School Of Commerce

DAVV, Indore

Bachelor of commerce

(Accounting & Tax Management)

Batch 2018-21

Major Research Project on:-

"Study of a successful Indian startup –BIG BASKET"

Guided By :-

Dr. Bharti Arya

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B .COM (ATM) 6TH SEM

ROLL NO. : BATM/18/1278

CERTIFICATE

This is to certify that Project Report entitled "Study of a successful Indian startup –BIG BASKET" has been accomplished by Ms. RAGINI PAWAR under my guidance and supervision. This project is submitted by her in the fulfillment of requirement for the degree of B.com (Accounting & Tax Management). To the best of my knowledge and belief, the work has not been submitted by her anywhere else and has given a satisfactory account of it.

Date:

Place: Indore

School of Commerce, DAVV

DR. BHARTI ARYA DR. PREETI SINGH EXAMINER

(MRP GUIDE) **(H.O.D)**

ACKNOWLEDGEMENT

A project is never a unilateral effort; there is always a team of other persons who contribute in one or more ways. The credit for the successful completion of this project goes to a number of people without whose help; I would not have been able to do justice to this project. Therefore, I would like to take this opportunity to express my gratitude towards them.

I would like to express my indebtedness towards Dr.Bharti Arya for her inspiring thoughts and explanation. Words are not enough to convey my special thanks to respected guide. It is indeed a great pride for me to acknowledge a deep gratitude for the valuable and magnanimous guidance and generous assistance extended to me by my guide. I am equally thankful to my parents, all my friends and well-wishers who extended all possible support and encouraged me throughout this project.

DECLARATION

I hereby declare that the major project entitled "Study of a successful Indian startup –BIG BASKET "is a project done by me under the supervision of my guide.

Date:

Place: INDORE

RAGINI PAWAR

BATM/18/1278

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INTRODUCTION

Bigbasket was launched at a time when India's busy workforce in cities was finding it difficult to allocate time to buy groceries and home essentials. Bigbasket gave them the flexibility to place their order anytime and get the things delivered at their preferred time. Bigbasket offers groceries and food supplies in various categories such as fruits & vegetables, food grains, oil, masalas, bakery items, beverages, branded foods, personal care products, household supplies, eggs, meat, fish, etc. Bigbasket currently offers more than 18,000 products across various categories and features more than 1000 brands in its catalogue.

Bigbasket comes with the promise of lowest rates and prompt delivery services.

According to Market Researcher Red Seer Consulting, India's grocery market was over $600 billion in 2019 and had the potential to reach more than $850 billion by 2025. However, the bulk (95%) of this market is controlled by unorganized retailers, largely corner stores, presenting significant head room for growth for the organized players.

RedSeer, however, said the online grocery segment was "on an accelerated growth path post Covid-19", and estimated that it would capture 3% of all grocery spends in India by 2025, making it a $24 billion opportunity.

The online grocery segment is witnessing a surge amid the second wave of Covid-19 infections as several states are forced to reintroduce strict lockdown-like curbs and consumers choose to shop from the safety of their homes. BigBasket said it is clocking 23-25% higher sales in April than the previous month.

Rival Grofers said it has had to hire 2,000 more on-ground workers to augment its supply chain to deal with the surge in orders and plans to hire 7,000 more people in the coming months, citing increases of as high as 150% in certain product categories in regions hardest hit by the second wave.

BigBasket is currently the leader in the online grocery segment and says it has crossed the $1 billion annual revenue run rate mark in September last year, buoyed by growing demand for online groceries due to the Covid-19 pandemic.

Regulatory documents sourced from business intelligence platform Paper.vc show that Supermarket Grocery Supplies recorded revenue of Rs 3,322 crore in fiscal year 2019-20, on a loss of Rs 611 crore. In the same period, Innovative Retail Concepts posted revenue of Rs 3,418 crore, on losses of Rs 424.3 crore.

INDUSTRY PROFILE

TYPE:	**PRIVATE**
INDUSTRY:	**RETAIL**
FOUNDED IN:	**2011**
HEADQUARTERS:	**FAIRWAY BUSINESS PARK, CHALLAGHATTA, BANGALORE**
KEY PEOPLE:	**HARI MENON** **V.S. SUDHAKAR** **VIPUL PAREKH** **ABHINAYSS CHOUDHARI**

V.S. RAMESH

REVENUE: **3818 crore**

WEBSITE: **www.bigbasket.com**

OWNERS: **TATA GROUP (68%)**

AREA SERVED: **INDIA**

About company

Big basket is India's largest online supermarket and allows a customer to walk away from the drudgery of grocery shopping and welcome an easy relaxed way of browsing and shopping for groceries. The company currently operates from Bangalore, Mumbai and Hyderabad and has a diverse portfolio that carries more than 12,000 products and over 1,000 brands. The grocery retail market in India is growing at about 10% CAGR and is about USD 400 Billion in size while e-grocery accounts to only 0.1%. Within this the online grocery market is expected to be about USD 10Billion in the next 4 years from now. A majority of this market is likely to be concentrated in the urban cities in the country.

Bigbasket was founded by HariMenon, VS Sudhakar, V S Ramesh, Vipul Parekh and AbhinayChoudhari. Bigbasket is headquartered in Bengaluru and delivers to various cities in India such as Hyderabad, Mumbai, Pune, Chennai, Delhi, Noida, Mysore, Coimbatore, Vijayawada-Guntur, Kolkata, Ahmedabad-Gandhinagar, Lucknow-Kanpur, Gurgaon, Vadodara, Visakhapatnam, Surat, Nagpur, Patna, Indore and Chandigarh Tricity city limits.

VISION

Bigbasket.com allows you to walk away from the drudgery of grocery shopping and welcome an easy relaxed way of browsing and shopping for groceries. Discover new products and shop for all your food and grocery needs from the comfort of your home or office.

MISSION

Bigbasket.com (Innovative Retail Concepts Private Limited) is India's largest online food and grocery store. With over 18,000 products and over a 1000 brands in our catalogue you will find everything you are looking for. Right from fresh Fruits and Vegetables, Rice and Dals, Spices and Seasonings to Packaged products, Beverages, Personal care products, Meats - we have it all.

HISTORY

The beginning

Much before Flipkart tapped into the retail industry, a group of people (V.S. Sudhakar, HariMenon, V.S. Ramesh, Vipul Parekh and AbhinayChoudhary,) fuelled with passion and experience on failure post the dot com bubble founded Big Basket, the country's first online shopping platform which revolutionised the way people bought groceries. Just like how this platform is unique in every way, the story of how Big Basket came to be is also quite a tale.

When you hear of startups being created by people below the age of 30 and with no experience, your heart usually goes out to them. However, when you look at people on the other side of 50, with more experience in failing than succeeding, trying to start something new, you wonder what the future looks like for them. When the dot com bubble bust, a lot of people struggled hard to find their footing in an increasingly competitive world.

The founders of Big Basket, on the other hand, decided to use the experience they got post the failure and decided to create a website that hasn't been done before. The five founders of this platform had their first experience in the e commerce side when they created Fabmart.com (an online platform to sell books, toys and groceries) in the year 1999.

Very quickly, however, they realised not just India, but the rest of the world wasn't ready for the online world yet.

Very soon, Fabmart merged with a brick and mortar grocery chain and by 2006, the founders sold Farmer for a lump sum. By 2011, the team thought of revaluating and trying their hand at something new again and despite all the criticism they received for this idea, the founders decided if they had to do anything, the time was now. It was a good thing they made this call because it was exactly at this time that the smartphone boom was happening and literally everything was available with the click of a button (except for groceries, of course!)

ONE OF THE FIRST…..

Post securing the first round of investment ($ 10 million from Ascent Capital,) the Big Basket team decided the time had come to expand its reach. In a country as diverse as India, perhaps the biggest challenges an online delivery platform like this faces is to ensure they sustain the model despite all adversities. After putting in dedicated research for five years, the Big Basket team realised the best way to make their

presence felt was by providing personalised service to people across all cities.

With shopping habits varying from city to city, one of the major reasons for the success rates of Big Basket is the amount of attention to detail the founders paid.

. From increasing the leafy greens numbers in Mumbai to supplying a special kind of rice (called SonaMasoori) in Bangalore to going so far as to provide eight different kinds of eggplants to picky customers, Big Basket ensured their quality was nothing short of perfection. To improve the customers experience, the team ensures near time perfect deliveries in most of its orders and if by chance the delivery has been delayed, customers get a discount depending on the delay.

Despite growing as well as they had, Big Basket still had a lot of tough competition in the forms of other startups like LocalBanya, Sequoia backed PepperTap and SoftBank funded Grofers. The time had come for the team to up its game by securing more than double the amount of funding that it got during the initial rounds, Big Basket crushed all its competition.

The next few years saw Big Basket grow from just an idea to being present in 25 cities with a combination of 150 million and looking at the size of the growth, the founders decided the time had come to bring in a partner. By zeroing in on Alibaba (China based e commerce platform,) the team worked on mapping a growth chart for the next two years!

LITERATURE REVIEW:

1. **TIME: 23-03-2016**

   BY: Students of Delhi school of internet marketing

   Objectives: The study shows the findings they obtain about:

   - **BIG BASKET**
   - **How it started**
   - **Funding**

2. **TIME: DECEMBER 2017**

   BY: KAVITHA RAJAGOPALAN

   TITLE: “Consumer intuit and vantages point towards brand luxuries with preference to Coimbatore city.”

   OBJECTIVES:

   - **To ascertain the consumer perception towards online grocery shopping .**
   - **To determine whether online grocery shopping will be beneficial .**

- **To know the factors of online grocery shopping.**

3. **TIME: 24-05-2018**

   BY: Mr. RAVINAIK K J

   TITLE: "A study on Gros Online Shopping at Big Basket"

   OBJECTIVES :

   - **To ascertain the SWOT analysis of BIG BASKET.**
   - **To find out satisfaction level of existing customers.**
   - **To study details of the company and e-commerce.**

4. **TIME : SEPTEMBER,2019**

   BY : NEHA UPADHYAY

   TITLE: "A study on consumer perception towards BIG BASKET in Ahmadabad"

   OBJECTIVES:

   - **To study the various factors related to online purchase with respect to BIG BASKET.**
   - **To measure the major impact of various factors with reference to overall purchase of consumer.**

ACHIEVEMENTS:

- **In five years, with the support of its customers, it has surpassed the 50,000 daily orders mark to become India's largest online supermarket. The Bangalore-based company recently crossed the 5 million customers mark.**
- **To ensure the freshest produce, bigbasket sources 60% of its sales in the fruits and vegetables segment (18% of the total business) directly from farmers via several Collection Centers that**

they have built across the country. So when 'bigbasketeers' shop, they are directly helping farmers' incomes increase by 10-15%.

- **bigbasket has also recently strengthened its B2B business by expanding to the HoReCa (Hotels, Restaurants, and Caterers) segment and partnering with SnapBizz, a retail-technology firm, in an effort to transform India's*kirana* stores into technology-enabled modern retail stores.**
- **5 years into the business, bigbasket's average monthly customer spend has grown from Rs. 500 - 800 in December 2011 to Rs. 2000+. In the past year alone the company has seen over a 300% growth and continue to grow by 10% on a month-on-month basis.**
- **BigBasket today boasts of over four million registered customers, 2.5 million transacting customers and sales of Rs 150 crore per month.**

AWARDS:

big basket, India's largest online supermarket with a presence in over 25 cities in India, has become the proud recipient of 2 distinguished awards:

- **'Retail and eCommerce app of the year' at YourStory's AWS Mobility Awards 2017**

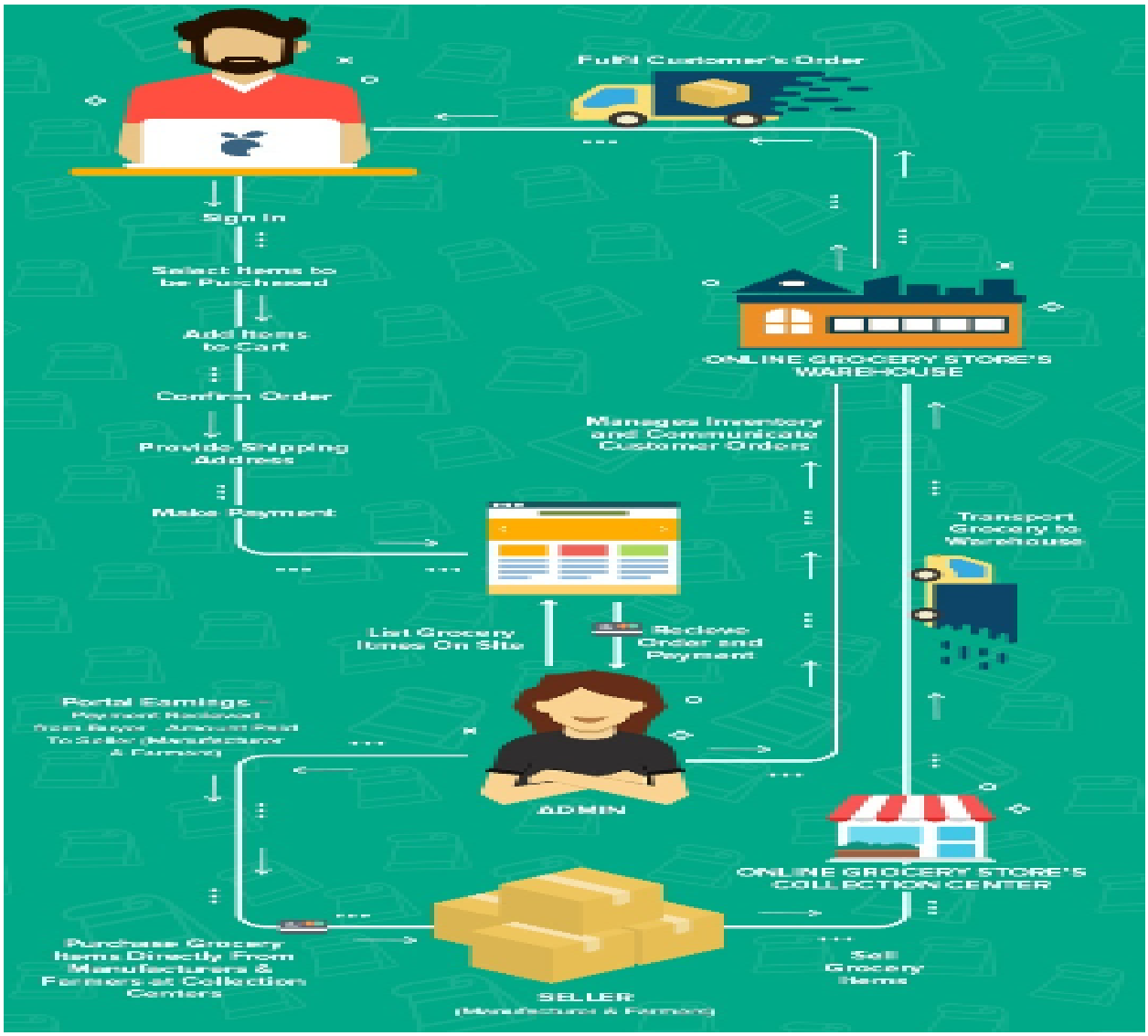
AWS Mobility Awards have been designed to recognize the best and most innovative work in mobility and IoT in India.

