreted for the factor product was delivered on time 38% of number of respondents strongly agree, 49% of number of respondents agree, 9% of number of respondents neutral, and 5% of number of respondents disagree

➤ From the above table it is interpreted for the factor product was delivered safely (without any damages) 52% of number of respondents strongly agree, 26% of number of respondents agree, 13% of number of respondents neutral, 7% of number of respondents disagree and, 4% of number of respondents strongly disagree

➤ From the above table it is interpreted for the factor delivery associate is friendly 62% of numbers of respondents strongly agree, 22% of numbers of respondents agree, 7% of number of respondents neutral, 6% of number of respondents disagree, 4% Of number of respondents strongly disagree

Inference

➤ Majority (46%) strongly agree of the respondents with factor reasonable pricing of the product

➤ Majority (49%) agree of the respondents with factor product was delivered on time

➤ Majority (52%) strongly agree of the respondents with factor product was delivered safely (without any damages)

➤ Majority (62%) strongly agree of the respondents with factor delivery associate is friendly

Table 4.1.14: Respondent's Satisfaction towards Payment Gateway of Big basket

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	5	74	37.00
2	4	96	48.00
3	3	24	12.00
4	2	6	3.00
5	1	0	0.00
TOTAL		200	100.00

Source: Primary data

Satisfaction Level Of The Respontants Towards Bigbasket Payment Gateway

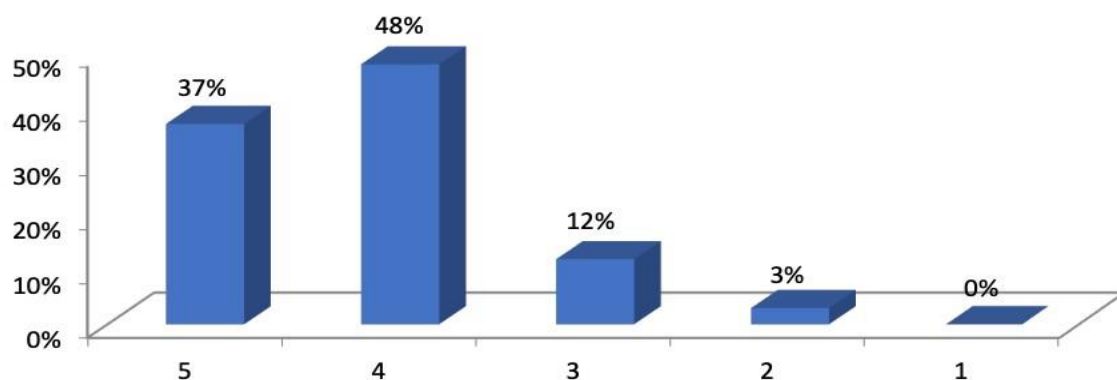


Fig: 4.1.14: Respondent's Satisfaction towards Payment Gateway of Big basket Interpretation

From the above table it is interpreted that the 37% of the respondents gave 5 as rating, 48% of the respondents gave 4 as rating, 12% of the respondents gave 3 as rating, and 3% of the respondents gave 2 as rating

Inference

Majority (48%) of the respondents gave 4 as rating

Table 4.1.15: Respondent's Satisfaction towards Purchase in Big Basket

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Highly satisfied	94	47.00
2	Satisfied	80	40.00
3	Neutral	20	10.00
4	Dissatisfied	4	2.00
5	Highly dissatisfied	2	1.00
TOTAL		200	100.00

