# A Snapshot on Consumer Attitude And Purchase Intention Towards Jiomart, Trichyan Exploratory Study

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**Abstract-** *The main aim of this study is to find the customers attitude and their intention towards online purchasing. Here jiomart is taken as an special reference. Jiomart came into implementation on December 2019, so this study will help us to find customers preference towards it. Since study was taken from 30 responds through schedule containing questions. Some people are satisfied about price and offers and service quality in jiomart.*

*Keywords*- consumer attitude and purchase intentions

## I. INTRODUCTION

Online shopping is that the simple resolution for busy life in today's world. within the past decade, there had been a colossal modification within the method of customer's looking. Despite consumers' continuation to shop for from a physical store, the users or consumers feel terribly convenient to on-line looking. on-line looking saves crucial time for contemporary individuals as a result of they get therefore busy that they can not or unwilling to spend abundant time looking Unlike a physical store, all the products in on-line stores represented through text, with photos, and with transmission files. several on-line stores can offer links for abundant further data regarding their product. On the opposite hand, some on-line customers square measure associate fearless somebody, fun seeker, shopping lover, and a few square measure technology muddler, hate awaiting the merchandise to ship. Consequently, on-line shopper behavior (user action throughout looking out, buying, mistreatment products) became a up to date analysis space for associate increasing range of researchers to grasp this unique nature of on-line looking. The primary goal of a business is to supply product and services that best serve their shopper needs. A business that fulfills the client desires with satisfaction all right is additional fortunate than its competitors as glad consumers tend to form a repetitive purchase. Moreover, in trichy, on-line looking has been evolving quick and has the potential to grow exponentially in time to come back, as net penetration reaches way and wide across the agricultural areas. However, it is also true that trichy individual's square measure historically conservative in their approach to looking due to modernization and fast life, dependence on on-line looking can increase. Thus, the purpose of this study is to grasp the buyer behavior towards on-line looking, their liking, disliking, and satisfaction level.

## Company profile



JioMart is Associate in Nursing e-commerce platform by Reliance Industries. Operated by Reliance Retail, JioMart is being offered at the start, in Jan 2020, to users in cities in Maharashtra, together with Navi metropolis, Thane and Kalyan. Reliance Retail sent invitations bent on Jio users to register for JioMart for early discounts. JioMart is about to contend against Amazon and Flipkart within the region, each of which provide same-day grocery and menage necessities delivery

## Platform

JioMart is promising to supply over 50,000 grocery product with free home delivery, without minimum order values Associate in Nursingd what they're vocation is an specific delivery promise and a no queries asked come policy. JioMart are going to be offered although Android and iOS apps.

In March, 2019, Reliance nonheritable supplying services platform Grab A Grub for its e-commerce venture. They additionally were in discussions with software system company C-Square, that serves solutions to distributors, retailers, on-line e-commerce and sales department automation. each helped develop the platform for JioMart

## SCOPE OF THE STUDY

The area of study is limited to the segment selected within trichy city. This study is mainly confined to the consumer attitude and purchase intention towards in jiomart, trichy during the study period of 10 days only.

## OBJECTIVE OF THE STUDY

- To study the demographic profile of the consumers towards jiomart, trichy.
- To study consumer awareness in online shopping trichy city
- To find out the consumer purchase intention in online shopping specially jiomart.