Being conferred with the 'Retail and eCommerce app of the year' title is a strong endorsement of the great work that bigbasket has done so far.

- **<u>The Owler 2017 Top Rated CEO Award for HariMenon.</u>**
  the launch of the inaugural Owler Top Rated CEO Awards provides a true market view of the best-loved leaders across 50 cities and 25 industries worldwide.
  As one of the awardees, HariMenon is among the top 0.60 of executives on Owler, putting the company at the pinnacle of business leadership.

The awards serve as encouragement for the company that is making its presence felt strongly by the day and is moving in the right direction.

<u>Business Model</u>



Today Bigbasket.com is one of the leading online grocers in India. The company bases its success on the three pillars namely exceptional customer focus (Bigbasket offers same-day delivery across a city, 99.3% on time delivery, 99.5% order fill rate and a no questions asked customer return policy, all of which has contributed to high customer loyalty and excellent customer feedback.

Grocery business in India is a 400 billion dollar addressable market of which e-grocery accounts for only 0.1%. bigbasket continues to scale at a time when many start-ups are cutting down on their operating costs and shutting operations in many geographical locations

On top of it all, BigBasket compensates a customer every time it is not able to deliver on its promise thus ensuring that there is consistent focus on raising the bar higher.) , wide range and variety of products (They

have more than 40% of their sales coming through their own brands. It operates on a margin of 25% on other products and over 35% for in-house labels

BigBasket has further innovated by offering products such as cut fruits and vegetables, a range of recipe mixes and have recently launched their own bakery in Bangalore that delivers bread baked to order) and continuous innovation with the help of technology (BigBasket has both android and iOS mobile apps which allow customers to order groceries on the go. Features such as "Smart-basket" predicts what a customer needs more often and reduces the time-to-order to "within 5 minutes").

Company's Growth

The company had already crossed a million orders delivered. Bigbasket currently operates in over 35 cities and is constantly growing. They deliver around 35000 orders a day and their average order value is over Rs. 1500/-.

Back in 2014, they were just 3 cities strong and were already processing 5,000 orders a day. Also they were planning to undergo a significant expansion in their product range, gain more depth in each category and add new categories of products.

Last June, Bigbasketcrossed the 10 million mark in delivered customer orders. Simultaneously, it also delivered more than 1 million orders in the month of May. With their focus on faster delivery times across the board and innovations online and on mobile to make grocery shopping a breeze, the company had delivered a lot to the customers on top of groceries !

Funding Raised

Bigbasket had raised over $290 million so far in its 8 rounds from 11 investors, raising Rs. 45 crores recently in venture debt from Trifecta Capital. BigBasket is focused on setting up new warehouses,

strengthening the cold chain and setting up facilities for reprocessing of Fruits & Vegetables.

Its highest investment was back in March 2016, raising $150 million led by Abraaj Capital as a part of its Series D. Some of the other investors who have participated in earlier rounds of Bigbasket are Bessemer Ventures, Helion, Zodius and existing investors who participated including Ascent Capital, Lion Rock Capital and serial entrepreneurs Ganesh Krishnan and Meena Ganesh.

Their funds have been primarily utilised to expand into other cities with a strong market in 25 cities so far. Another key area of investments have been technology. They have significantly enhanced customer experience, both online and mobile and enhanced the backend processes through increased investments in technology.

Investments were also made in creating additional warehouses and cold room facilities to significantly increase their range of fresh produce. They have also invested heavily into last mile delivery, including energy efficient vehicles which are cold chain enabled.

Competition:

Bigbasket competes with various other startups in the online grocery segment. Competitors include Grofers, Zopnow, Peppertap, Naturesbasket, Aaramshop, etc. Various city-specific online retail stores have also come up, which are giving tough competition to Bigbasket. Even bigger e-commerce players such as Amazon India and Snapdeal have also started selling groceries online, which is creating new challenges for Bigbasket.

Competitors:

COMPANY	CEO	CEO RATING	EMPLOYEES	FUNDING	REVENUE
BIG BAZAAR	Sadashiv Nayak CEO	86/100	35,000	$0	$2.9B
DMart	Neville Noronha CEO	87/100	9,456	$27.7M	$3B
bigbasket	Hari Menon Co-Founder & CEO	93/100	12,000	$786.9M	$507.5M
GROFERS	Albinder Dhindsa Co-Founder & CEO	84/100	5,500	$517M	$24.2M
more	Mohit Kampani CEO	83/100	1,000	--	$80M
spencer's	Devendra Chawla CEO	82/100	1,403	--	$319.4M

FACTORS INFLUENCING CUSTOMERS BEHAVIOR:

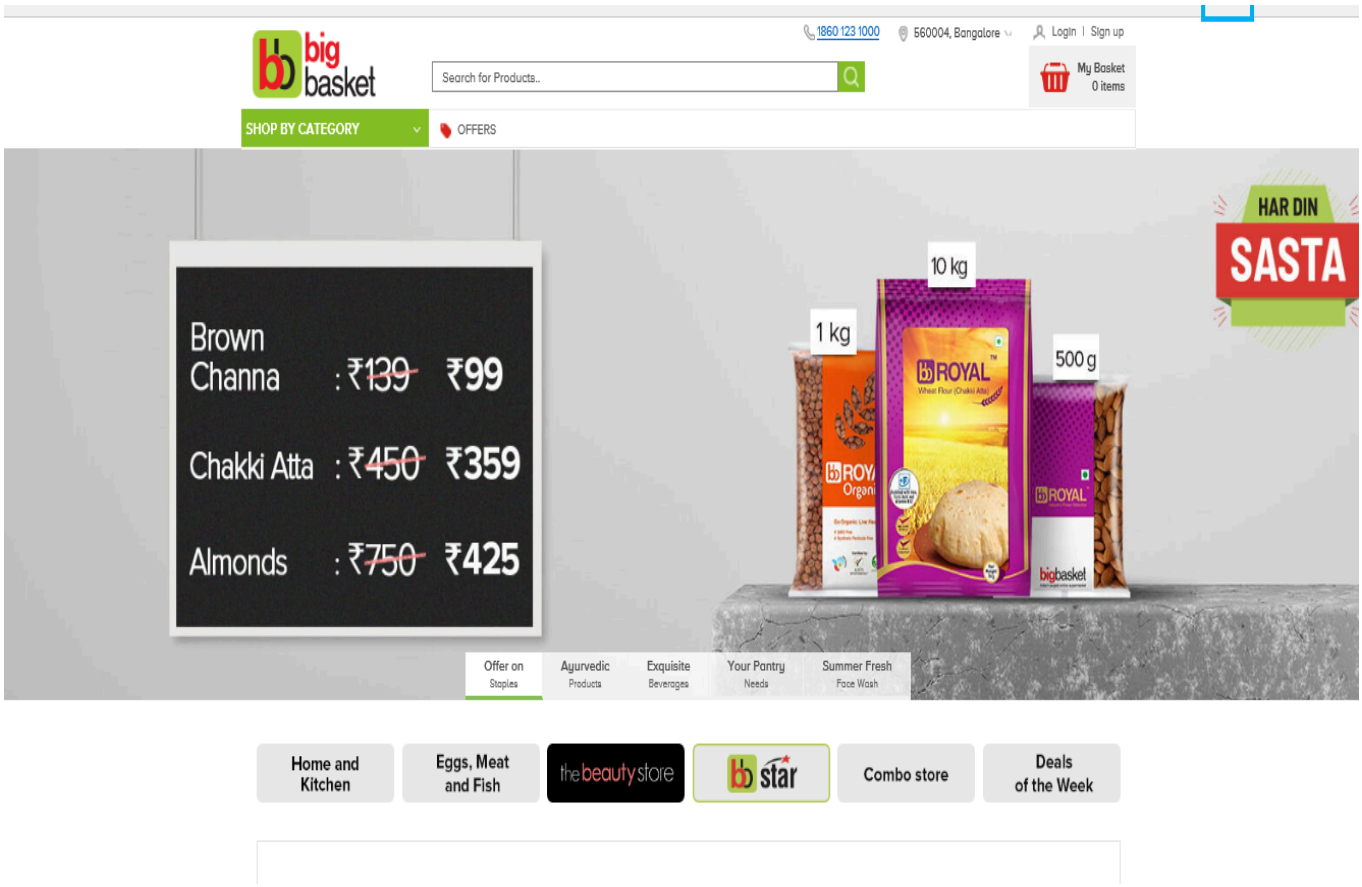
- **Individual factors**
- **Thinking process**
- **Perception, attitudes, needs/motives**
- **Persona characteristics**
- **Demography, lifestyle, personal traits**
- **Environmental factors**
- **Social factors influence group-family, friends, relatives, opinion leaders**
- **Situational variables-purchase occasion ,market, communication, price, sales influence, product influence and position .**

FACTORS INFLUENCING BIG BASKET CUSTOMERS AND THE REASONS BEHIND ITS

POSITION OF INDIAS LARGEST E-GROCERY SHOP:

1. "HAR DIN SASTA"

BIG BASKET has made Its motto to provide anything at minimum cost to its customers . Its one of the major factor behind its success as no one wants to spend more .



2. VARIOUS MARKETING SCHEMES :

- **SALE..SALE..SALE..!!!**

BIG BASKET provides various offers and deals especially he sales offers . It provide and promote the offers and creates awareness about it among its customers through its advertising and technology development.

HIGHLY ATTRACTIVE MEMBERSHIP

SCHEMES:BIG BASKET knows how to make loyal customers by providing arrangements like these. Here a customer needs to pay Rs. 5only ,but presently its providing an offer that is only in rs. 299/- you can become a BB STAR (a subscribed member).

A BB Star has various benefits while using BB app and doing grocery shopping.

Few of the gains have been listed and shown below:

- **Members discounts: It provides an added discount on your bill to customers who have subscribed to its members**
- **Priority slots: The members of the big basket i.e. BB stars will be provided with the fastest delivery and favorable delivery slots.**
- **Many more offers like :**
  - **3000+ product offers**
  - **Bank offers**
  - **Availability of limited products**

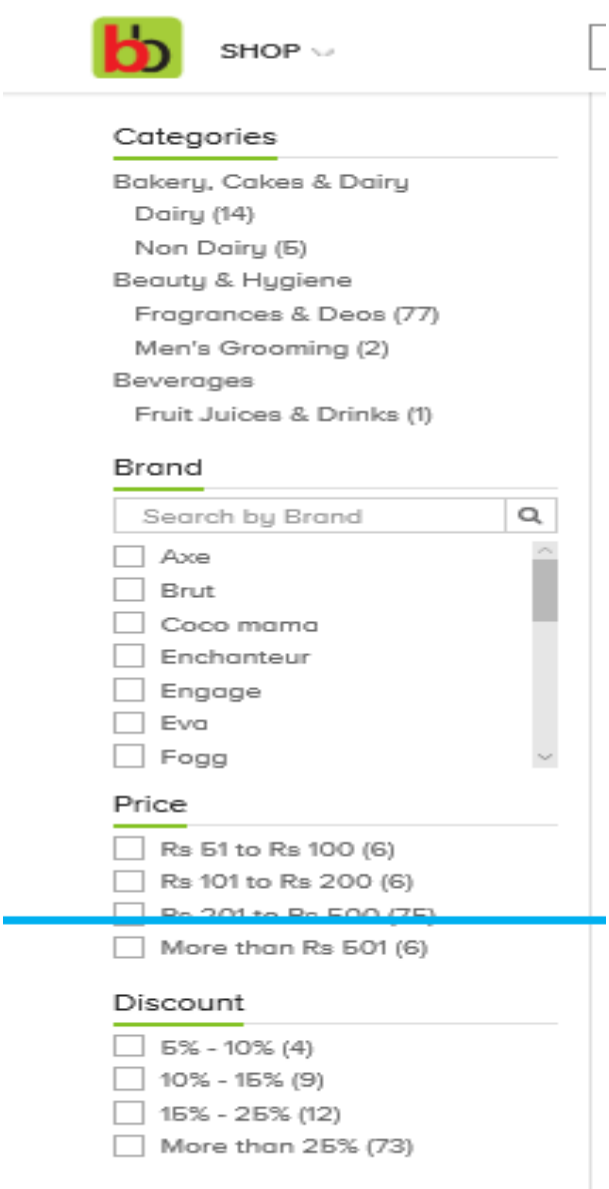
Big benefit to BB STARS:

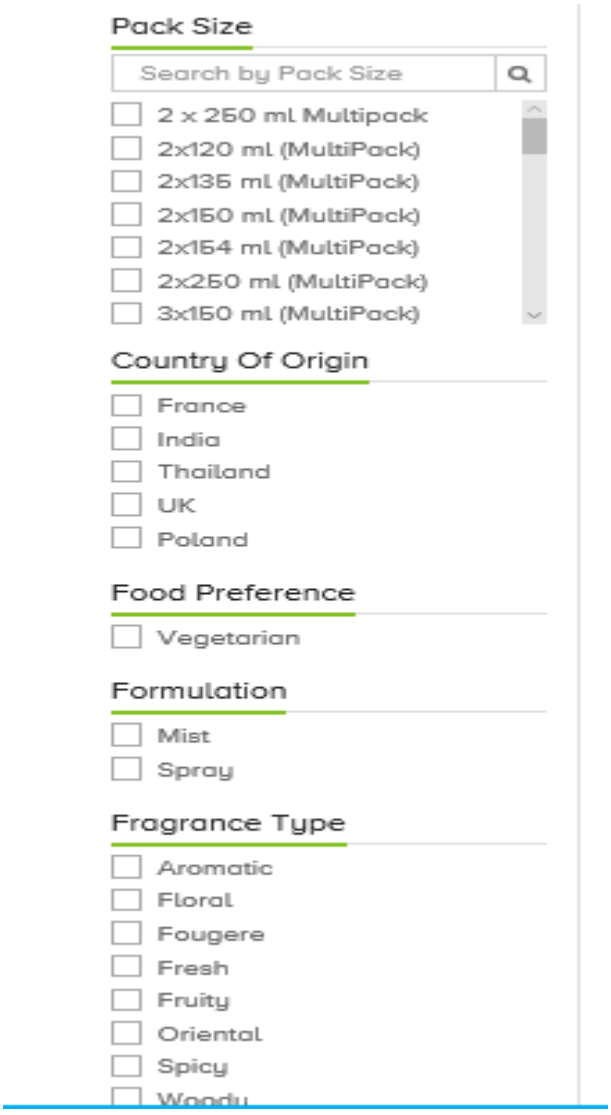
Star treatment for all the BB stars. Big Basket is providing various discounts on the use of certain apps like:

