

# Consumer behavior towards Online Shopping from Krushi Mall, Surat

LathiyaAmit<sup>1</sup>, Thumar V.M.<sup>2</sup>, Kuldeep Choudhari<sup>3</sup> and Gautam Parmar<sup>4</sup>

<sup>1</sup>Assistant Professor, Planning and Development Cell, Office of the Director of Research and Dean P.G. Studies,  
Navsari Agricultural University, Navsari (Gujarat). E-mail: arlathiya@nau.in

<sup>2</sup>Planning Officer, Planning and Development Cell, Office of the Director of Research and Dean P.G. Studies,  
Navsari Agricultural University, Navsari (Gujarat). E-mail: po@nau.in

<sup>3</sup>KuldeepChoudhari, Assistant Professor, Aspee Agribusiness Management Institute and Assistant Registrar (Adm.)  
Navsari Agricultural University, Navsari (Gujarat). E-mail: kchoudhary@nau.in

<sup>4</sup>Assistant Professor, Aspee Agribusiness Management Institute, Navsari Agricultural University, Navsari (Gujarat).  
E-mail: gautamrparmar@gmail.com

---

**Abstract**—Online selling commonly known as e-commerce is an innovative marketing channel that provides a platform for buyers and sellers to meet via the Internet to buy and sell. In the era of digital India, the agriculture sector also cannot remain untouched by the digital revolution. Agricultural Produce Market Committee (APMC), Surat established in the year 1951. It started functioning in 1952. It is known for its innovative approaches to agricultural marketing. APMC, Surat has established “Krushi mall” on the line of modern mall culture to match with the changing consumer behavior. It is first to start the online selling of agro products through the website in Gujarat. That offer door-step delivery of fresh fruits, vegetables, and other grocery items. This paper aims to study online shopping behavior of consumers, who buy online from Krushi mall, Surat.

**Keywords:** Online selling, online shopping behavior, Krushi mall.

## Introduction:

These days, the Internet is in effect generally utilized in everyday life. The presence of the Internet carried numerous focal points to people's day by day lives. With the help of the medium, individuals can discuss, give feedback, learn new things, engage themselves in social media, can discover new product and services and purchase products and services. Obviously its hindrances have for some time been talked about; as the danger of individual data robbery, spamming and so forth. Anyway since the points of interest exceed the disadvantages, the greater part of the individuals can't avoid carrying it to the focal point of their lives.

According to Internet World Stats' statistics (2019) and IAMAI (Internet and Mobile association of India) there are 560 million Internet users in July, 2019. It shows that there is around 40.9% penetration of internet in India. Thus, organisations can use the Internet for gaining the competitive advantage and really it is a powerful source to utilize (Hamill, 1997).

Internet has added various unique dimensions to commercial activities. The internet has created a alternative market to traditional markets and have created a range of opportunities for sellers as well as buyers. Sites give an opportunity to search the information about products and services, submit a feedback or give orders (Hoffman and Novak, 1996). Hence, the past marketing practices have transformed to an alternate segment and an all new segment of online selling has emerged.

Today as we can see that substantial numbers of business activities are performed on the internet. As we know that fundamental objective of business is to sell the product or idea, this objective can be realised only when customers may purchase. Thus it becomes significant to analyse consumer's behaviour in online purchases. It may help the online retailer to better grasp the need and wants of consumers shopping online.

Due to technological innovations, the traditional purchase method has become insufficient for consumers. Now a days people prefer various and easier ways to search and reach products and services. Thus it can be said that 'The Internet has fundamentally changed customer's notions of convenience, speed, price, product information and service. As a result, it has given marketers a whole new way to create value for customers and build relationships with them' (Kotler and Armstrong, 2012).

E-commerce gives shoppers more selections, more data and more approaches to purchase. Besides, web based business will stay as a medium to sell items, services and contents over the web (Korper and Ellis, 2001). As a result individuals can buy or sell anything, 'at any time, from anywhere through online shopping' (Ko, et al., 2004).

In the era of digital India, the agriculture sector also cannot remain untouched by the digital revolution. Agricultural Produce Market Committee (APMC), Surat established in the year 1951. It started functioning in 1952. It is known for its innovative approaches to agricultural marketing. APMC, Surat has established “*Krushi mall*” on the line of modern mall culture to match with the changing consumer behavior. It is first to start the online selling of agro products through the website in Gujarat. That offer door-step delivery of fresh fruits, vegetables, and other grocery items. This paper aims to study online shopping behavior of consumers, who buy online from Krushi mall, Surat.