Source: Primary data

Satisfaction Level Of The Responentants Towards Purchase the In BigBasket

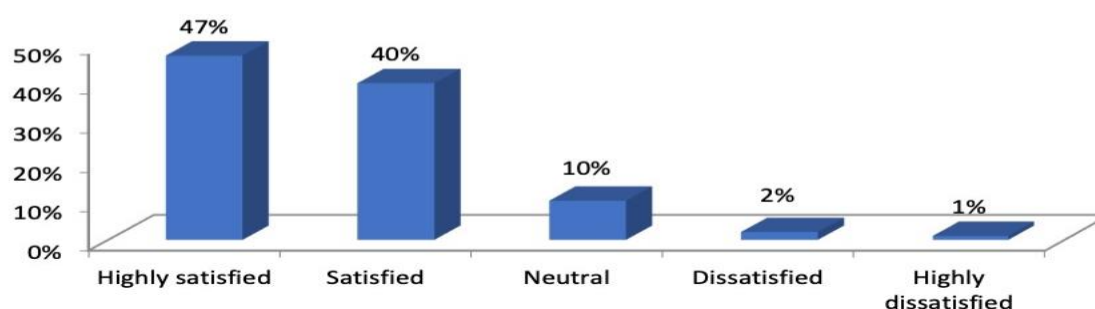


Fig: 4.1.15: Respondent's Satisfaction towards Purchase in Big Basket Interpretation

From the above table it is interpreted that 47% of the respondents are highly satisfied, 40% of the respondents are satisfied, 10% of the respondents are neutral, 2% of the respondents are dissatisfied, and 1% of the respondents are highly dissatisfied

Inference

Majority (47%) of the respondents are highly satisfied with the purchase in big basket

Table 4.1.16: Respondent's Satisfaction towards delivery service of big basket

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	5	100	50.00
2	4	78	39.00
3	3	12	6.00
4	2	6	3.00
5	1	4	2.00
TOTAL		200	100.00

Source: Primary data

Satisfaction Level Of The Responentants Towards BigBasket Delivery Services

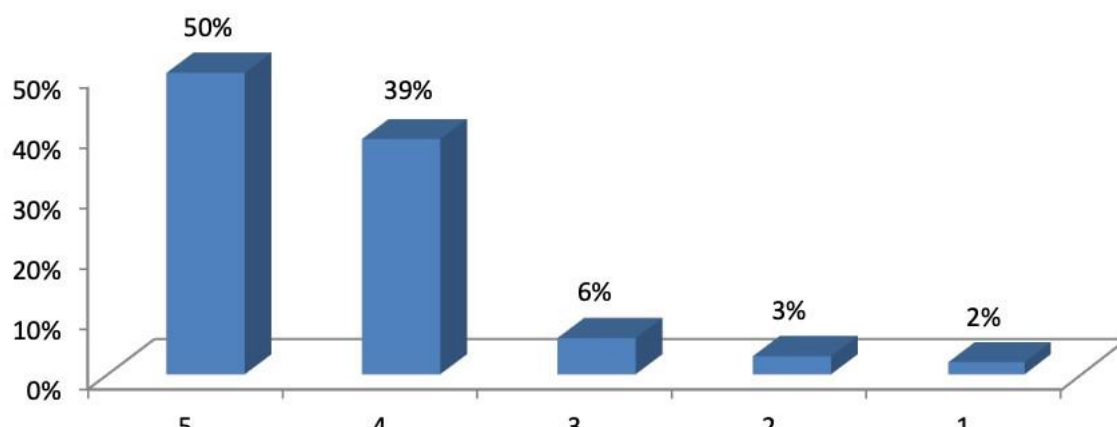


Fig. 4.1.16: Respondent's Satisfaction towards delivery service of big basket

Interpretation

From the above table it is interpreted that the 50% of the respondents gave 5 as rating, 39% of the respondents gave 4 as rating, 6% of the respondents gave 3 as rating, 3% of the respondents gave 2 as rating, and 2% of the respondents gave 1 as rating

Inference

Majority (50%) of the respondents gave 5 as rating

Table 4.1.17: Respondent's Satisfaction towards customer care support before and after making a purchase

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	5	105	52.50
2	4	75	37.50
3	3	17	9.00
4	2	3	2.00
5	1	0	0.00
TOTAL		200	100.00

Source: Primary data

Satisfaction level of the BigBasket Customer towards Customer support During and after making a Purchase