- **Paytm wallet**
- **Paytm movies**
- **OYO etc.**

Categories

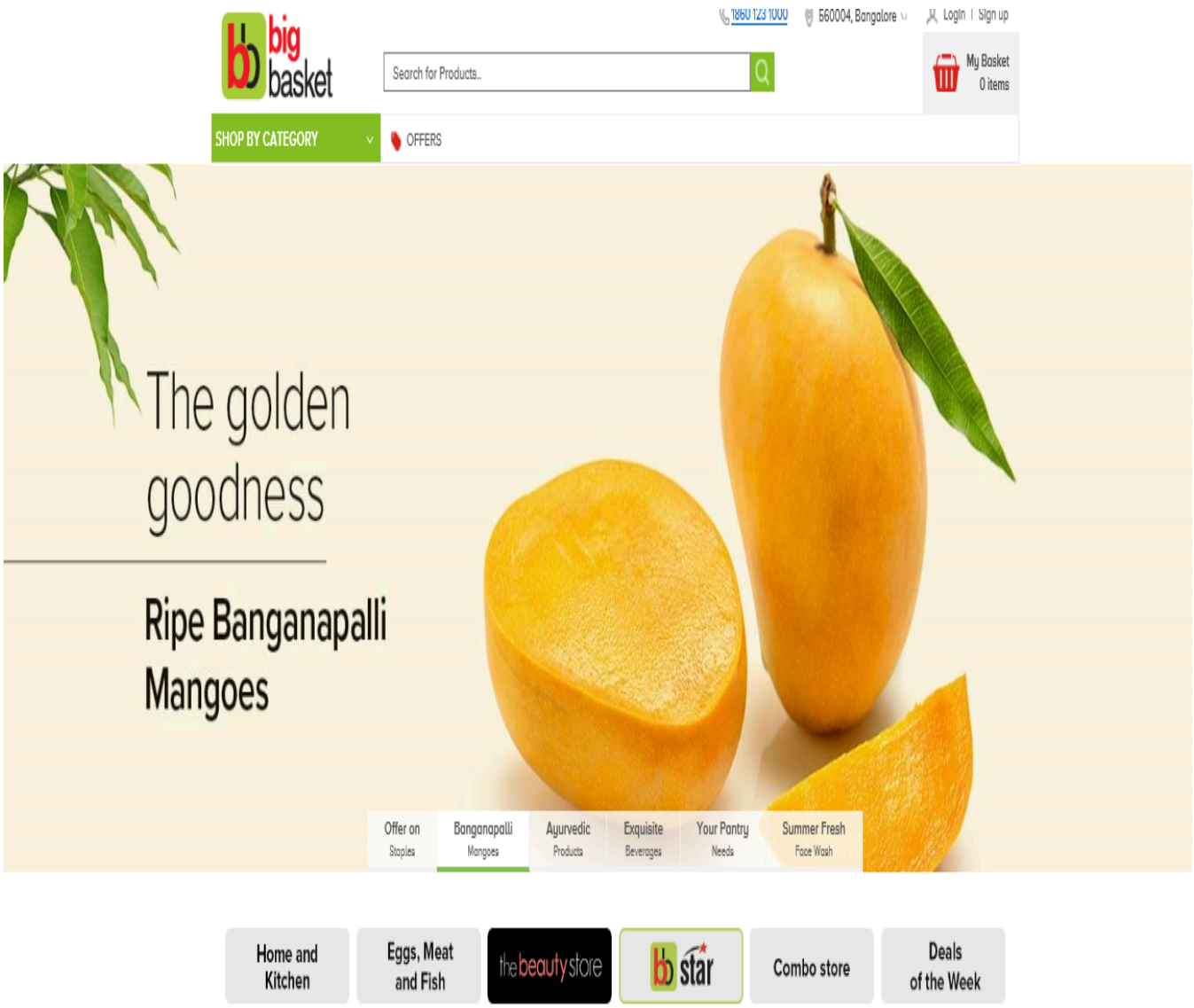
BIG BASKET has undergone a significant expansion in their product range, gain more depth in each category and add new categories of products. It has provided with more specification and details and options that the customer can use to save the time to choose. It saves a lot of tie for customers from spending it on the app for searching what they want but with the help of this detailed specification option you can sort the products out by selecting various categories and the app will present exactly what you are looking for.





Season's interest

The app provide the seasons interest and trends on the home page and welcomes the customers with the flavor of the months . they don't even need to bother what is in the trend . it helps its customers to flow with the trend with just the clicks of their fingers .its one of the main factor to save you time and efforts in searching about the trend online first than talk with others what is good rather you just have to open the app and do the clicks and select the products the you need.



INNOVATION

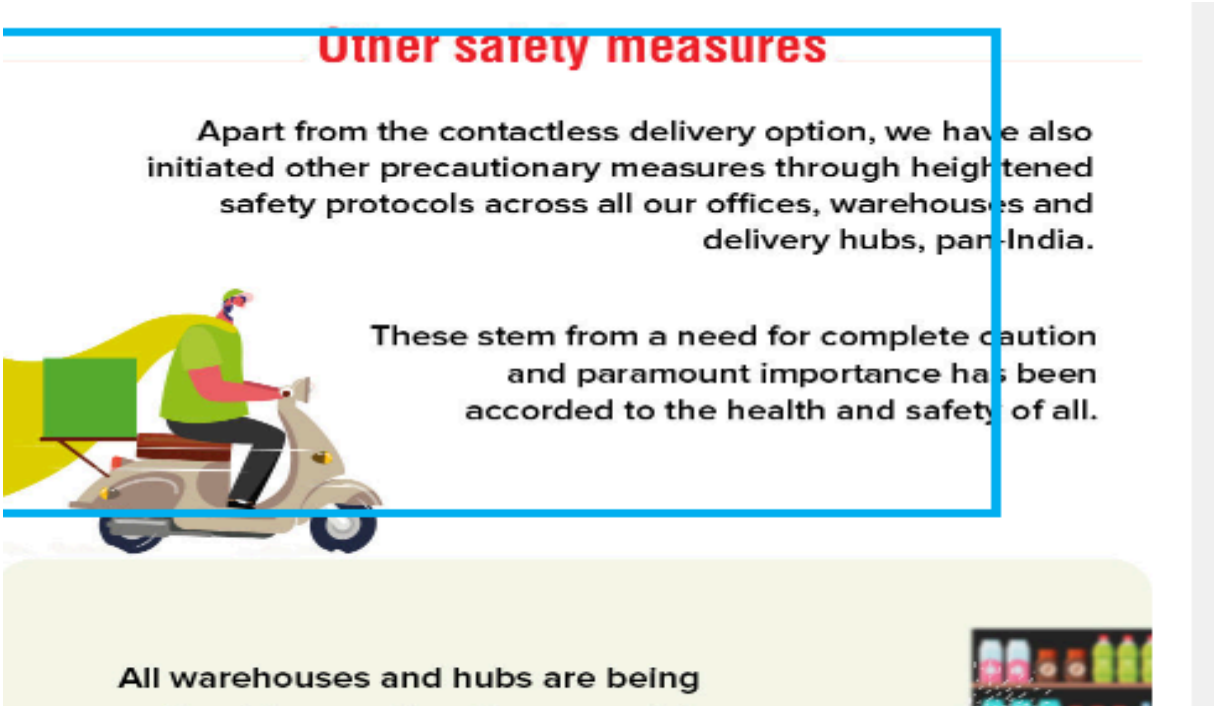
BigBasket has further innovated by offering products such as cut fruits and vegetables, a range of recipe mixes and have recently

launched their own bakery in Bangalore that delivers bread baked to order . the whole set up of the app is innovation in itself as it's the first e-grocery app. Each and every aspect of the app, its design , technology , its elegant visuals, every page is innovation in itself . a fine example of a successful business.

Precautionary measures

Well, amid COVID-19 everything in this world changed . from people to technology to food preferences to lifestyle to security . but, in all of these we have a very common thing among all of these and that thing is precautionary measures from the virus, safety from it . we are not leaving our houses unless its necessary from the last 2 years . we all are finding it difficult to trust the things outside of our houses and we do sanitize maximum all the things we can so with the grocery we need it every time it's a very vital component of any household . so, how would be safe if we order it from online , we don't know who had touched it so to clear the heads of the customers this app provides the customers all the measures being taken by the employees, workers, and delivery guys when they are fulfilling your order . it provide customers with transparency and creates trusts among customers.

Few of the precautionary measures are given below direct from the BB .



Difficult to online enquiry? …*Naah , I am a Big Basketeer.*

Big basket provide everything you want. Even the difficulty to enquire and customer feedback is best and easiest way possible.

Big basket provides you with the list of questions in the questions and enquiry section where you can directly click that and select the problems that you are facing or want to know something about it. It provides wide range of questions . the list is given below directly from the big basket:

BANK OFFERS

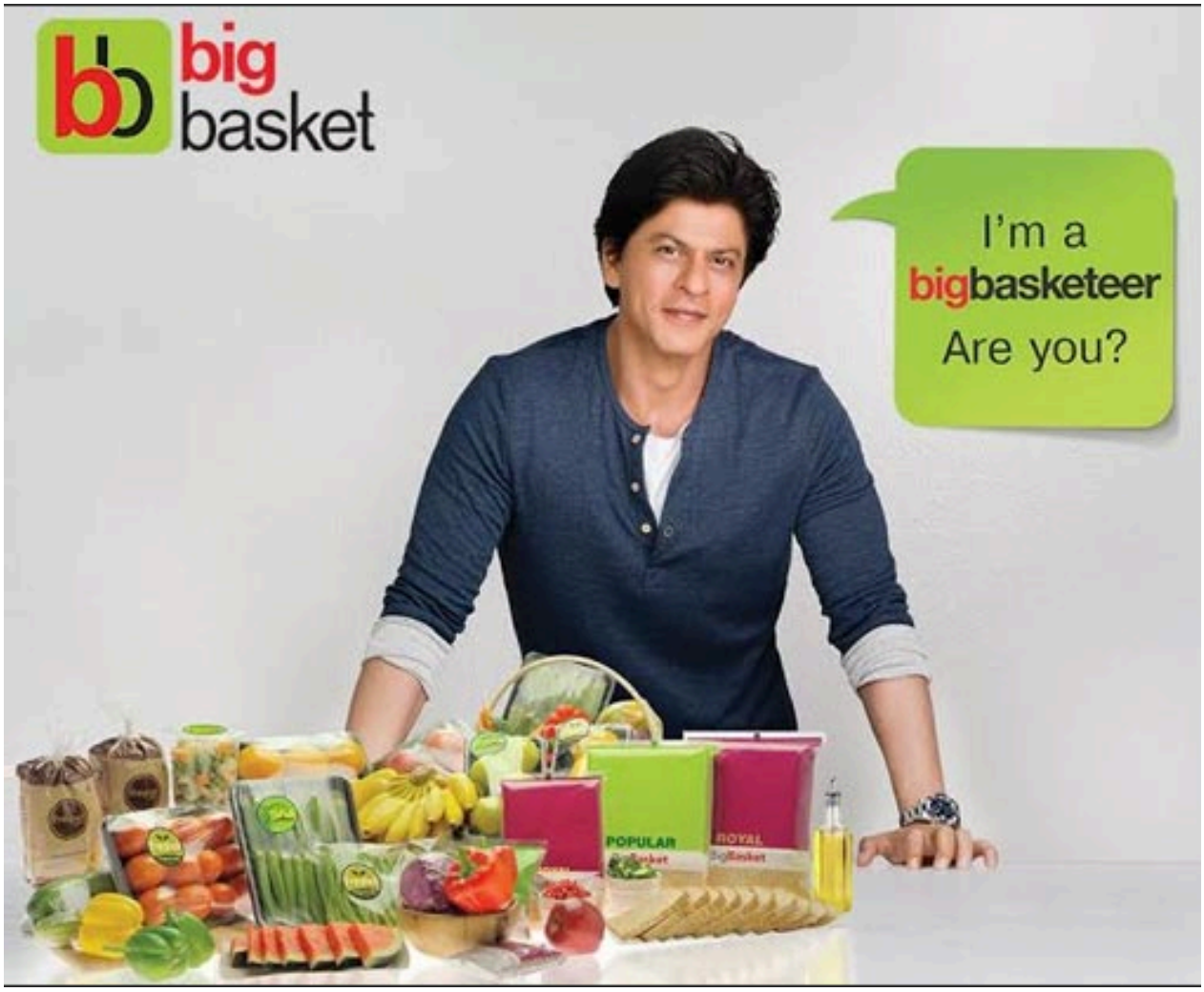
An online app without bank offers , is it even possible? No. big basket have been providing vivid range of offers from not just a single bank but various ones at that . Few of them are:

- **IDBI bank**
- **HSBC bank**
- **RBL bank**
- **Dig bank**

The details of the bank offers are given below just adding to the customer satisfaction level and heightening the success of the company.

Brand ambassador

around the mid of 2015, Big Basket also roped in Bollywood actor – 'Shah Rukh Khan' as their brand ambassador, for an undisclosed sum; following which, they also launched a high volume television, digital and print media campaign as well.