#### Objectives:

1. To study the online shopping behaviour of consumers from Krushi Mall, Surat.
2. To investigate the problems of consumers while shopping online.

#### Methodology:

- **Population / Data Source:** Online consumers of Krushi Mall, Surat.
- **Sample size:** 100
- **Sampling method:** Purposive sampling
- **Data Collection:** Primary data is collected from consumers of Krushi Mall. Secondary data on e-commerce and marketing is used from journals, magazines, and the internet, etc.
- **Research Instrument:** A semi-structured questionnaire is used for data collection.
- **Data analysis:** Descriptive statistics and Tabular analysis are employed for the study.

#### Result and discussion:

**Table: 1 Socio-economic profile of respondents.**

<b>Gender of the respondents</b>		
	Frequency	Percentage
Male	74	74
Female	26	26
<b>Age of the respondents</b>		
15 years or below	03	03
16-30	46	46
31-45	39	39
46-60	13	13
More than 60 years	00	00
<b>Education level of respondents</b>		
No study	1	1
Primary level	2	2
Secondary	16	16
Higher secondary	28	28
Graduated	47	47
Post-Graduation and more	6	6
<b>Occupation of respondents</b>		
Business	32	32
Homemaker/housewife	14	14
Salaried	31	31
Student	23	23
<b>Marital status</b>		
Married	68	68
Unmarried	32	32
<b>Family size of respondents</b>		
1-4	82	82
5-8	16	16
>8	02	02
<b>Type of the family</b>		
Nuclear	89	<b>89</b>
Joint	11	11

Annual Income of the family		
0-3 lacks	16	16
3-6 lacks	67	67
6-9 lacks	13	13
Above 9 lacks	4	4

Source: Survey

The highest number of respondents falls under the age group of 16-30 years (46 %) followed by 31-45 (39%) and 46-60 years of age (13%). Most of the respondents have completed graduation (47%) followed by higher secondary education (28%), and secondary education (16%). The highest number of respondents belongs to business class (32%) followed by salaries (31%) and students (23%). The highest numbers of respondent's families found the nuclear family (89%) with a size of 1 to 4 members (82%).

**Table: 2 buying pattern/behavior of respondents.**

<b>From how long you have been purchasing online?</b>		
	<b>Frequency</b>	<b>Percentage</b>
Less than 1 year	18	18
1 to 2 years	29	29
More than 2 years	53	53
<b>How you get to know about online selling of Krushi mall website?</b>		
Recommendation of a friend/Relative	57	57
News in a news paper	7	7
With search engines	0	0
Advertisement in newspaper/magazine	0	0
News item/Documentary on television	2	2
Online advertisements	0	0
Recommended by staff at Krushi mall, Surat	34	34
<b>Which platform do you prefer for your online shopping?</b>		
Krushi mall website	36	36
Krushi mall mobile app	64	64
<b>How frequently do you buy online in a month from Krushi mall, Surat?</b>		
At least Once	22	22
Two to four times	63	63
Five to seven times	13	13
More than seven times	2	2
<b>How much amount did you spent on online purchase form Krushi mall (APMC website) in last one month?</b>		
Rs. 500-1500	14	14
Rs. 1501-2500	49	49
Rs. 2501-3500	34	34
More than 3500	3	3
<b>Which category of products do you prefer to purchase online from Krushi mall, Surat? (Multiple selection) * Percentage to total responses.</b>		
Fruits and vegetables	68	36.95 *
FMCG (Like grocery and items washing, kitchen etc.)	54	29.34*
AMUL Products	46	25*
Gujarati thali	0	--
Organic products	16	8.7*

Source: Survey

Most of the respondents (53%) were found using the Krushi mall for online purchases. The highest number of respondents (57%) got the information about the web site of krushi mall from their friend or relatives, followed by a recommendation from the staff of Krushi mall surat (34%). It is found that the majority of respondents (64%) use mobile apps for shopping online. Most of them purchase two to three times and spend between Rs. 1501-2500 per month on online purchase form Krushi mall, Surat. The most preferred category is Fruits and vegetables (36.95%) followed by FMCG (29.34%) and Amul products (25%).