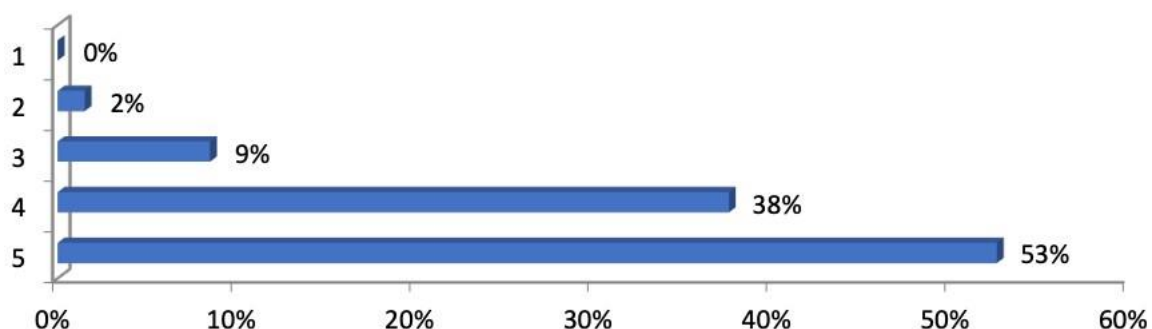


Fig: 4.1.17: Respondent's Satisfaction towards customer care support before and after making a purchase

Interpretation

From the above table it is interpreted that the 53% of the respondents gave 5 as rating, 38% of the respondents gave 4 as rating, 9% of the respondents gave 3 as rating, and 2% of the respondents gave 2 as rating

Inference

Majority (53%) of the respondents gave 5 as rating

Table 4.1.18: Respondent's Satisfaction towards the responsiveness question and concerns about products and services

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	5	111	55.50
2	4	60	30.00
3	3	24	12.00
4	2	4	2.00
5	1	1	0.50
TOTAL		200	100.00

Source: Primary data

Satisfaction level of the bigbasket customers towards responsiveness questions and concerns about Bigbasket products And services

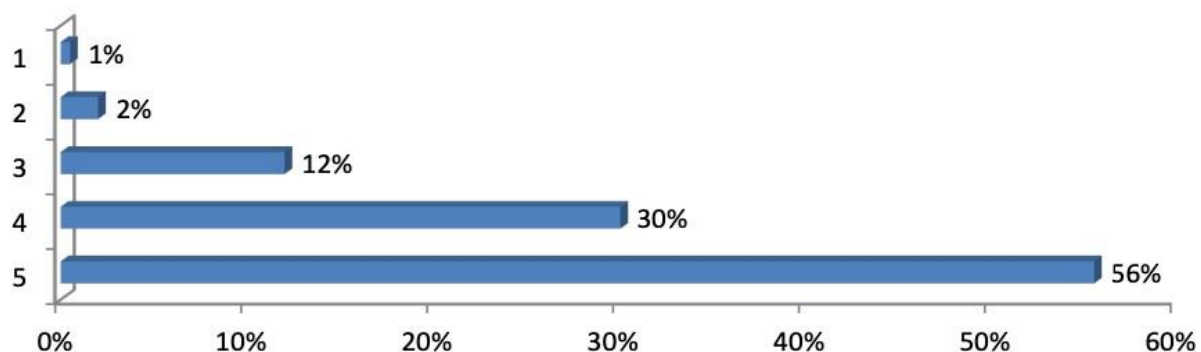


Fig: 4.1.18 : Respondent's Satisfaction towards the responsiveness question and concerns about products and services

Interpretation

From the above table it is interpreted that the 56% of the respondents gave 5 as rating,

30% of the respondents gave 4 as rating, 12% of the respondents gave 3 as rating, 2% of the respondents gave 2 as rating, and 1% of the respondents gave 1 as rating