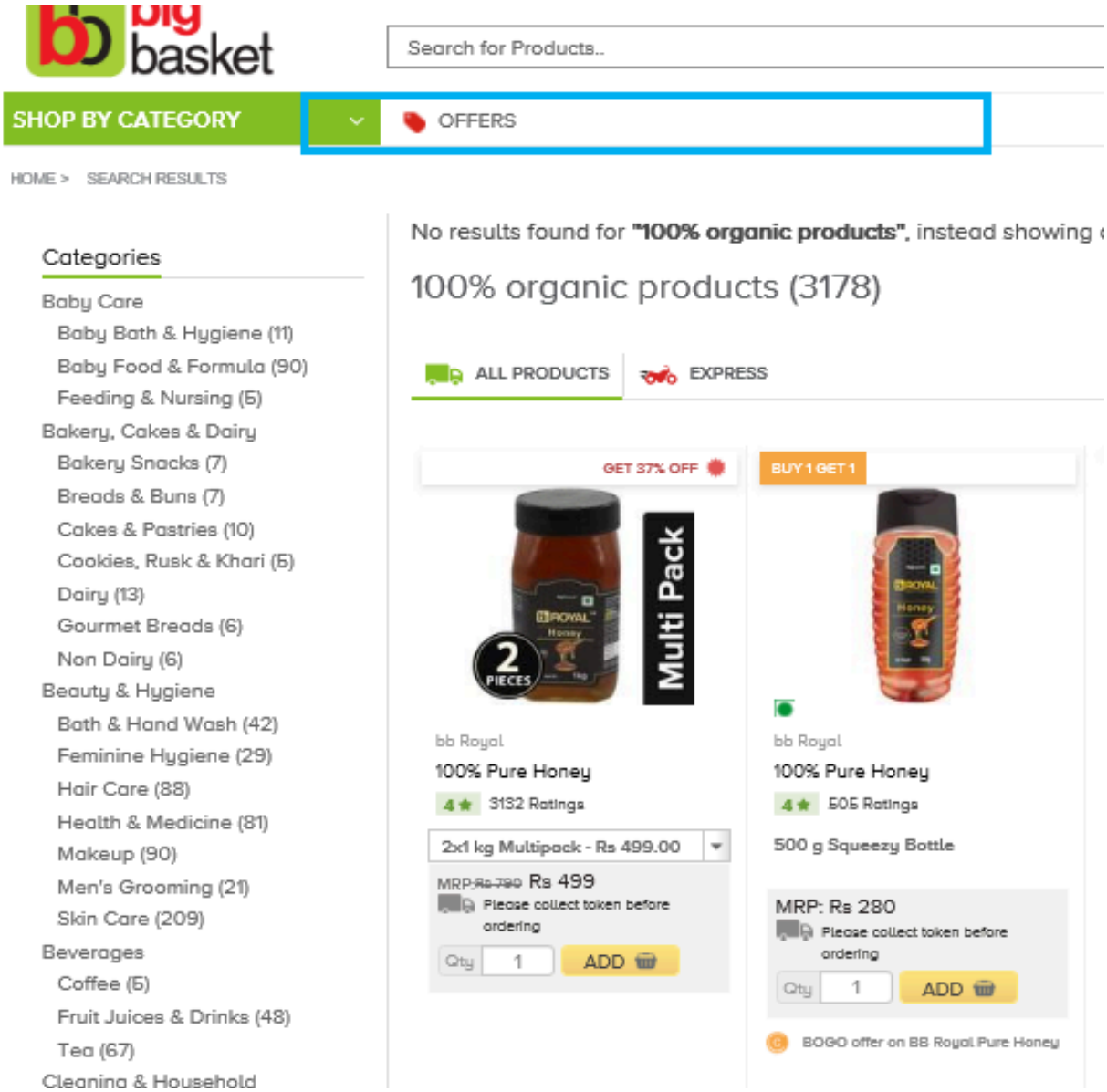


Network in 35 cities

Big basket started its journey with only 3 cities and now it has reached to 35 cities of India. The growth has accented the brand value and product recognition and making it very famous and known by many.

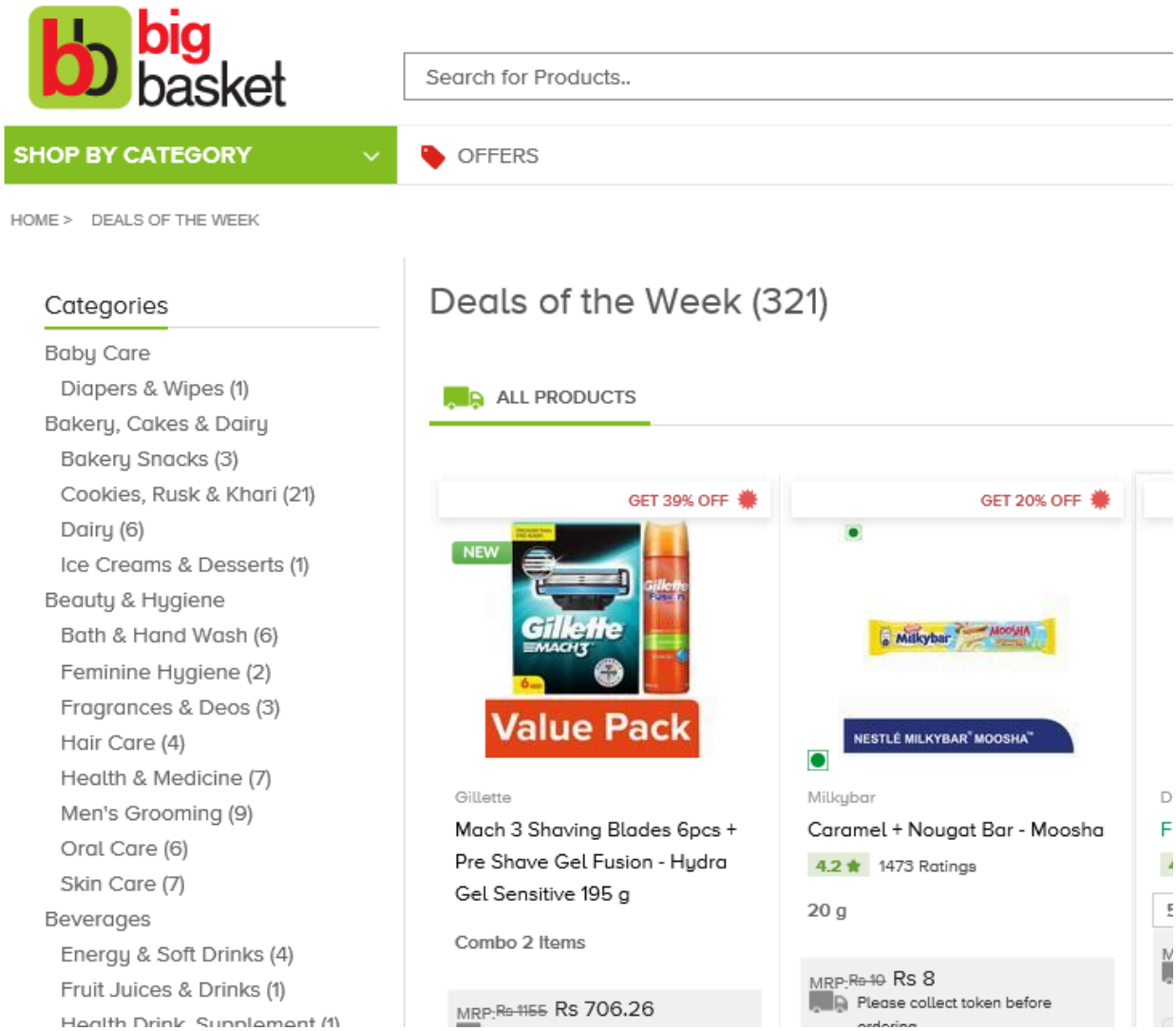
100% organic product.

Big basket provide 100% organic products for the picky customers and the customers with nutritive food choices, weak digestion , food preferences , and trend of health conscious society . It provide a great deal for the customer . they don't even have to go to organic stores , and waste their time and efforts there.



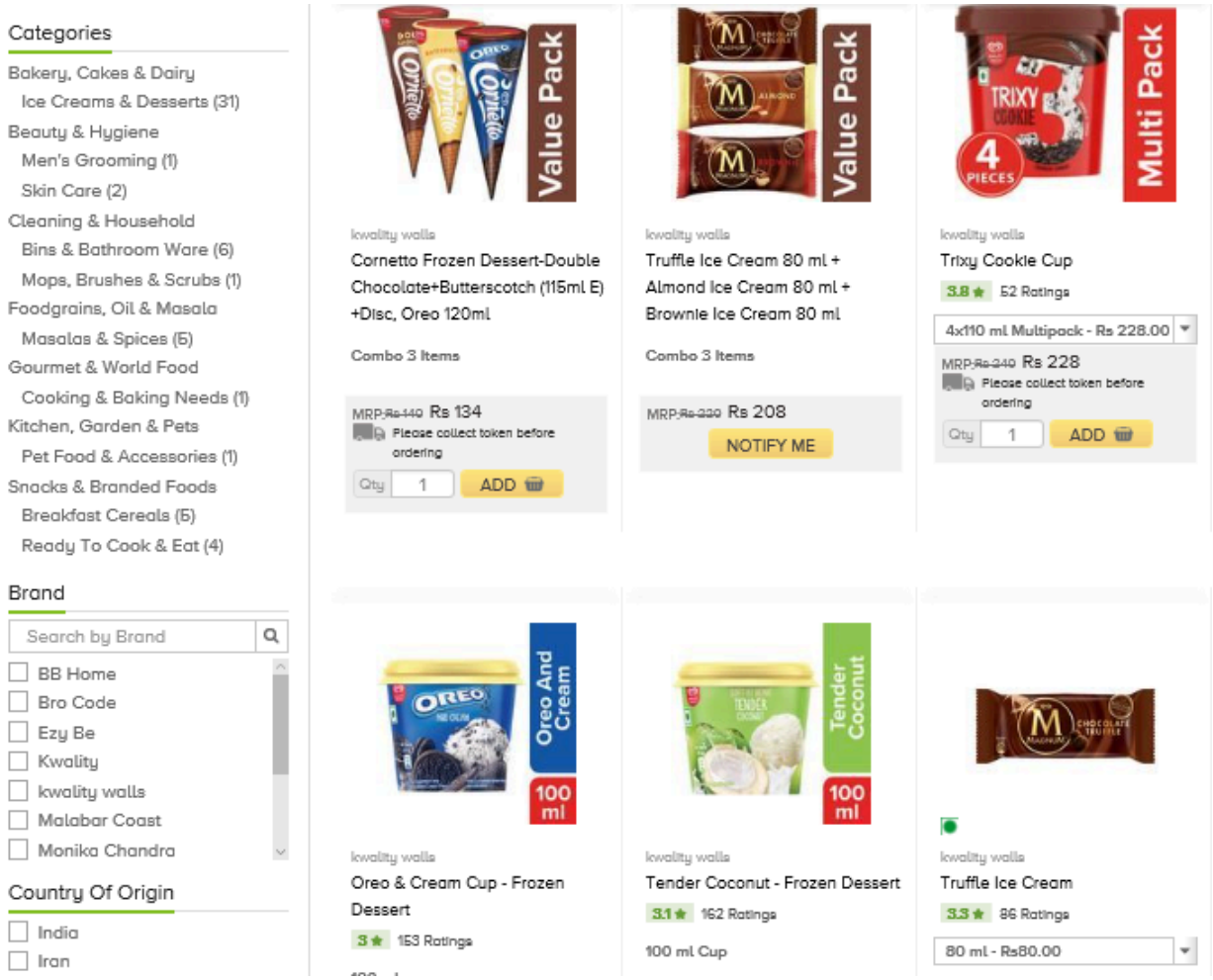
Deals of the week

Big basket is hell bent over attracting the customer to buy something or anything from the bb store . it provide deals of the weak and increasingly provide different offers on different products weekly and with wide variety of schemes and offers .



Quality

Big basket provide best quality of products all over the cities where it functions . all the fame and popularity is because of the best quality products that the company provides . it has 40% of its own products which is quiet popular and highly in demand the company is gaining a lot from the sale. The quality is the reason behind its success rate.

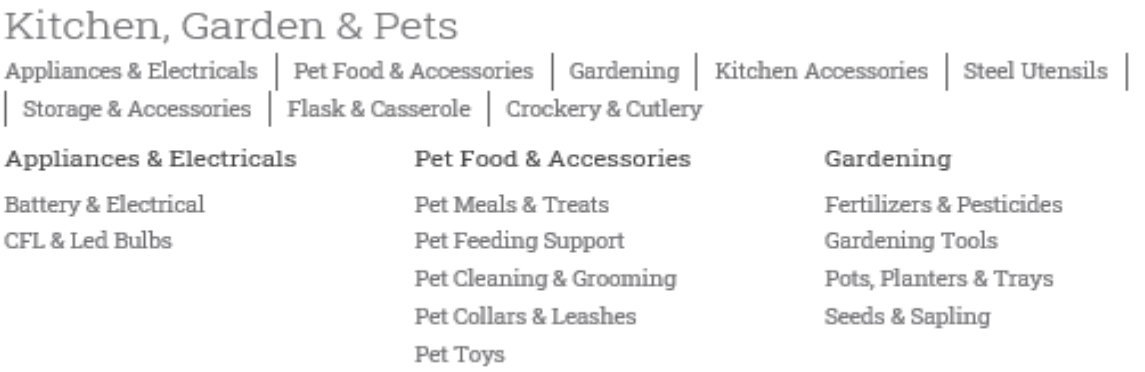


Milk to beauty

A to zee site this is. Everything is present on this site. Wider quantity , wider range , maximum products , best quality products , exciting categories ,various products in different sizes , shapes, quantity, packs, offers etc.

- **Gourmet and world food**

- **Kitchen , garden and pets**



- **Indian specialty**

OBJECTIVES OF THE STUDY

The main objectives of the study can be listed below:

- **To know awareness of people towards Big Basket online app.**

- **To know the marketing strategies of Big Basket.**

- **To determine the outright ways of success of Big Basket in online grocery market.**

- **To analyze whether product and service quality affect consumers**

- **To ascertain the consumer perception towards online grocery shopping through Big Basket.**

Research methodology

1. Research problem:

To Study successful Indian startup BIG BASKET

2. Research objective and its sub objectives

- **To know awareness of people towards Big Basket online app.**

- **To know the marketing strategies of Big Basket.**

- **To determine the outright ways of success of Big Basket in online grocery market.**
- **To analyze whether product and service quality affect consumers**

- **To ascertain the consumer perception towards online grocery shopping through Big Basket**

3. **Information requirement:**
   - **First, I had to know about all the functioning and working of the big basket app.**
   - **Than know about its features, specialty, details, descriptions, its use, availability , offers, benefits, competitors etc .**
   - **since, big basket is a new startup of India so I had to know its history and story of its owners and how are they able up pull up such a massive successful startup .**
   - **the main information that I needed is the various types , availability of the products and its competition and its business model .**
   - **All about its marketing schemes and customers preference over the use of the bb app.**

4. REASEARCH DESIGN

Research design is the framework of research methods and techniques chosen by a researcher. The design allows researchers to hone in on research methods that are suitable for the subject matter and set up their studies up for success. Descriptive research design has been considered as a suitable methodology for present study for data analysis.

5.SAMPLING DESIGN

The sampling design used was convenience sampling, which is a non-probability sampling method. the factors were the availability and approachability of the respondents.