## II. FRAMEWORK OF THE STUDY
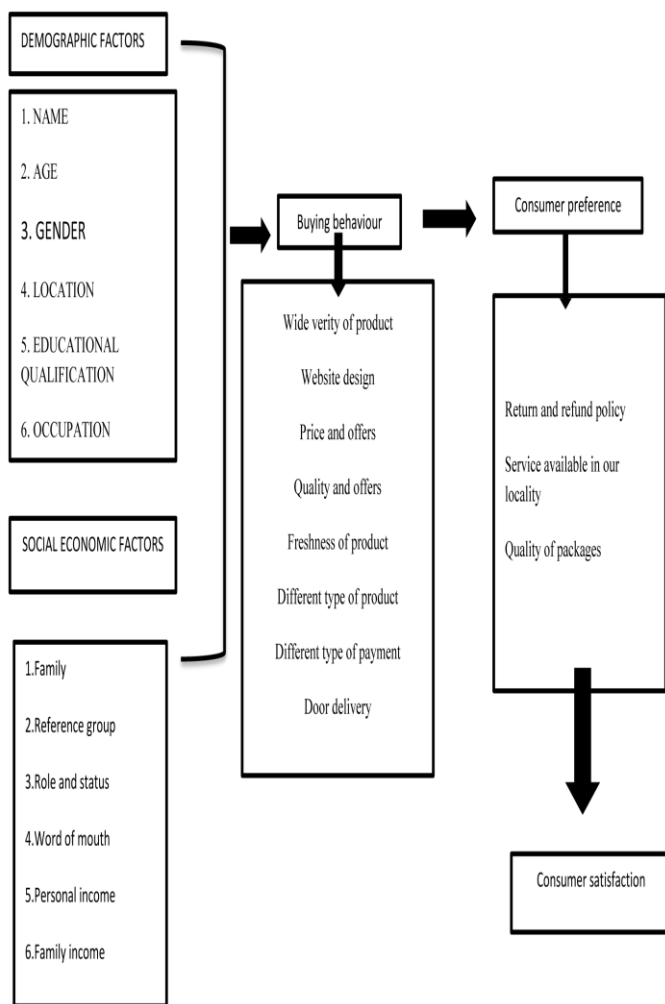


## III. LITERATURE REVIEW

**Menon (2010).** Says that If customers relish their on-line shopping expertise, they need a a lot of positive angle toward on-line looking, and square measure a lot of doubtless to adopt the Internet as a looking medium. In our framework, we identify 3 latent dimensions of "enjoyment" construct, including "escapism", "pleasure", and "arousal" "Escapism" is mirrored within the enjoyment that comes from participating in activities that square measure gripping, to the purpose of providing an break loose the strain of the regular world. "Pleasure" is that the degree to that someone feels smart, joyful, happy, or happy in online looking.

**Hernandez et al. (2011)** in an exceedingly study "Age gender and income: do they very moderate online searching behavior?" analyzed whether or not people socio economic characteristics –age, gender and income-influence their online searching behavior. The people analyzed area unit knowledgeable e-shoppers i.e. individual WHO typically create purchases on the net. The results of their research show that socioeconomic variables moderate neither the influence of previous use of the net nor the perceptions of e-commerce; in brief, they are doing not condition the behavior of the knowledgeable e-shopper.

**Karayanni (2008)** concluded that "enjoyment" results from the fun and playfulness of the net looking expertise,rather than from looking task completion. The purchase of products is also accompanying the expertise of online looking. Thus, "enjoyment" reflects consumers'perception relating to the potential diversion of web looking found "enjoyment" to be a standardized and powerful predictor of angle toward online looking.

**ying (2006)** in his study "Essay on modeling client behavior in online looking environments" examined on-line purchase behavior across multiple looking sessions. go-cart abandonment is that the nemesis of the many e-commerce websites. He investigated abandoned looking carts in a web grocery looking setting. Specifically, he developed a joint model for the cart, order, and buy amount selections. The mutuality between the 3 selections is captured by the correlations between the error terms. Empirical analysis shows that not all abandoned looking carts end in lost sales. Customers habitually acquire abandoned carts and complete the ultimate orders. Among the factors that propel customers to continue with aborted looking ar the time of looking, time pass on since the previous visit, the amount of things left within the abandoned cart, and promotion intensity. The study offers marketers vital social control implications on the way to mitigate the go-cart abandonment drawback.

**Kim and Park (2003)** in a very study "Identifying key factors moving consumer purchase behavior in a web looking context" investigated the link between varied characteristics of on-line looking and shopper purchase behavior. results of the net survey with 602 Korean customers of on-line bookstores

indicate that data quality, user interface quality and security perceptions have an effect on information satisfaction and relative profit that successively, are vital associated with every consumers' website commitment and actual purchase behavior

**Khalifa and Limayem (2003)** in an exceedingly analysis entitled "Drivers of web shopping" applied well-established behavioural theories to clarify web client behavior. Then, they conducted a longitudinal survey study to spot key factors influencing getting on the net and to examine their relative importance. The results indicate that the intentions of web shoppers square measure considerably affected by the perceived consequences of on-line searching, the consumers' attitudes towards it, and social influence.

**Morrison (2011).** Whereas "arousal" is that the degree to which an individual feels stirred, active or alert throughout the online searching expertise. a nice or arousing expertise will have carry-over effects on consecutive expertise encountered If customers area unit exposed ab initio to pleasing and arousing stimuli throughout their net searching expertise, they are then a lot of probably to have interaction in ensuant shopping behavior: they'll browse a lot of, have interaction in additional unplanned buying, and hunt down a lot of stimulating products and classes.

**Geissler, (2012)**The looking motivation literature is abound with numerous measures of individual characteristics (e.g., innovative, venturesome, cosmopolitan, variety seeking), therefore, originality and risk aversion were included during this study to capture many of those traits. Measures by Donthu and Gilliland were accustomed live innovativeness and risk aversion.