Inference

Majority (56%) of the respondents gave 5 as rating

Table 4.1.19: Chance of buying back again from big basket

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	5	60	30.00
2	4	104	52.00

3	3	26	13.00
4	2	6	3.00
5	1	4	2.00
TOTAL		200	100.00

Source: Primary data

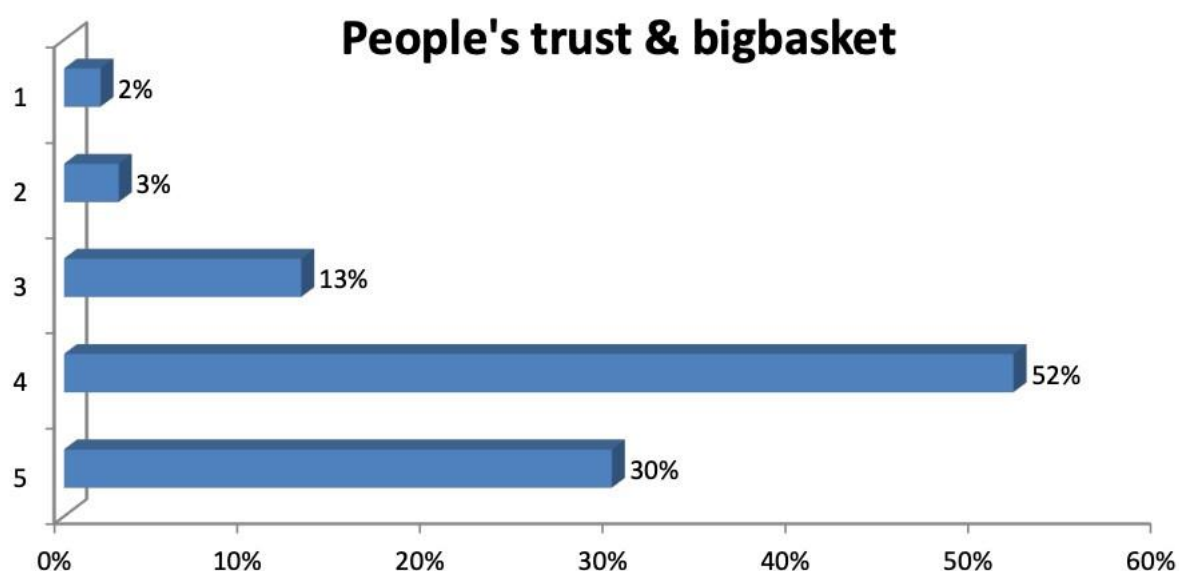


Fig: 4.1.19: Chance of buying back again from big basket
Interpretation

From the above table it is interpreted that the 30% of the respondents gave 5 as rating, 52% of the respondents gave 4 as rating, 13% of the respondents gave 3 as rating, 3% of the respondents gave 2 as rating, and 2% of the respondents gave 1 as rating