6. POPULATION

Customers who do online grocery shopping in Indore

7. RESEARCH INSTRUMENTS USED:

A Research Instrument is a tool used to collect, measure, and analyze data related to your research interests.

These tools are most commonly used in health sciences, social sciences, and education to assess patients, clients, students, teachers, staff, etc. A research instrument can include interviews, tests, surveys, or checklists.

Survey research encompasses any measurement procedures that involve asking questions of respondents. The types of surveys can vary on the span of time used to conduct the study.

They can be comprised of cross-sectional surveys and/or longitudinal surveys. Types of questions asked in surveys include: Free-Answer: Also referred to as open-ended questions, these include unrestricted, essay, or unguided questions.

Guided Response Type: Recall-type questions asking the participant to recall a set of categories. Multiple-choice or multiple response questions.

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Guided Response Type: Recall-type questions asking the participant to recall a set of categories. Multiple-choice or multiple response questions.a questionnaire uses both open and closed questions to collect data. This is beneficial as it means both quantitative and qualitative data can be obtained.

Closed Questions

Closed questions structure the answer by only allowing responses which fit into pre-decided categories.

Data that can be placed into a category is called nominal data. The category can be restricted to as few as two options, i.e., dichotomous (e.g., 'yes' or 'no,' 'male' or 'female'), or include quite complex lists of alternatives from which the respondent can choose (e.g., polychromous).

Open Questions

Open questions allow people to express what they think in their own words. Open-ended questions enable the respondent to answer in as much detail as they like in their own words.

For example: “can you tell me how happy you feel right now?”

Multiple choice questions

Questions of this type offers the respondent an alternative to choose the right answer among others. It is faster, time saving and less biased. It also simplifies the tabulation process.

8. SAMPLING TECHNIQUE USED AND SAMPLE SIZE – WHY ?

A sample design is the framework, or road map, that serves as the basis for the selection of a survey sample and affects many other important aspects of a survey as well.

The sample design used in this project is two state sampling .i.e. cluster and convenience It will sometimes be more expedient to select clusters or group of universe elements; rather than to choose sample items individually.

Sampling methods in which universe elements are chosen on groups rather than individually are called CLUSTER-SAMPLING METHOD. They are widely used in the sampling human population. when no complete universe listing exists, a type of sampling is called AREA SAMPLING may be only feasible form of probability sampling.

SAMPLE SIZE –

The sample size I have taken for the study is 102

Non disguised, structured technique :

The non- structured techniques for attitude measurement are primarily of value in exploratory research, where the researcher is looking for the salient features and attributes of given products and the important factors surrounding purchase decisions are seen by the customers.

STRUCTURED TECHNIQUE can provide a more objective measurement system, one which is more comparable to a scale or a yardstick. The term scaling has been applied to efforts to measure attitude objective, and a number of useful scales have been developed.

RESEARCH METHOD USED:

The topic has been selected by keeping in mind the popularity and its present position prevailing in the market; that is "India's first online grocery shop" and increasing the sales with each passing day.

As grocery is a daily requirement we generally need day to day thing like tea leaves, powder, fruits, vegetables, hygiene products, kitchen things etc. but after this Covid-19 breakthrough in the country there is very serious issue in going out without any strong or medical reasons.

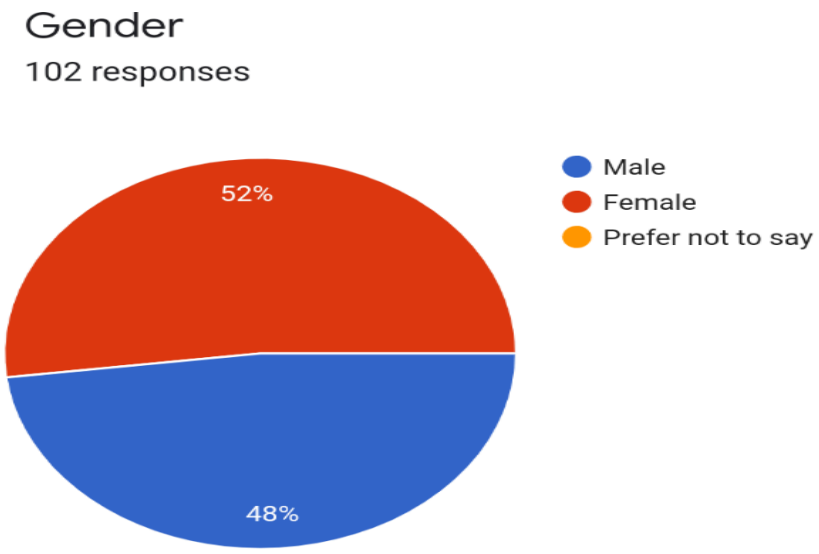
So grocery shopping has become a threat to life amid all the virus serving around us, so the idea of e-grocery has reached to a different regime and everyone is welcoming this idea and are accepting and using it with open arms.

- **A stratified sample size of 100 individuals was subjected to a questionnaire. This sample include people from different age group.**
- **The questionnaire was tested on 10 individuals which comprised of the student of School Of Commerce, DAVV University. their responses and behavior was clearly recorded and suggestions given by them were incorporated. The primary data for the research was collected from primary sources. All the responses were taken via WhatsApp and emails in Google docs form.**

DEMOGRAPHICS OF RESPONDENTS

Gender:

Gender plays a subtle role while we talk about grocery shopping. So here is classification as given below. Different gender exhibits different perception towards their day to day requirement.

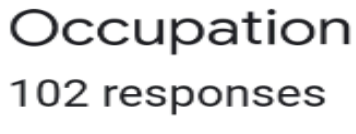


Interpretation:

As, it can be seen from the table that the gender id divide into 3 categories. It can be interpreted that there are more (52%) female respondents as compared to males (48%).as females prefer more to do grocery shopping.

Occupation:

Occupation is also influences a person's consumption pattern. A blue collar worker will buy all the expensive things and can spend way more on groceries than a normal person.

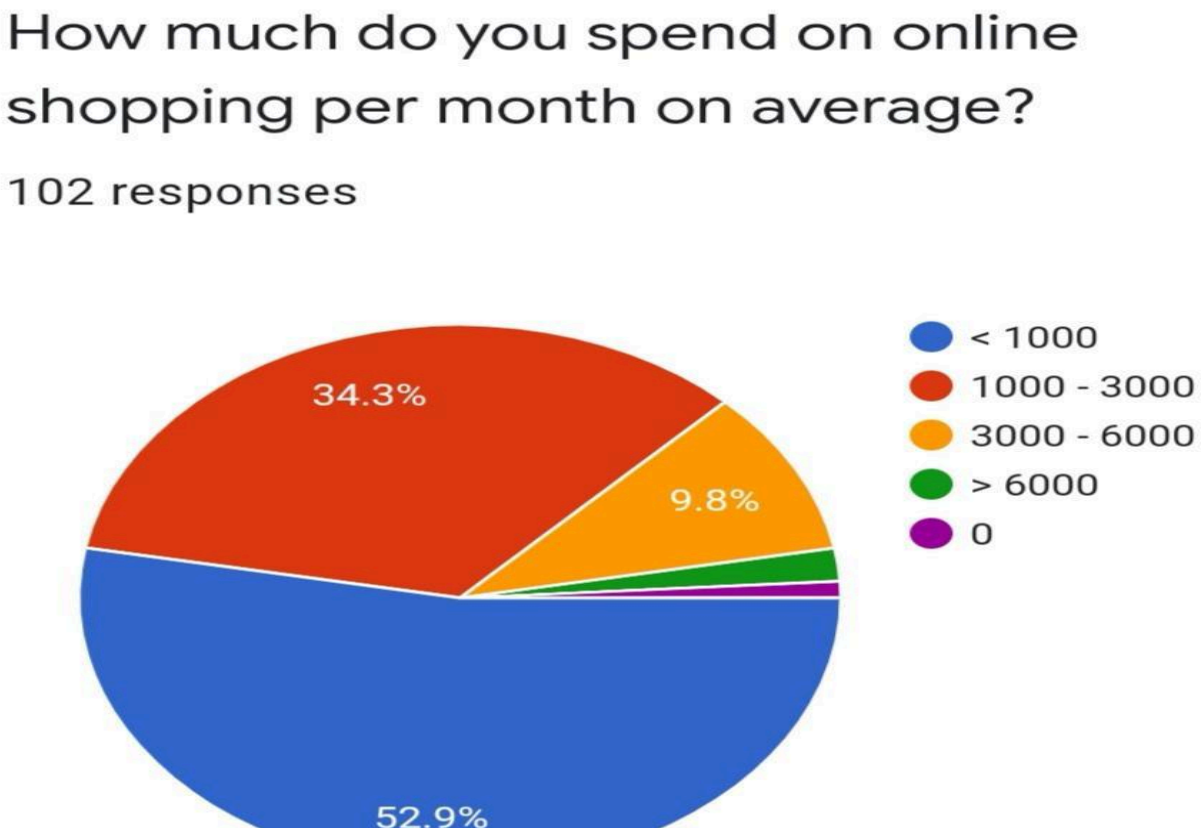


Interpretation:

From the survey respondents, the maximum respondents are unemployed and are students i.e. 48%and the others are 26.5% which includes business man, etc.

Spending on online shopping per month:

Income decides the purchase offer and how much they spend on online shop per month on average gives a brief idea about what the influence of the customers on the grocery shopping. If they spend more that means they spend more on groceries online.



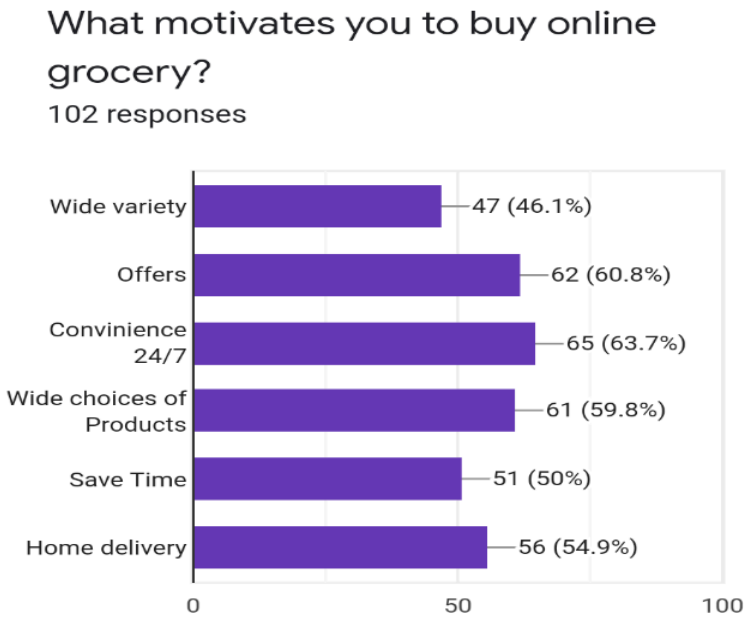
Interpretation:

52.9% respondents spend less than rs 1000 on online grocery shop.

And higher group of about 34.3% spent in between 1000-3000, whereas 9.8% spent about 6000 per month.

Motivation for online grocery purchase:

Well here there were many options where respondents can choose more than one option to show what factors drives them to buy online grocery. Options were wide variety, offers, convenience, wide choices of products, save time and home delivery.



Interpretation:

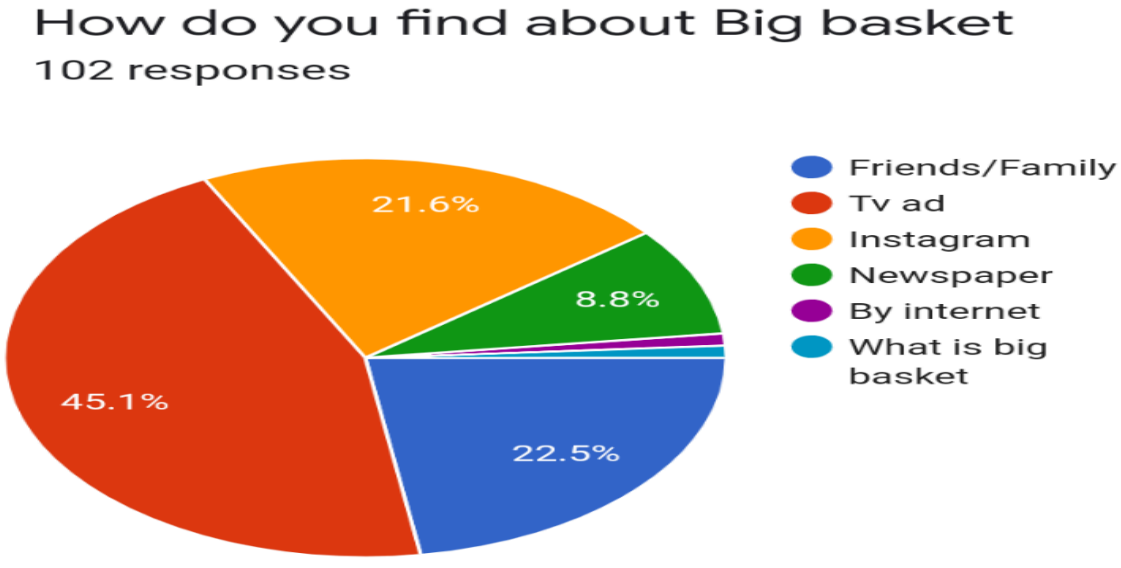
As respondents can select many options as many factors drives them to buy online grocery. 65 respondents that are about 63.7% are driven

from its convenient factor. People also selected that offers (60.8%) and wider choices of products (59.8%) also motivates them to buy online grocery.

Marketing factor:

Marketing plays an important role in any products life, as it is one major factor behind its success. And for big basket it does play a major role as in todays scenario it would be impossible to establish a shop in the market and to set up an online grocery store is a whole new level. Marketing strategies are helping to increase its reach which is what we asked that how they came to know about the big basket and the options given were friends/family, TV adds, instagram, newspaper and internet.

