

# A Critical Analysis on Customer Gratification of Online Grocery Shopping in Madurai District, Tamilnadu

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**Abstract**—Conventionally, grocery shopping was a time-consuming task that required consumers to visit physical stores, navigate crowded aisles, and stand in long checkout lines. However, with the rise of e-commerce and advancements in logistics, online grocery shopping has emerged as a more efficient and hassle-free alternative. Through online grocery platforms, consumers can browse, compare prices, check product reviews, and purchase items at their convenience whether from home or office. In this research article to find out which type of online platform used and the satisfaction level of online grocery shopping. Hence, the researchers to study customer satisfaction level of online grocery shopping in Madurai district of Tamilnadu.

**Index Terms**—Grocery shopping, satisfaction level and online platform

## I. INTRODUCTION

Online grocery shopping refers to the process of buying food and household items through an online platform. It allows consumers to order groceries from websites or mobile applications and receive their items in designated location. This modern shopping method has become increasingly popular due to its convenience, time-saving benefits, and the shift towards digital lifestyles.

The rapid growth of online grocery shopping can be attributed to the increasing adoption of smartphones, internet access, and the availability of user-friendly online platforms. Furthermore, the COVID-19 pandemic significantly accelerated the trend, as people sought safer and more convenient ways to shop for essential items. Online grocery platforms have responded by improving their services, offering flexible delivery options, ensuring product quality,

and expanding their selection of groceries to meet the diverse needs of customers.

In addition to the convenience factor, online grocery shopping offers several other advantages, such as price comparison, access to a broader variety of products, and time-saving benefits for busy individuals and families. The ability to choose delivery times and avoid long queues at physical stores makes online grocery shopping a preferred choice for many.

However, despite its many benefits, online grocery shopping faces challenges such as the uncertainty over product quality, especially with fresh produce, delivery costs, and logistical issues related to inventory and shipping. As technology continues to advance and consumer preferences evolve, online grocery shopping is expected to keep growing and innovating.

## II. OBJECTIVES

The following are the main objectives of this research article:

- To evaluate the platform used for Online grocery shopping.
- To analyze Customer Attitude towards for Online grocery shopping.

## Statement of the problem

The increasing trend of online grocery shopping has significantly altered consumer behavior, especially in urban areas like Madurai. With the growth of online grocery platforms, understanding the customer's attitude towards these services has become crucial for businesses to cater effectively to consumer needs. This study aims to explore the factors influencing customer gratification regarding online grocery shopping. Hence the researchers undertaken to study, Customer

gratification of online grocery shopping in Madurai district of Tamilnadu.

### III. RESEARCH METHODOLOGY

This research article purely based on primary sources. Well structured Questionnaire prepared and collected from 177 respondents in Madurai district. Secondary data can be used only of the references. The secondary data has been collected through various journals and websites. Chi square Test, Percentage analysis, Satisfaction score and Rank Test are used to analyses the gratification level of online grocery shoppers.

#### Review of literature

1. Durga Devi, G. (2025) "A Study on Major Factors Influencing Online Shopping Behaviour in Madurai City Before and After Covid-19." In this research article was done by a comparative cross-sectional research study that used a structured questionnaire given to 200 respondents out of stratified random sampling of various demographic groups within a Madurai city. The COVID-19 pandemic essentially altered the online shopping conduct in Madurai city, and the comfort and the sense of security became the prevailing motivators. The paper has empirically shown that the transformation of consumer behavior in the semi-urban Indian markets is high.
2. Ravi & Meenakshi (2023) in their paper, "Factors Affecting Online Grocery Shopping Preferences in Madurai" price sensitivity was a primary motivator for online grocery shoppers in Madurai. They also highlighted that younger consumers were more likely to use online platforms due to familiarity with technology, while older consumers expressed hesitations about the reliability of online platforms. Issues such as delivery delays, missing items, and quality concerns with fresh produce were identified as barriers to further adoption.
3. Bharathi U and Geetha V, (2025) "Rebooting Business: A Guide to Digital Transformation" In this research report concluded that Madurai city e-commerce behavior with strong UPI adoption, rising grocery penetration, and increasing sensitivity to fulfillment quality and return friction. Demographic differences in spending, payment trust, and delivery satisfaction suggest targeted strategies rather than one-size-fits-all

approaches. Strengthening last-mile reliability, vernacular UX, and post-purchase support can unlock the next wave of growth for platforms and local sellers in south-Indian tier-II markets.