Inference

Majority (52%) of the respondents gave 4 as rating

Table 4.1.20: Respondent's Retention towards big basket

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	5	74	37.00
2	4	89	45.00

3	3	34	17.00
4	2	3	2.00
5	1	0	0.00
TOTAL		200	100.00

Source: Primary data

Retention Of The Big Basket Customer

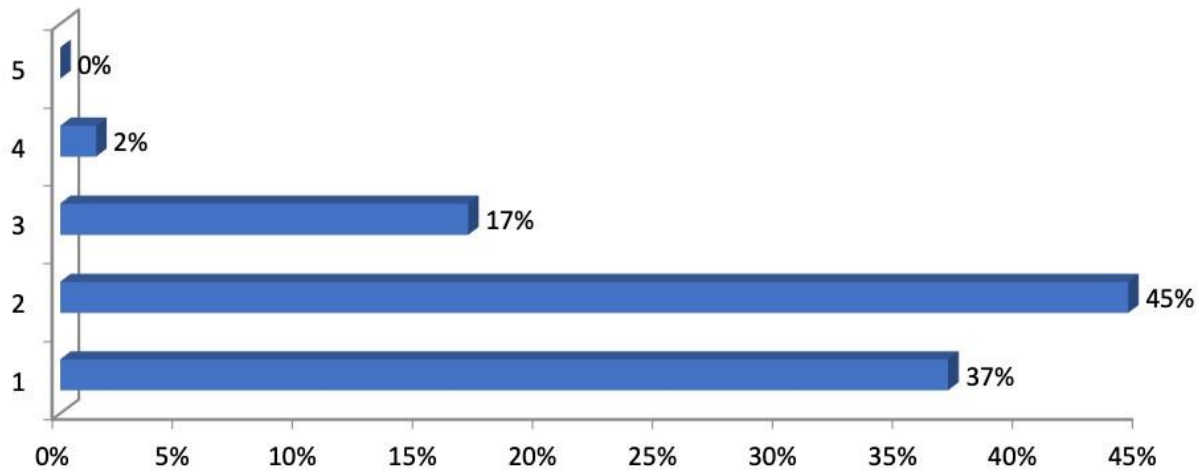


Fig: 4.1.20: Respondent's Retention towards big basket Interpretation

From the above table it is interpreted that the 37% of the respondents gave 5 as rating, 45% of the respondents gave 4 as rating, 17% of the respondents gave 3 as rating, and 2% of the respondents gave 2 as rating

Inference

Majority (45%) of the respondents gave 4 as rating

Table 4.1.21: Overall Experience of the Respondents in Big Basket

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	5	55	28.00
2	4	117	59.00
3	3	20	10.00
4	2	6	3.00
5	1	2	1.00
TOTAL		200	100.00

Source: Primary data

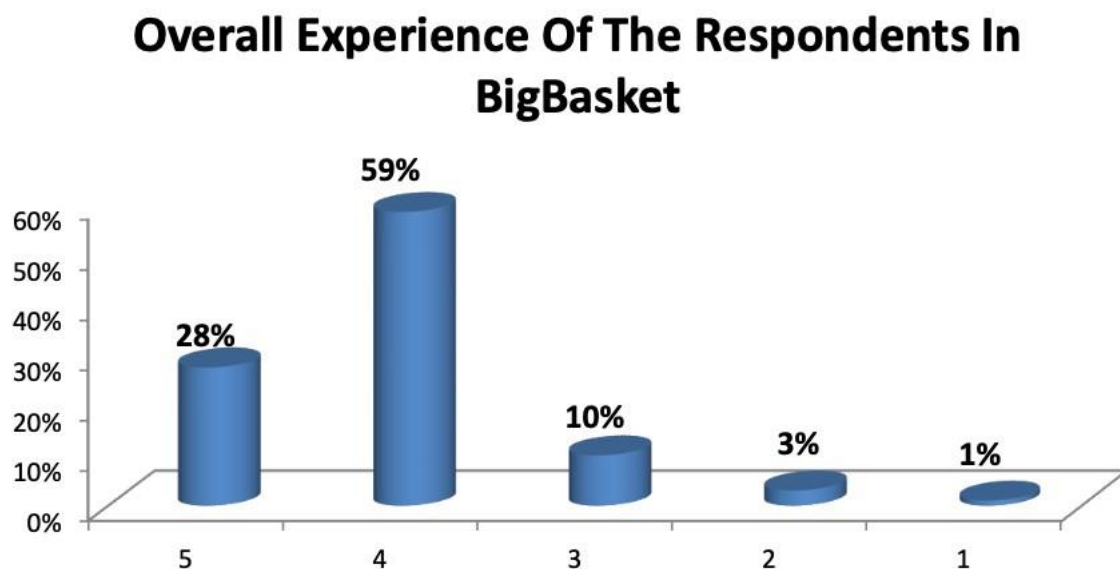


Fig: 4.1.21: Overall Experience of the Respondents in Big Basket

Interpretation

From the above table it is interpreted that the 28% of the respondents gave 5 as rating, 59% of the respondents gave 4 as rating, 10% of the respondents gave 3 as rating, 3% of the respondents gave 2 as rating, and 1% of the respondents gave 1 as rating

Inference

Majority (59%) of the respondents gave 4 as rating .

4.2 HYPOTHESIS

The contingency table below provides the following information: the observed cell totals, (the expected cell totals) and (the chi-square statistic for each cell).

The chi-square statistic, p-value and statement of significance appear beneath the table. Blue means you are dealing with dependent variables; red, independent.