Interpretation:

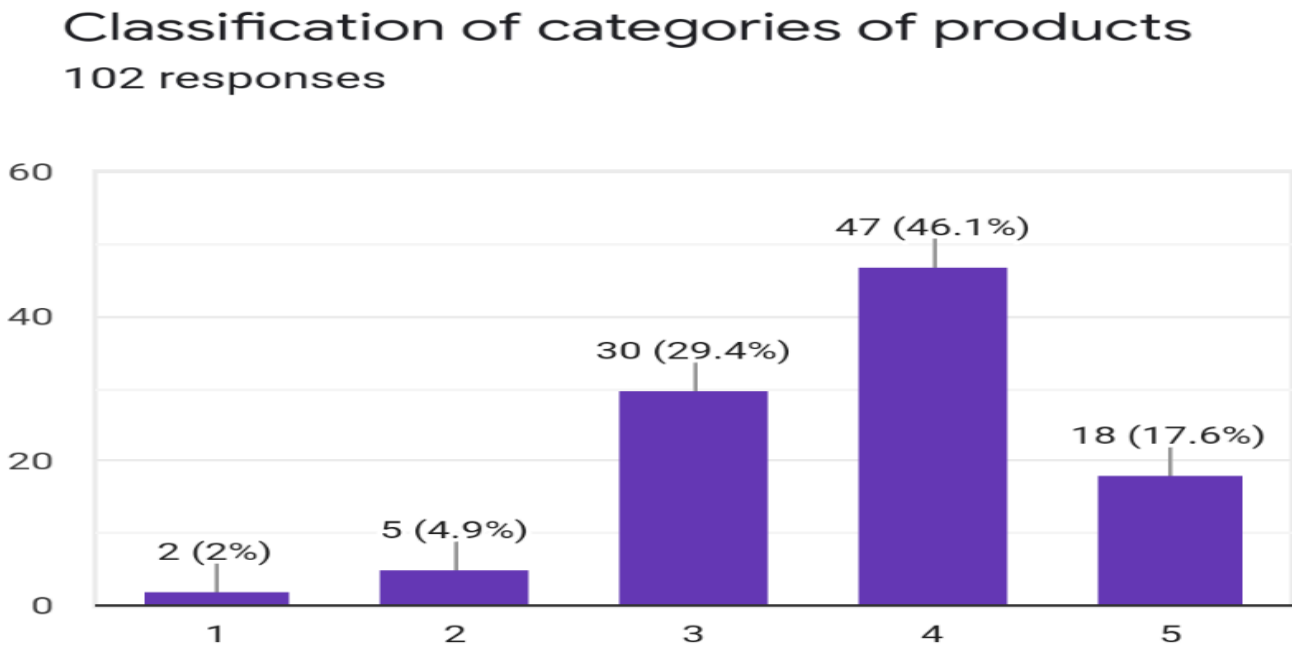


Most of the respondent came to know about the app through TV adds i.e. 45.1%, whereas 22.5% knows through internet and 21.6% through instagram. Well marketing strategies are paying off by getting

Shahrukh Khan as the brand ambassador of the big basket as on television the advertisement has been able to capture a large amount of customers.

Classification and categories in big basket:

For an online app, people are more tend to want to spend as low as possible time on it so that they can be free from it. So it is very important to have a nice design and layout of the categories and classification of the products on the app.so we asked how much are they satisfied from its classifications.

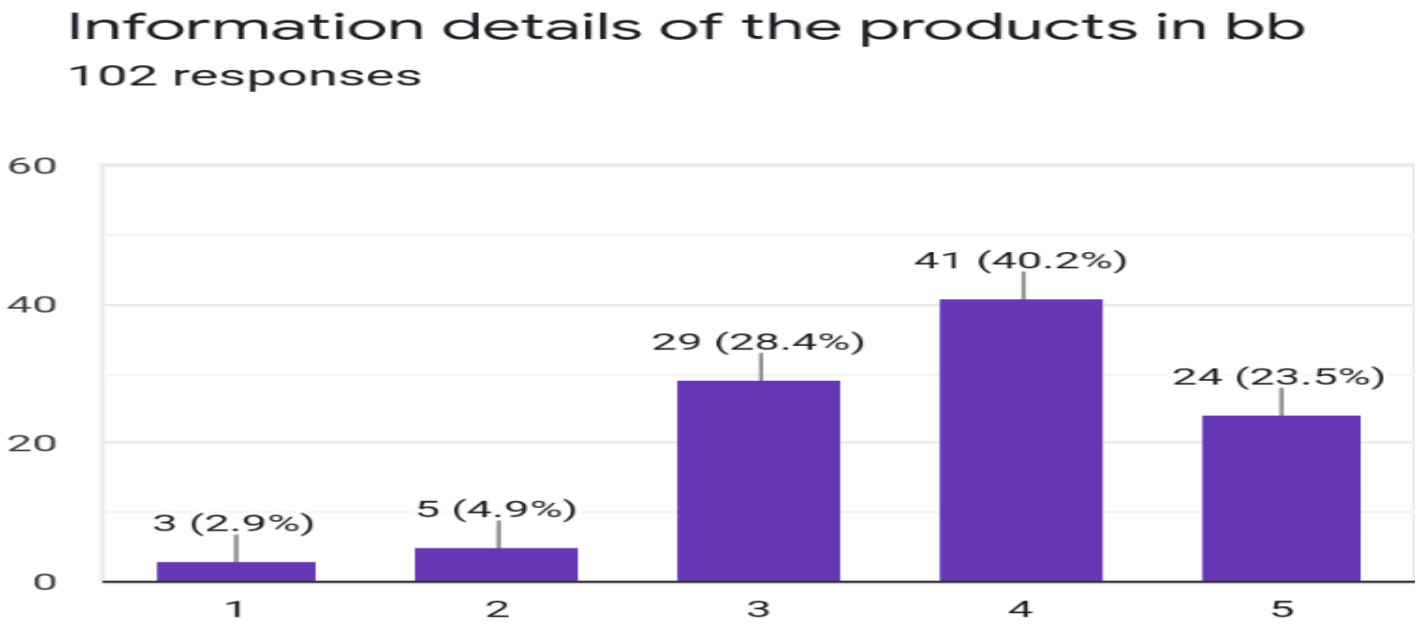


Interpretation:

47 Respondents are very satisfied as they gave the 4 level rank to its classification outlay. 30 respondents said that it is neutral classification so overall they are satisfied with the segregations of the products in categories and are easy to find.

Information details:

When someone purchases a products its their right to know about the product. It is important to put out all the details and information and specification of the products so that is what we asked to the people that how are you satisfied with the details and descriptions about the products displayed on the app.

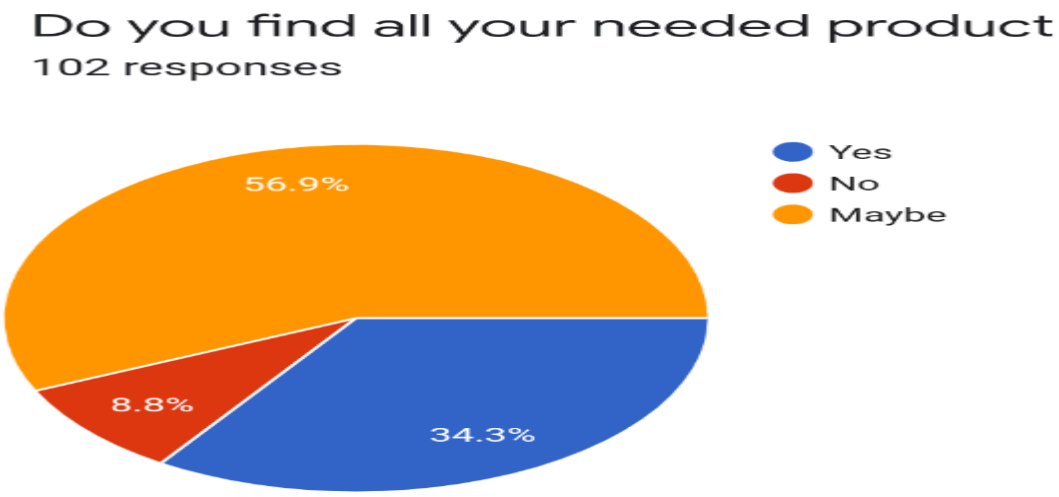


Interpretation:

41 respondents seems to be very satisfied with the details shown under big basket app. 29 respondents remains neutral, whereas 24 are extremely satisfied with the description design of the big basket.

Everything of need:

A shop provides you many things in physical shops you are provided with many things, varieties, product ranges, different shades, colors, and also designing according to customers that is the one thing that can got to dampens side of online grocery app, that is why it is very important to provide everything as per the needs of the buyers that should be availability and the variations as per the customers. They want indifferent sizes, packs, brand preference, so to know about this in big basket app we asked in survey that whether they are able to find everything they need?



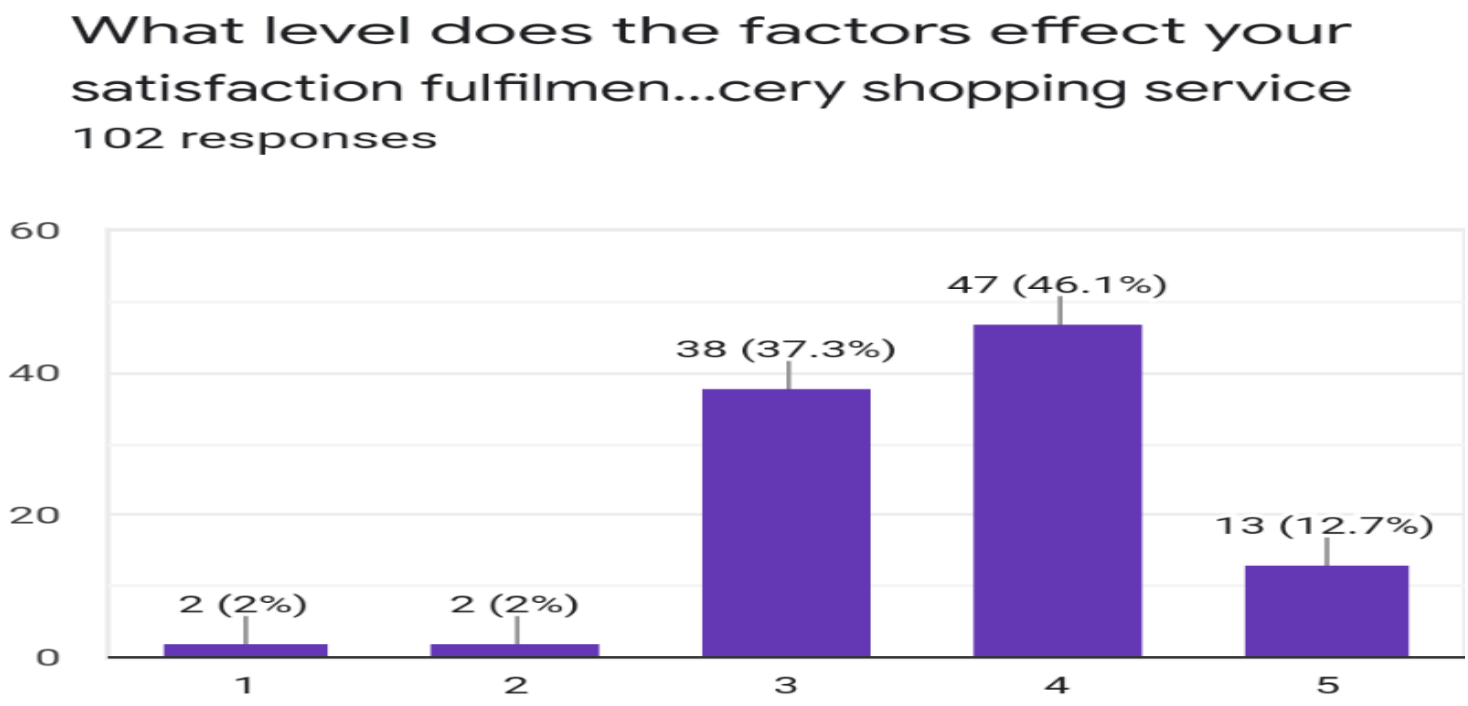
Interpretation:

34.3% respondents said they got exactly what the asked. Which is great achievement as this is a large amount for any online app to provide

what customers want this accurately. Around 52% respondents said they got around similar products not the exact one , that is not so bad as it is also selling another product on its place. Only 8% are not able to find what they exactly need.

Satisfaction from grocery service of bb:

We asked people about their satisfaction level from the services provided by the big basket. As satisfaction level is most important that is provided to the customers by any service provider and since its online store it should provide better as it shows overall how much you are willing to do shopping .

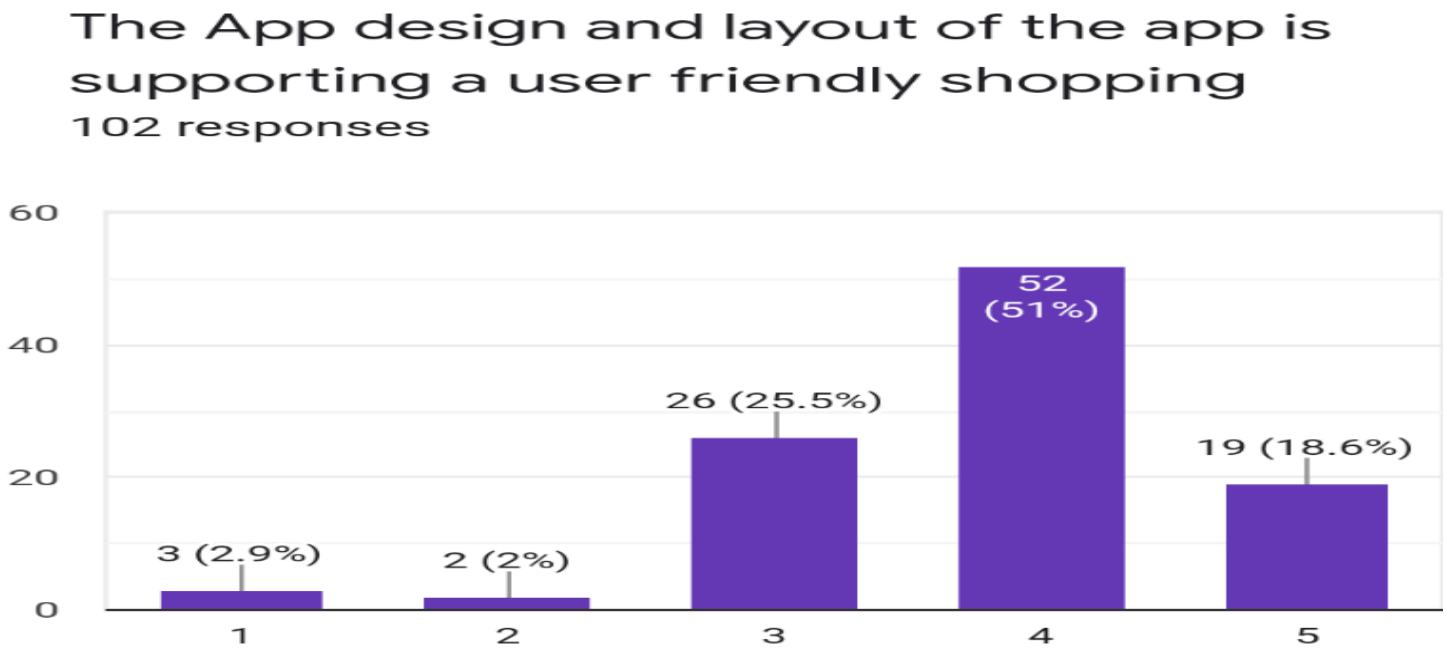


Interpretation:

The finding shows that 47 respondent find it very satisfying as it consists of 46.1% of the total population selected. 38 respondents find it neutral as it is a okay to do online grocery shop. And 13 respondents finds extreme satisfaction fom the service provided from bb app

Application design and layout:

It's a very vital factor for the success of any business that is being done all online in the form of app. Its application desings, structure, colors, layouts, and presentation all attracts the customers towards such apps. So to fnd out the result about the pag designs and layouts of the bb app we asked people how much rating will you give to the application and its customer friendly design .