**Sycara (2005)** online shopping "Computer playfulness" is the degree of psychological feature spontaneous in computer interactions. Playful people could tend to underestimate the difficulty of the suggests that or method of on-line searching, because they quite merely fancy the method and don't understand it as being labored compared to those that square measure less playful "Computer associatexiety" is outlined as an individual's apprehension or maybe concern once she/he is featured with the possibility of victimization computers. This influences consumers' perceptions concerning the "ease of use" of the net as a searching medium in an exceedingly negative means, since employing a pc is one in all the mandatory needs for online shopping

**Rogers (2003)** over that online shopping options can be either consumers' perceptions of useful and utilitarian dimensions, like "ease of use" and "usefulness", or their perceptions of emotional and hedonistic dimensions like "enjoyment by as

well as each utilitarian and hedonistic dimensions, aspects from the data systems or technology literature, still because the shopper behavior literature are integrated in our framework..

**Zhou (2011)** highlighted the role of social influence within the virtual world. per him, a person's judgement to shop for a product is commonly powerfully plagued by people that area unit shut, rather than strangers. individuals move with different persons to hunt recommendation and find information.

**Bearden, Calcich, Netemeyer, and Teel (1986)** discovered the reality of 2 varieties of social influence once a person intends to adopt a replacement product: normative social influence (or subjective norms) and informational social influence.

**Adar (2003)** give an in depth study as however connections with family and friends square measure going additional virtual and online. the rise within the usage of social networking sites and instant internet electronic communication has extensively given roots to the formation of online relationships.

## IV. RESEARCH METHODOLOGY

The researcher is using both type of data which as primary and secondary data which is collected from customer of jiomart in trichy city. The primary data are gathered through well-structured questionnaire. The secondary data have been collected from books, journals, magazines, newspaper, official website in jiomart, etc.,

## LIMITATIONS OF STUDY

The area of study is limited to the selected within trichy city. This study is mainly confined to the consumer attitude and purchase intention of jiomart. The primary data is collected through a structured questionnaire cum interview schedule and the sample size has limited only 30 respondents.

## ANALYSIS AND INTERPRETATION

**T**he response of the consumer are valued in this analysis to find the consumer awareness. The percentage analysis give the percentage of the respondents purchase intention with regards to the various components which drives in jiomart

### TABLE NO:1 FREQUENCY DISTRIBUTION ON RESPONDENTS GENDER

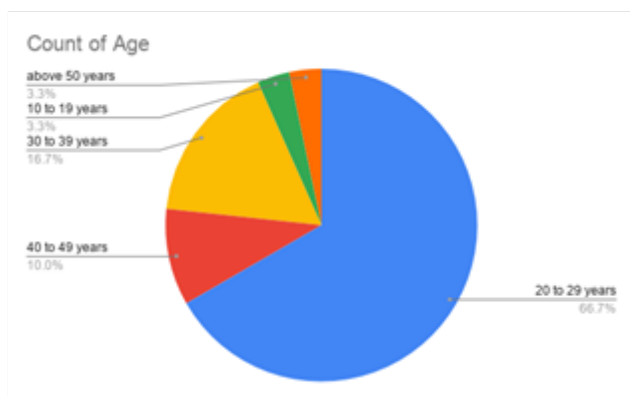| S.NO | FREQUENCY | NO.OF RESPONDS | PERCENTAGE |
|------|-----------|----------------|------------|
| 1 | MALE | 19 | 63.3% |
| 2 | FEMALE | 10 | 33.3% |
| 3 | PREFER NOT TO SAY | 1 | 3.4% |
|  | TOTAL | 30 | 100 |



**GENDER**
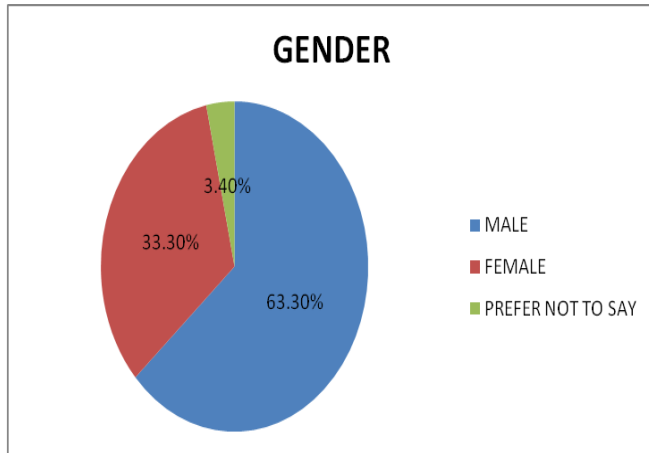
**INTERPRETATION:**

The above table shows that 63.30% of the respondents are belong to male and 33.30% respondents belong to female remaining 3.40% prefer not to say.