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Row Totals
Reasonable pricing of the product	92 (98.50) [0.43]	63 (63.50) [0.00]	27 (21.25) [1.56]	12 (11.25) [0.05]	6 (5.50) [0.05]	200
Product delivered on time	76 (98.50) [5.14]	97 (63.50) [17.67]	18 (21.25) [0.50]	8 (11.25) [0.94]	1 (5.50) [3.68]	200
Product was delivered safely(without any damages)	103 (98.50) [0.21]	51 (63.50) [2.46]	26 (21.25) [1.06]	13 (11.25) [0.27]	7 (5.50) [0.41]	200
Delivery associate is friendly	123 (98.50) [6.09]	43 (63.50) [6.62]	14 (21.25) [2.47]	12 (11.25) [0.05]	8 (5.50) [1.14]	200
Column Totals	394	254	85	45	22	800 (Grand Total)

The chi-square statistic is 50.796. The p -value is < 0.00001 . The result is significant at $p < .05$.

CHAPTER 5 FINDINGS AND SUGGESSTIONS

5.1 FINDINGS

- Majority (37%) of the respondents are age between 18 to 28 years.
- Majority (64%) of the respondents are female.
- Majority (37%) of the respondents are private employee.
- Majority (63%) of the respondents are Married.
- Majority (35%) of the respondents monthly income is between 25,000-50,000.
- Majority (56%) strongly agree of the respondents with the parameters accessibility and availability
- Majority (49.50%) strongly agree of the respondents with the parameters variety.
- Majority (53%) strongly agree of the respondents with the parameters product accessibility and availability.
- Majority (60%) strongly agree of the respondents with the parameters vegetable quality/taste.
- Majority (64%) strongly agree of the respondents with the parameters value for money.
- Majority (70%) strongly agree of the respondents with the parameters packaging.
- Majority (68%) strongly agree of the respondents with the parameters quality of items,
- Majority (72%) strongly agree of the respondents with the parameters speed of delivery.
- Majority (51%) of the respondents choose big basket.

- Majority (46%) of the respondents are big basket customers for 1-2 years.
- Majority (41%) of the respondents buy once in month from big basket.
- Majority (48%) of the respondents are highly satisfied.
- Majority (64%) of the respondents had excellent navigating experience.
- Majority (50%) strongly agree of the respondents with factor reliability.
- Majority (46%) agree of the respondents with factor high quality.
- Majority (52%) strongly agree of the respondents with factor good value for money.
- Majority (56%) strongly agree of the respondents with factor wide range of products
- Majority (60%) strongly agree of the respondents with the factors good user-interface
- Majority (46%) strongly agree of the respondents with factor reasonable pricing of the product.
- Majority (49%) agree of the respondents with factor product was delivered on time.
- Majority (52%) strongly agree of the respondents with factor product was delivered safely (without any damages)
- Majority (62%) strongly agree of the respondents with factor delivery associate is friendly.
- Majority (47%) of the respondents gave 4 as rating for the payment gateway in big basket.
- Majority (47%) of the respondents are highly satisfied with the purchase in big basket.

- Majority (50%) of the respondents gave 5 as rating for the delivery experience with big basket
- Majority (53%) of the respondents gave 5 as rating for the customer care support during and after making purchase in big basket
- Majority (56%) of the respondents gave 5 as rating for the responsiveness for the question and concerns asked about big basket and its products
- Majority (52%) of the respondents gave 4 as rating to buy back again in big basket
- Majority (45%) of the respondents gave 4 as rating for returning back to big basket
- Majority (59%) of the respondents gave 4 as rating for overall experience in big basket

5.2 SUGGESTION

- The overall experience index from the study reveals that the company (Big Basket) is performing very well and customers buying are much experience with the service given to them.
- Some of the customers have complained about the lack in the delivery process and timings. Therefore, this is the area which I recommend to the big basket to focus a little bit more. It needs to improve its delivery process and time. Need to become little quicker, faster, and deliver the product without any damage.

- Some of the customers have complained about big basket's payment gateway where it takes more time to redirect or to pay the billed amount. Hence this can be improved by reducing the waiting time at payment gate
- Some of the customers have also complained about the customer care service of big basket. Even though the complaints are minor, the customer care service of big basket needs to resolve the customer issues & quarries with the product in order to achieve good customer experience & satisfaction.
- More attractive advertisement, offers, sales has to provide through various advertisement media channels.