Interpretation:

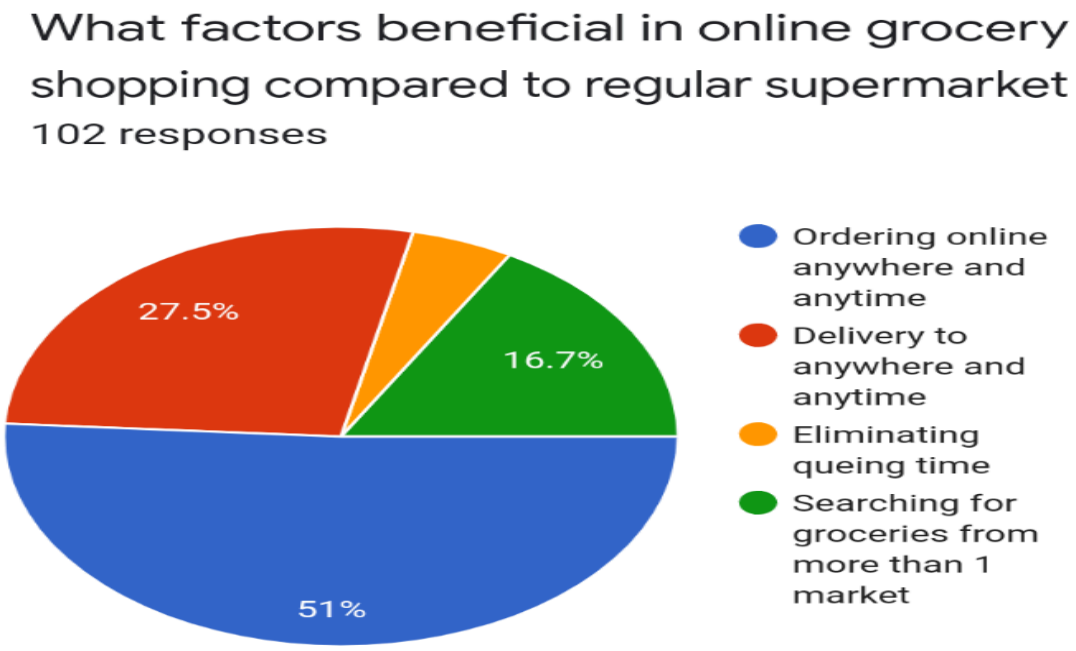
52 respondents that is 51% responds that it is on 4th level –very satisfaction level . which shows that the page layout is grat and very customer friendly and supportive for the customers and users of big

basket application . and 26 respondent finds the page layout neutral that means it can work for the customers. Whereas 19 respondents have highly satisfaction level with the designs.

Comparity between online and physical:

It is very important for customers that there should be more benefits from online grocery shopping than compared to supermarkets. – big basket have been shown to the customers and they have to choose which of these factors they five more beneficial from online. factors shown are ordering online from anywhere and anytime, delivery,elimination of queing time,searching in whole market.

Interpretation:

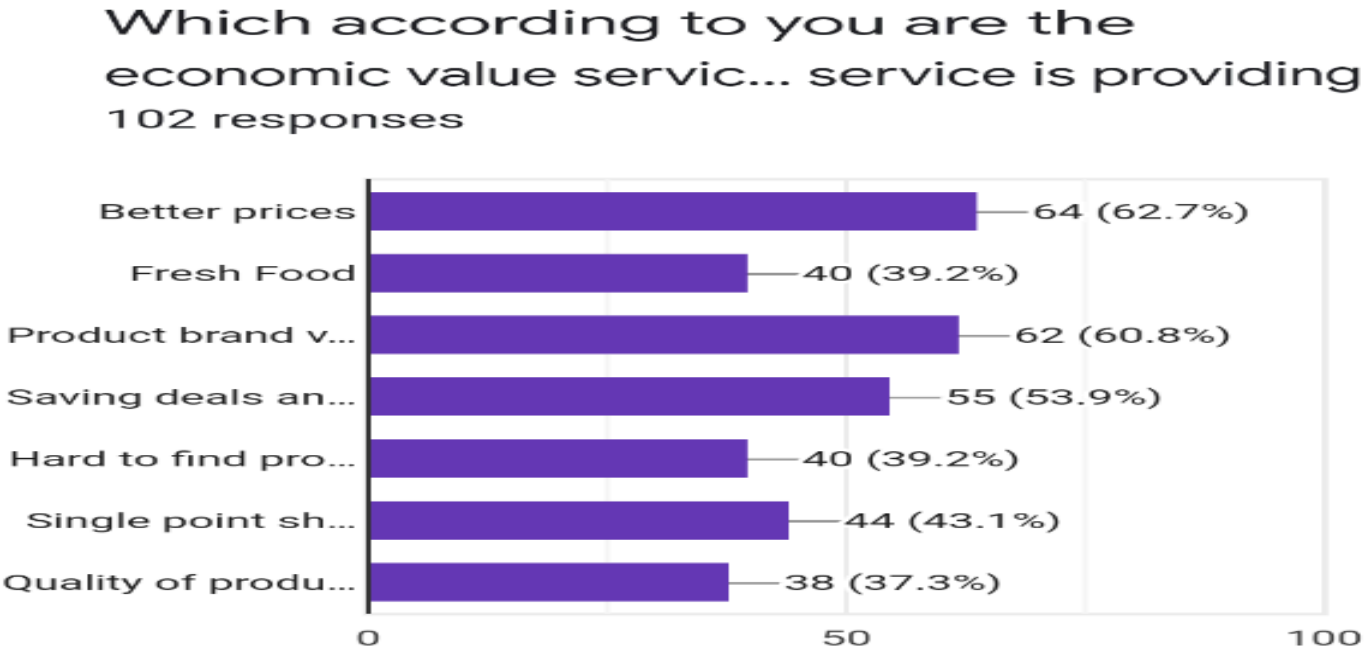


51% respondent prefers online grocery shopping over supermarket because of the one factor that comes out as the major point that is

ordering online anywhere and anytime. People also prefer online because of its delivery facility as 27.5% said that's the fact that attracts them towards online store rather than any super market.

Economic value service:

There are various such economic elements that fulfill customers need on big basket app, some of them are better price, offers, saving deals,quality of products etc. so we asked them which of the factors among that mentioned above are fulfilled by the bb app for you, here respondents can make various choices.



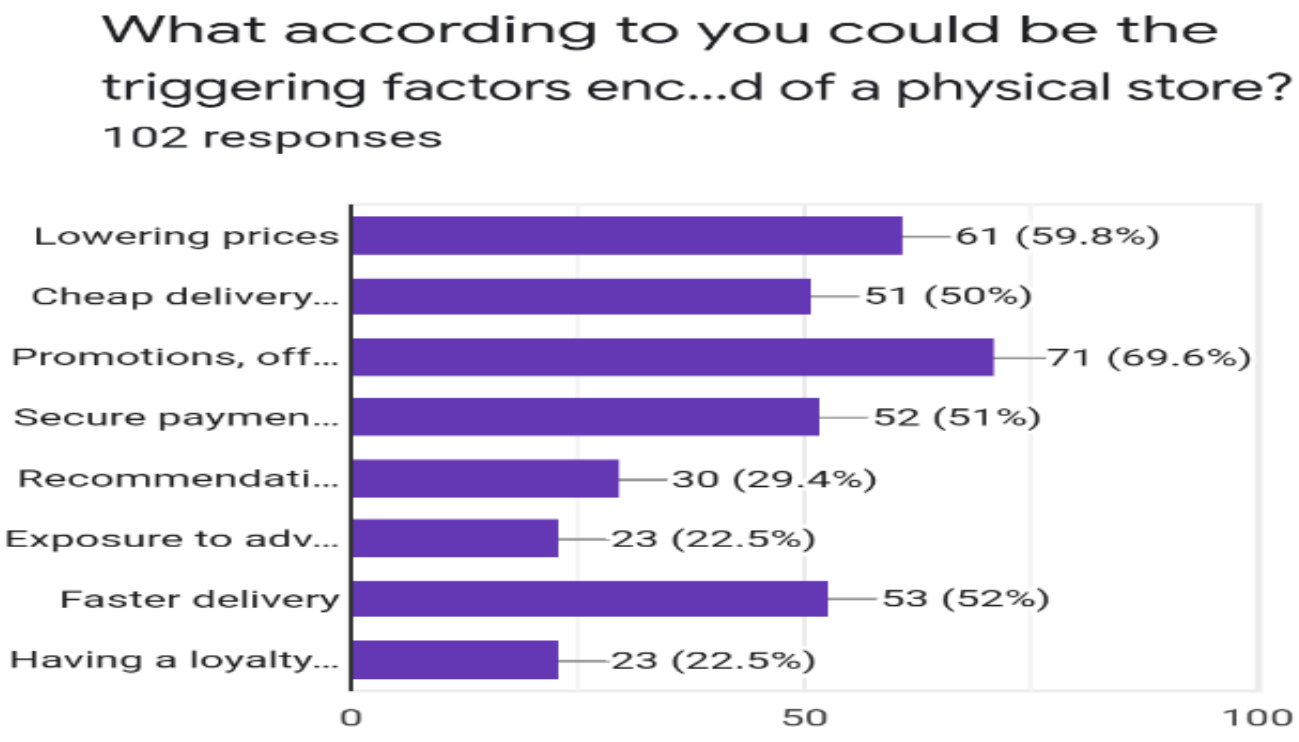
Interpretation:

Better prices has been selected over and aver by many respondent, 64 of the respondent selected it which shows that best prices over big basket is the economic factors which customers prefers most while considering their money value. products brand, varieties etc. and saving deals got

around 50%-60%. Whereas fresh food, single point shop, difficult products and quality had been selected by approximately 40 respondents each.

Triggering factor:

I asked that which are the triggering factors that push you to shop online instead of physically go down there to shop. There are all the most impacted factors are included on which a person decides to choose to shop online. The factors include: Lowering price, cheap delivery, promotions & offers, secure payment and more.



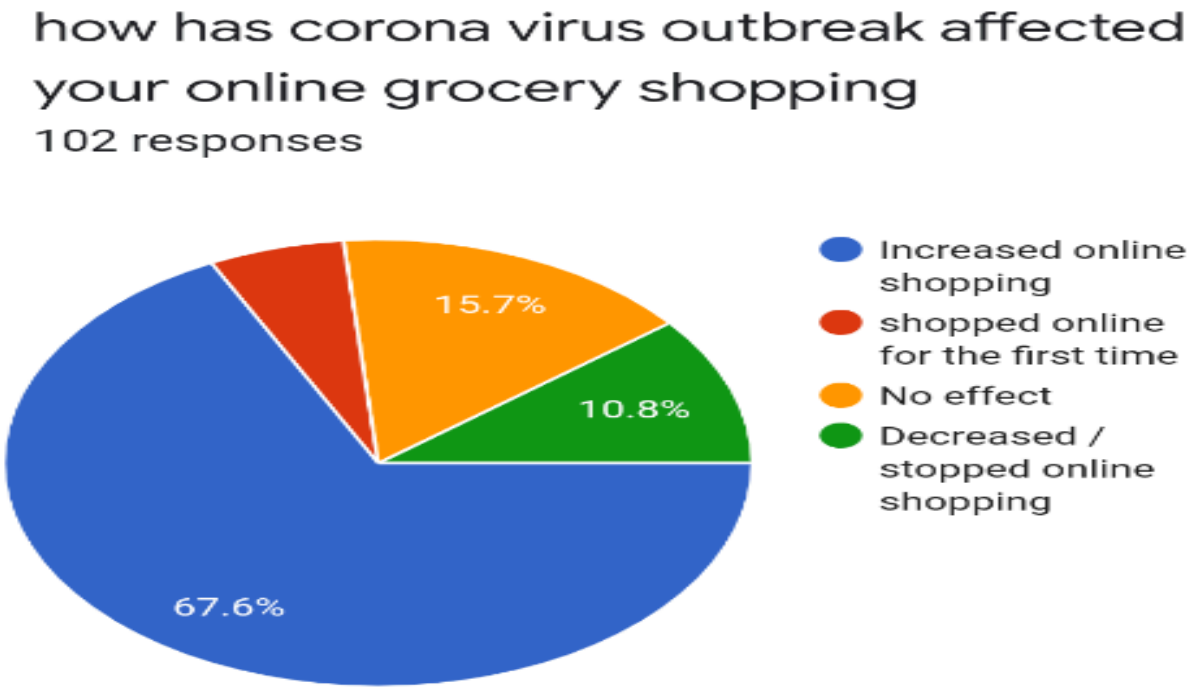
Interpretation:

Here respondents can select many options that is why we have got a wider result. 71 respondents around 70% of population shops online by just getting *promotions, offers, saving deels.* Others factors such as *lowering price, fast delivery, secure*

payment system and cheap deliveries **all got around more than 50% respondents selection.**

corona virus impact on online grocery shopping:

amid this corona virus any grocery shopping has became so hectic and a threat to ones health and life. People don't want to get out of the house untill and anless its very important, like medical condition etc. to go out of the house. So this provided the opportunity for the online sellers to increase their sale and grow and expand. So e asked people what was the impact of this covid -19 on your online grocery shopping.