**Table: 3 Perception of respondents regarding Krushi mall, Surat**

Respondents were asked to rate the statements on 5 point scale  
(1= strongly disagree, 2=Disagree, 3=Neutral 4=Agree 5=Strongly Agree)

Sr.	Statements	1	2	3	4	5	CS	Mean	Rank
1	Product image displayed correctly	8(8)	34(68)	22(66)	24(96)	12(60)	298	2.98	08
2	Product specifications or product description are displayed correctly	7(7)	13(26)	26(78)	23(92)	31(155)	358	3.58	03
3	Product categories / sub categories are shown in well-organized manner	6(6)	13(26)	19(57)	34(136)	28(140)	365	3.65	02
4	Wide range of products/brands/models are available	12(12)	38(76)	21(63)	25(100)	4(20)	271	2.71	10
5	Online order booking procedure is user friendly	6(6)	17(34)	24(72)	41(164)	12(60)	336	3.36	06
6	Price of the products are fair / lower	5(5)	16(32)	18(54)	38(152)	23(115)	358	3.58	03
7	Delivery /shipment charges are fair	1(1)	25(50)	16(48)	39(156)	19(95)	350	3.50	04
8	Duration of the delivery is reasonable	17(17)	22(44)	28(84)	23(92)	10(50)	287	2.87	09
9	It supplies good quality product	5(5)	13(26)	16(48)	42(168)	24(120)	367	3.67	01
10	It gives good offers / discounts	14(14)	38(76)	29(87)	16(64)	3(15)	256	2.56	11
11	I can contact easily to customer care number when required	2(2)	11(22)	38(114)	41(164)	8(40)	342	3.42	05
12	There is easy returns procedure	5(5)	18(36)	34(102)	37(148)	6(30)	321	3.21	07

Source: Survey

It is evident that most of the respondents believed that “Krushi mall supplies good quality products”, followed by the “product category are shown in well-organized manner”. Respondents are agreeing on “fairness of the prices” of the products and “Product specifications or product description are displayed correctly”

**Table 4: Overall perception regarding online shopping from Krushi mall**

1	My overall experience of online shopping with Krushi mall is nice.	9(9)	12(24)	23(69)	44(176)	12(60)	338	3.38	-
2	I would recommend Krushi mall website to others	1(1)	6(12)	38(114)	48(192)	7(35)	354	3.54	-

Source: Survey

Most of the respondents are agree on the fact that overall experience of shopping from Krushi mall is nice and most of them intend to recommend krushi mall website to others. It shows overall positive perception of krushi mall in the minds of respondents.

**Table 5: Problems faced by respondents (multiple responses)**

		Frequency	Rank
1	Website was down when I tried to purchase from it	09	5
2	Pages take too long time to load	21	2
3	Desired product was not available	39	1
4	Wrong product arrived	04	7
5	Quality of product was deteriorated when delivered	05	6
6	Product shown in picture and in real was different	20	3
7	Delivery of product was not on time	18	4
8	Tried but could not connect to customer service/support no.	02	8
9	Could not get proper response from customer service personnel	01	9

Source: Survey

**Conclusion:** From the study it is found that consumers have positive perception about product quality, organization and display of product categories and prices on the Krushi mall website. Overall experience of majority of respondents was nice. They would like to recommend krushi mall website to others. Major problems reported by respondents were product unavailability, long time to load the pages and difference between products shown in pictures and actual products.

**References:**

- [1] Hoffman, D., L., Novak, T., P. (1996), 'Marketing in hypermedia computer-mediated environments: conceptual foundations'. pp. 51
- [2] Hamill, J. (1997), 'The Internet and international marketing', *International Marketing Review*, Vol.14(5), pp.300-323.
- [3] Kotler, P., Armstrong, G. (2010), *Principles of Marketing*, (13th edition), New Jersey: Pearson Education. pp. 532
- [4] Korper, S., Ellis, J. (2001), 'Setting the vision', *The e-commerce book, building the e-empire*, San Diego: Academic Press. pp 1
- [5] Ko, H., Jung, J., Kim, J., Shim, S., W. (2004), 'Cross-cultural differences in perceived risk of online shopping', *Journal of Interactive Advertising*, Vol.4(2), pp.20-29. pp. 20