6.1 CONCLUSION

The company big basket is the one of the most famous and best online grocery stores in India. Presently a days because of expansion in web utilization the online customers have expanded quickly, where the clients' assumptions acceptable user interface, quality, well-being, security, protection, conveyance, and so forth which makes the cutting edge innovations and receive new model. Regarding the above examination and the discoveries in this way, the organization has certainly dug in into metropolitan market. With few more deliberate endeavours, the said association needs to enter the rural market to totally set up itself all over. The above study will help the consumers to get more awareness about big basket and its online services .

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APPENDIX (Questionnaire)

1. Personal Details

Name _____

What is your age?

- a) Below 18
- b) 18-28
- c) 28-38
- d) 38-48
- e) 48-58
- f) 58 and above

Gender

- a) Male
- b) Female

Occupation

- a) Gov . Employee
- b) Private Employee
- c) Business
- d) Others

Marital status

- a) Married
- b) Unmarried

Income (monthly income)

- a) Below 25,000
- b) 25,000 – 50,000
- c) 50,000 – 1,00,000
- d) More than 1,00,000

2. What are the most important parameters that you consider before choosing to order online?

	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
ACCESSIBILITY AND AVAILABILITY					
VARIETY					
PRODUCT ACCESSIBILITY AND AVAILABILITY					
VEGETABLE QUALITY/TASTE					
VALUE FOR MONEY					
PACKAGING					
QUALITY OF ITEMS					
SPEED OF DELIVERY					

3. From where do you order?

- a) Big basket
- b) Amazon
- c) Gofers
- d) Others

4. How long have been a. big basket customer?

- a) Less than six months
- b) Six months to a year
- c) 1-2 Years
- d) 3 or more years

7. How often do you visit Big Basket?

- a) Daily
- b) Weekly
- c) Once-a-month
- d) Every 2-3 Months
- e) 2-3 Times a Month

8. How satisfied are you with the product information provided in Big Basket? a)

Highly satisfied

- b) Satisfied
- c) Neutral
- d) Dissatisfied
- e) Highly dissatisfied

9. How would you rate your experience navigating in Big Basket website/mobile application?

- a) Excellent
- b) Above average
- c) Average
- d) Below average
- e) Poor

10. Do you agree/disagree with the statement: The items you looked for is in stock

- a) Strongly agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly disagree

11. Rate the quality of the product in Big Basket?

- a) Highly satisfied
- b) Satisfied
- c) Neutral
- d) Dissatisfied
- e) Highly satisfied

10. Rate our payment gateway?

Poor 1 2 3 4 5 Excellent

11. Do you agree/disagree with the statement provided below?

	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
Reasonable pricing of the product					
Product was delivered on time					
Product was delivered safely (without any damages)					
Delivery associate is friendly					

12.How satisfied are you with your purchase in Big Basket?

- a) Highly Satisfied
- b) Satisfied
- c) Neutral
- d) Dissatisfied
- e) Highly dissatisfied

13.On a scale of 1 to 5 rate your delivery experience in Big Basket?

Highly dissatisfied 1 2 3 4 5 Highly Satisfied

14.On a scale of 1 to 5 Rate our customer support during and after making a purchase?

Highly dissatisfied 1 2 3 4 5 Highly Satisfied

15.How responsive have we been to your questions or concerns about our products?

Not at all Responsive 1 2 3 4 5 Extremely Responsive

16.How likely are you to buy again from Big Basket?

Not at all likely 1 2 3 4 5 Extremely likely

17.How likely are you to return to Big Basket?

Not at all likely 1 2 3 4 5 Extremely likely

18.What did you like best about shopping at Big Basket?

	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
Reliable					
High quality					
Good value for money					
Wide range of products					
Good user interface					
Good user interface					

19.Rate your overall experience at Big Basket?

Highly dissatisfied 1 2 3 4 5 Highly satisfied

20.Specify it in the box How can we improve our services?