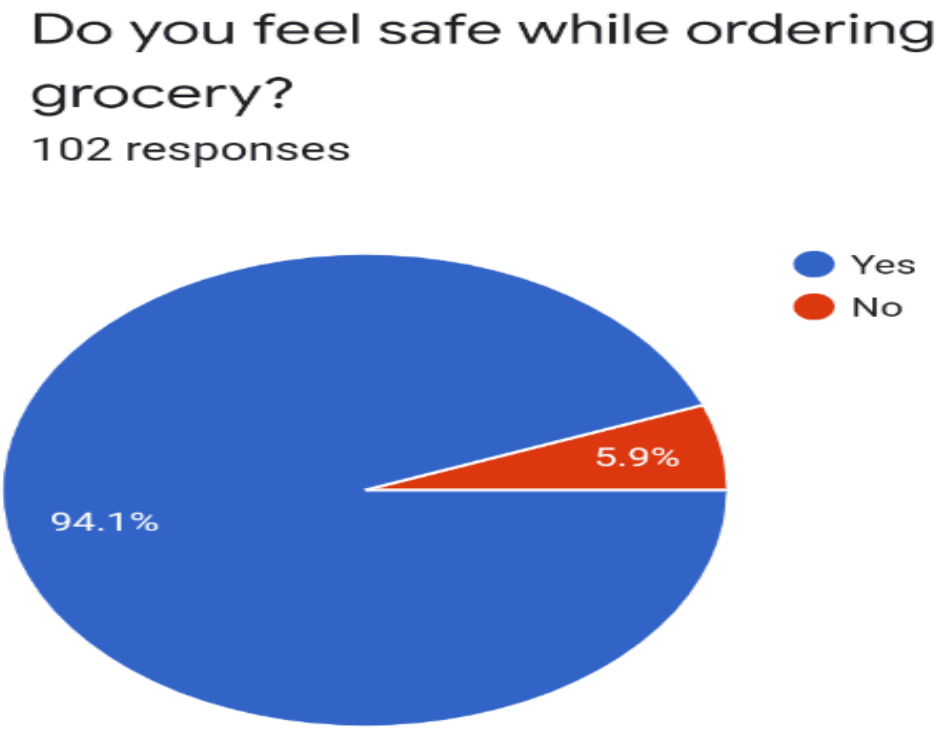


Interpretation:

67.6% respondents selected that they have increase their online grocery shopping. 15.7% said there are no impacts on their shoppig behavior, and 10% said there is a decrease in their e-grocery shopping.

Safety from virus while online shopping:

As in above already mentioned the importance of safety during this pandemic, to know how the buyers feel about the safety from online grocery shopping bb app is necessary because it will lead to sales calculations for big basket dusing corona.

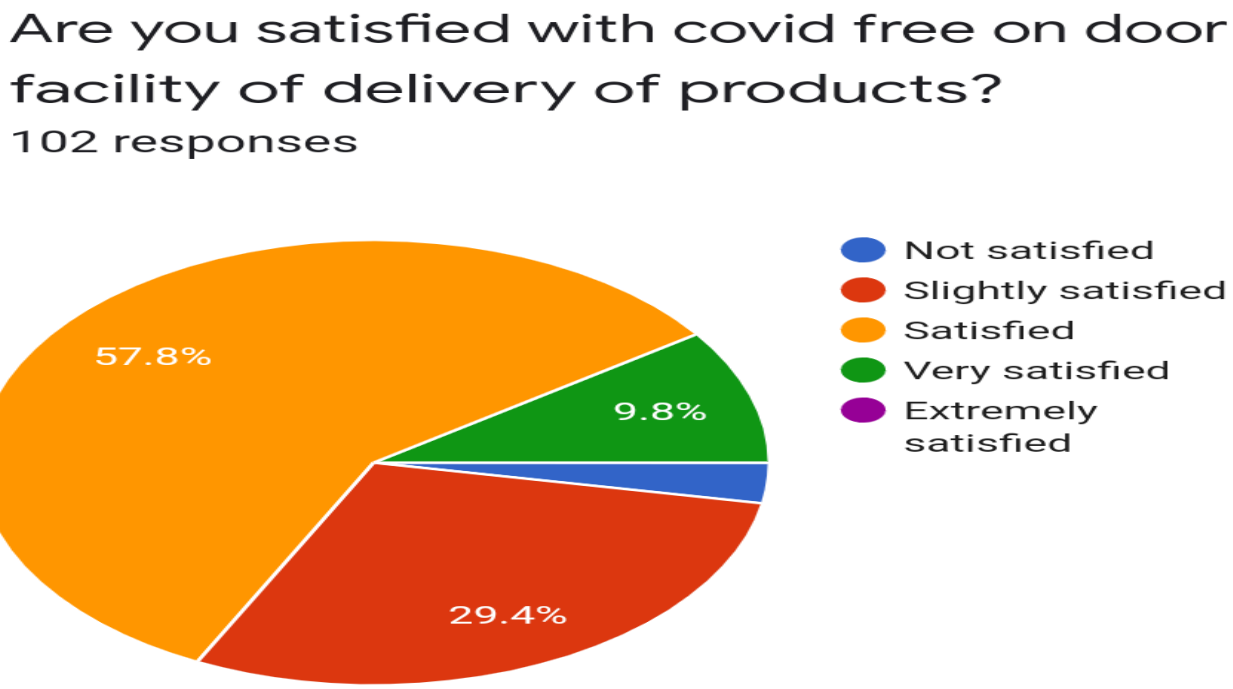


Interpretation:

94.1% respondents feels safe while ordering online grocery from big basket. Which means people are more tend to spend and shop online with the feeling of safety during this pandemic. Only about 6% respondents do not feel safe from online grocery shopping.

Covid free on door services by bb:

Big basket is providing on door delivery fast services with all the safety measures and precautionary steps. To know about the result of such high services we asked the respondents how much are they satisfied with all such services. Options given to them were not satisfied, slightly satisfied, satisfied, very satisfied and extremely satisfied.



Interpretation:

57.8% of respondents are satisfied which shows good results as people are okay and are willing to order big baskets precautionary home

delivery services.29.4% are slightly satisfied as this shows that there are still many doubts and are not fully trusting the on door facility amid this covid pandemic

Finding

- **As per the findings as per the gender mostly there are female customers who prefers grocery shopping.**
- **As per the occupation of the respondents, maximum customers are unemployed students that are 48%.**
- **According to findings 52.9% of respondent spends less than rs. 1000on average per month, whereas 34.3% spends in between 1000-3000, and about 10% spends more than 3000 but less than 6000.**
- **As per next findings about various factors that motivates the customers to buy online grocery, people are most motivated with the fact, that online grocery is convenient and available for 24/7i.e. 65%**

  Offers(62%) and wide choices of products (61%) also plays a vital role in the success of the online grocery market.

- **About finding big basket most of the people had heard from Television adds (45.1%), family friends plays also important role in it (22.5%) Instagram has become the social site to get more customers for big basket (21.6%)**
- **As per classification categories responses,47% of people are very satisfied with ratings of 4 out of 5.**
- **Information details of the products have also got 41% people selecting rating 4.**
- **When it comes to finding of the products on the site 34.5% respondents said yes, they could easily find products only 8.8% said no about it.**

- **46.1% respondent have found factors effect fulfilling their satisfaction level on level 4 that is very satisfying from online shopping from big basket app, the responses of38% said it is neutral .**
- **The app design and layout have been also very satisfying for the customers as by the ratings of level 4 of 52% of respondents and even 19 respondents are extremely satisfied from its design.**
- **When we asked about the best factors of doing online grocery shopping instead supermarket most of the respondents of 51% had selected ordering online anywhere and anytime.27.5% said delivery to anywhere and anytime is the factor that attracts them towards online grocery shopping from BB.**
- **The economic service providing by the big basket are many as respondents have selected many options here, with better price with 62.7%, product brand variety with 60.8%.**
- **69.6% respondents said that promotions, offers and deals are the triggering factors to shop online rather than going to actual physical shops and even other factors had received a lot responses too. Such as fast delivery(52%), lowering prices(59.8%).**
- **Corona virus has extremely increased the online grocery shopping. 67.6% respondents said that they have increased the online shop during the pandemic.**
- **94.1% respondents feels safe while ordering online groceries. Which among covid-19 is a triggering essence for any person that is safety?**
- **On door facility provided by big basket have provided 57.8% of respondent the satisfaction from this facility. And 9.8% are very satisfied from it.**

SUGGESIONS:

1. **Special days special offers:**

   This marketing strategies has been currently in use by different online even by physical stores which has proved to be very efficient and successful efforts to draw the attention of the customers towards the bb app.

2. **Continuous improvement from customers feedback:**

   they should precisely work on improving and exercise various departments where this app is lagging behind from customers feedbacks and their comments and views about their shopping app.

3. **Develop trust of customers.**

   Big basket should ensure that all the quality parameters like expiry date products, packages, damaged goods should be controlled to develop the trust of customers.

4. **Collaborate**

   Big basket should collaborate with maximum payment and large vendors which provide the products with great discounts and can provide quantities as per orders.

5. **Delivery**

   Big baskets needs to recover the time slot in delivering and providing more slots to the customers and to achieve that the delivery guys needs training , with training and a little management this will increase the slots and benefits more customers.

6. **Expand to new cities**

Big basket is currently operating in 35 cities of India, it should increase its coverage. They can work on it continuously towards that coverage as it will wider there reach and popularity.

7. **IT**

   Presently many of the business has an IT team and BIG BASKET itself is an online market form so its IT team should keep up with the threats and ever changing environment of the word. New updated, more user friendly, more accessibility, more interactive page designs and layouts are few of the to do concerns for the big basket.

8. **CRM(customer relation management)**

   Big basket should focus towards customer relation management with the help of IT sector, public relations system, feedback system, etc.

LIMITATION OF RESEARCH

- **The survey is restricted to the people of DAVV UNIVERSITY and people from Indore.**

- **The survey is done on 100 people and they may not represent the entire users perceptive.**

- **The results of the research on big basket may not be accurate enough to form a full proof opinion.**

- **The time available for conducting the research was quiet limited.**

FUTURE

Big Basket is not just a dream but a well thought out plan that attracted and made its presence felt in the larger cities and went on to grow in the smaller cities by on boarding Shah Rukh Khan as a brand ambassador. By investing money into getting warehouses and increasing the delivery output, Big Basket plans on not only retaining its post as the largest grocery delivery platform in India but all over the world as well!

big basket has a strong line of private labels that contribute to 35% of the total sales, largely driven by their fresh produce and staples brands. To offer consumers the widest choice, the company has also expanded its private labels into several categories such as dips, breads, cookies, premium chocolates, ready-to-eats, baby wipes and more. Its private labels such as Fresho, BB Royal, BB Popular, Royal Organic, Tastiest and HappyChef are already popular amongst customers. Bigbasket is focused on growing its organic produce and private labels and is expecting to see this business grow to 40% by next year.

CONCLUSION

Today, Big Basket is the India's largest online grocer that receives over 100,000 orders per day. Online grocery shopping is fast gaining popularity among the Indians. It offers an extensive range of food and grocery products including fresh Fruits and Vegetables, Spices and Seasonings to Packaged products, Rice and Dales, Personal care products, and Beverages at the lowest price.

Although it has 611 core loss for fy20 but still is in the market playing as India's largest online grocery store. For the records behind its this success a variety of factors are there in the big basket which enhances the essence of online grocery shopping. Benefits such as exotic foods availability, wider range of products indifferent sizes and shapes, every time offers and deals, be star , best quality , any time order etc, made this Indian startup this popular and famous among Indians. Amid this corona era it has achieved great revenue by providing on door safety delivery services for its customers.

We can nicely conclude that big basket has made its name on the heart of Indian customers and are continuously working in favor of this changing environment with frequent up gradations in its application's designs, creativity, layout and customer friendly.

All hard work done by these not so old entrepreneurs has started paying them off with its fame, popularity and achievements

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ANNEXURE

Big basket Customer Survey

* Required

1. **Name** *

2. **Gender** *

Mark only one oval.

- Male
- Female
- Prefer not to say

3. **Occupation** *

Mark only one oval.

- Employed
- Unemployed

Professional

others

4. **How much do you spend on online shopping per month on average?** *

Mark only one oval.

- ◯ **< 1000**
- ◯ **1000 - 3000**
- ◯ **3000 - 6000**
- ◯ **> 6000**
- ◯ **Other:** _____

5. **What motivates you to buy online grocery?** *

Check all that apply.

- ☐ **Wide variety**
- ☐ **Offers**
- ☐ **Convenience 24/7**
- ☐ **Wide choices of Products**
- ☐ **Save Time**
- ☐ **Home delivery**

6. **How do you find about Big basket**

Mark only one oval.

- ◯ **Friends/Family**
- ◯ **Tv ad**
- ◯ **Instagram**
- ◯ **Newspaper**
- ◯ **Other:** _____

7. **Classification of categories of products** *

Mark only one oval.

1	2	3	4	5
◯	◯	◯	◯	◯

8. **Information details of the products in bb** *

Mark only one oval.

1	2	3	4	5
◯	◯	◯	◯	◯

9. **Do you find all your needed product** *

Mark only one oval.

- ◯ Yes No
- ◯ Maybe
- ◯

10. **What level does the factors affect your satisfaction fulfillment towards using online grocery shopping service** *

Mark only one oval.

1	2	3	4	5
◯	◯	◯	◯	◯

11. **The App design and layout of the app is supporting a user friendly shopping** *

Mark only one oval.

1	2	3	4	5
◯	◯	◯	◯	◯

12. **What factors beneficial in online grocery shopping compared to regular supermarket** *

Mark only one oval.

- ◯ Ordering online anywhere and anytime
- ◯ Delivery to anywhere and anytime Eliminating
- ◯ queuing time
- ◯ Searching for groceries from more than 1 market

13. **Which according to you are the economic value service an online grocery service is providing** *

Check all that apply.

- ☐ Better prices
- ☐ Fresh Food
- ☐ Product brand variations
- ☐ Saving deals and coupons
- ☐ Hard to find products Single
- ☐ point shopping Quality of
- ☐ product

14. **What according to you could be the triggering factors encourage you and other people to purchase online more instead of a physical store?** *

Check all that apply.

- [ ] Lowering prices
- [ ] Cheap delivery cost
- [ ] Promotions, offers and deals
- [ ] Secure payment system
- [ ] Recommendation for peer group
- [ ] Exposure to advertisement Faster
- [ ] delivery
- [ ] Having a loyalty card

15. **How has corona virus outbreak affected your online grocery shopping** *

Mark only one oval.

- ◯ Increased online shopping shopped
- ◯ online for the first time No effect
- ◯ Decreased /stopped online shopping
- ◯

16. **Do you feel safe while ordering online grocery?** *

Mark only one oval.

- ◯ Yes
- ◯ No

17. **Are you satisfied with covid free on door facility of delivery of products?** *

Mark only one oval.

- **Not satisfied**
- **slightly**
- **satisfied**
- **Very satisfied**
- **extremely**
- satisfied