#### Advantages of Online Grocery Shopping:

Online grocery shopping has gained popularity in recent years due to its convenience and the wide variety of options it offers. Following are the key advantages of online grocery shopping:

- i. Time-Saving
- ii. More No of Products
- iii. Reasonable price
- iv. Personalized Shopping Experience
- v. Time Flexibility and Delivery Options
- vi. Contactless Shopping

#### Disadvantages of Online Grocery Shopping:

While online grocery shopping offers numerous benefits, it also comes with certain drawbacks that can affect the shopping experience. Following are the main disadvantages of online grocery shopping:

- i. Limited Sensory Experience
- ii. Lack of Personal Interaction
- iii. Potential for Incorrect Orders
- iv. Limited Same-Day Availability
- v. Dependence on Technology
- vi. Delivery Charges

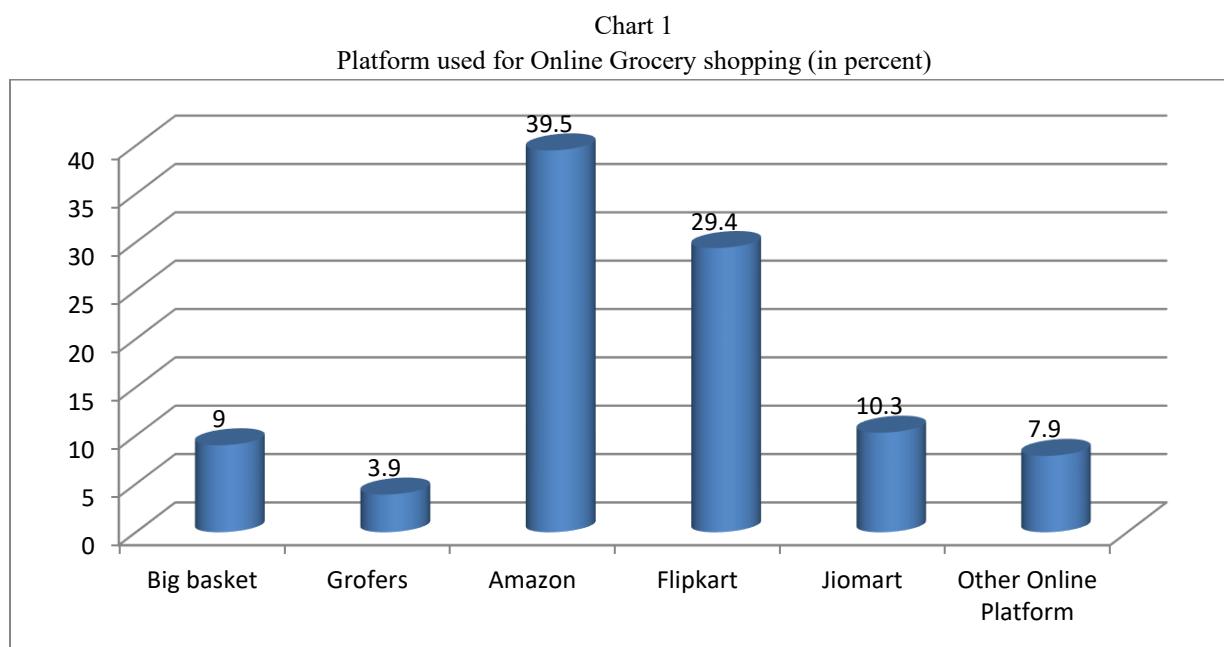
#### Platform used for online grocery shopping

An online grocery platform is a website or mobile app where customers can browse, order, and purchase groceries for delivery or pickup. These platforms connect consumers with grocery stores, supermarkets, or warehouses, allowing them to shop conveniently from their home.

Table No 1  
Platform for uses of Online Grocery shopping

S. No	Online Grocery Platform	Frequency	Percent	Cumulative percent
1	Big basket	16	9.0	9.0
2	Grofers	7	3.9	12.9
3	Amazon	70	39.5	52.4
4	Flipkart	52	29.4	81.8
5	Jiomart	18	10.3	92.1
6	Other online platform	14	7.9	100.0
Total		177	100%	100%

Source: Primary Data



The above table 1 show that out of 177 respondents, A maximum of 39.5 percent of the respondents are using Amazon Online Grocery Platform, follow as 29.4 percent of the respondents are using Flipkart Online Grocery Platform, 10.3 percent of the respondents are using Jiomart Platform. 9.0 percent of the respondents are using Big basket Online Grocery Platform, 7.9 percent of the respondents are using Local Online

Grocery Platform, And remaining 3.9 percent of the respondents are using Grofers Online Grocery Platform.

Gratification level of online grocery shopping  
The following table no.2 to analyse the gratification level of online grocery shopping in Madurai district of Tamilnadu.

Table No 2  
Gratification level of online grocery shopping

S. N o	Statement	Highly Satisfied	Satisfied	No opinion	Dis-Satisfied	Highly Dis Satisfied	Total Score	Rank
1	Excellent Product Quality offered by online platform	48 (27.1%)	81 (45.8%)	39 (22.0%)	7 (4.0%)	2 (1.1%)	697	1
2	Affordable Product Price rate offered by online platform	38 (21.5%)	78 (44.1%)	38 (21.5%)	19 (10.7%)	4 (2.7%)	658	6
3	Prompt Delivery offered by online platform	43 (24.3%)	82 (46.3%)	42 (23.7%)	7 (4.0%)	3 (1.7%)	686	3
4	Variety of Products offered by online platform	37 (20.9%)	80 (45.2%)	49 (27.7%)	8 (4.5%)	3 (1.7%)	671	5
5	Reasonable Delivery charges Charged by online platform	41 (23.2%)	78 (44.1%)	34 (19.2%)	18 (10.2%)	6 (3.4%)	683	4
6	Wonderful Customer service offered by online platform	46 (26.0%)	81 (45.8%)	40 (22.6%)	6 (3.4%)	4 (2.3%)	690	2

Sources: Computed from the primary data.

Based on the above table no.2 summarized that customer satisfaction level of online grocery shopping, “Excellent Product Quality offered by online platform” secured 697 satisfaction score. “Affordable Product Price rate offered by online platform” secured 658 satisfaction score. “Prompt Delivery offered by online platform” secured 686 satisfaction score. “Variety of Products offered by online platform” secured 671 satisfaction score. “Reasonable Delivery charges Charged by online platform” secured 683 satisfaction score. And “Wonderful Customer service offered by online platform” secured 690 satisfaction score.

Hence it's concluded that, “Excellent Product Quality offered by online platform” is the highest influencing factor & secured first rank and “Affordable Product Price rate offered by online platform” is the lowest factor that influences on online grocery shopping in Madurai.

A critical Chi-Square analysis on Gender of the respondents and Gratification Score

The Gender wise classification of the respondents and Satisfaction level of online grocery shopping is given in the table no 3. In order to find out Chi-Square test relationship between the Gender of respondents and Gratification level of online grocery shopping.

Table 3  
Gender of the respondents and Satisfaction level of online grocery shopping

Gender	Accuracy of the product ordered and product received					Total
	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	
Male	13	36	12	4	1	66
Female	30	46	30	3	2	111
Transgender	0	0	0	0	0	0
Total	43	82	42	7	3	177

Sources: Computed from the primary data.

- H0: There is no significance between Gender and Customer Gratification Score.
- H1: There is significance between Gender and Customer Gratification Score.

- The study consist Madurai district online grocery shoppers doesn't cover any other districts of Tamilnadu.
- The research report is concluded with available primary data.

#### IV. CONCLUSION

Calculated Value is	=	5.107
Degree of Freedom V	=	$(3 - 1)*(5 - 1)$
	=	2*4
	=	8
Degree of Freedom V	=	5% level of significance is 0.05
Table Value	=	5.507

The calculated value of chi-square is 5.107 is less than table value of (5.507). So, the Null Hypothesis is rejected. Hence, there is significance between Gender and Customer Gratification level of Online Grocery Shopping in Madurai District, Tamilnadu.

#### Limitations of the study

- This study covers only online grocery shopping users.

The research study concluded that, growing preference for digital platforms due to convenience, time-saving benefits, and competitive pricing. However, challenges such as delivery delays, concerns over product quality, and lack of trust in online platforms remain key barriers. To improve customer gratification, online grocery providers should focus on enhancing service reliability, ensuring product freshness, and offering better return policies. With continuous improvements in technology and logistics, online grocery shopping is expected to witness further growth, making it a vital segment in the retail industry.

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