### TABLE NO:2 FREQUENCY DISTRIBUTION ON RESPONDENTS AGE

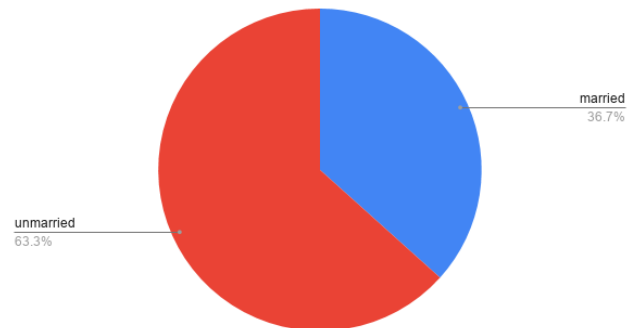| S.NO | FREQUENCY | NO.OF RESPONDENTS | PERCENTAGE |
|------|-----------|-------------------|------------|
| 1 | 10 TO 19 YEARS | 1 | 3.3 |
| 2 | 20 TO 29 YEARS | 20 | 66.7 |
| 3 | 30 TO 39 YEARS | 5 | 16.7 |
| 4 | 40 TO 50 YEARS | 3 | 10 |
| 5 | ABOVE 50 YEARS | 1 | 3.3 |



Count of Age

**INTERPRETATION:**

The above table show that 66.7% of the respondents are belong 20 to 29 age group and 16.7% respondents are 30 to 39 age group of people.

### TABLE NO:3 FREQUENCY DISTRIBUTION ON RESPONDENTS MARITAL STATUS

| S.NO | FREQUENCY | NO.OF RESPONDENTS | PERCENTAGE |
|------|-----------|-------------------|------------|
| 1 | MARRIED | 19 | 63.3% |
| 2 | UNMARRIED | 11 | 36.7% |
| TOTAL |  | 30 | 100% |



Count of marital status

**INTERPRETATION:**

The above table show that 63.3% of the respondents are belong to unmarried and another 36.7% respondents are married.

### TABLE NO:4 FREQUENCY DISTRIBUTION ON RESPONDENTS LOCATION

| S.NO | FREQUENCY | NO.OF RESPONDENTS | PERCENTAGE |
|------|-----------|-------------------|------------|
| 1 | RURAL | 10 | 33.3% |
| 2 | URBAN | 15 | 50% |
| 3 | SEMI-URBAN | 5 | 16.7% |
| TOTAL |  | 30 | 100% |

Count of Location
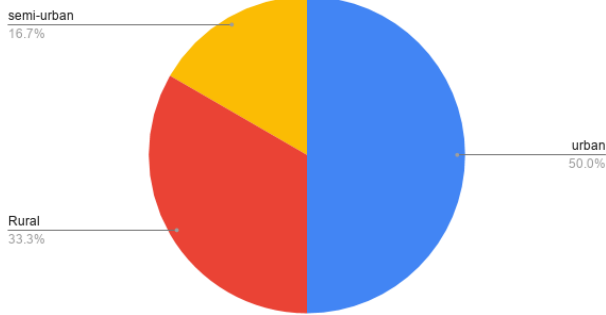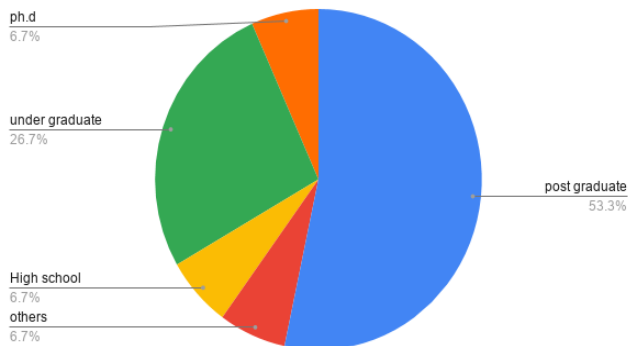
INTERPRETATION:

The above table shows that 50% of the respondents are belong to urbanand 33.3% respondents belong to rural remaining 16.7% semi-urban
.

### TABLE NO:5 FREQUENCY DISTRIBUTION ON RESPONDENTS EDUCATIONAL QUALIFICATION

| S.NO | FREQUENCY | NO.OF RESPONDENTS | PERCENTAGE |
|------|-----------|-------------------|------------|
| 1 | HIGH SCHOOL | 2 | 6.7% |
| 2 | UNDER GRADUTATE | 8 | 26.7% |
| 3 | POST GRADUATE | 16 | 53,3% |
| 4 | PH.D | 2 | 6.7% |
| 5 | OTHERS | 2 | 6.7% |
| TOTAL | | 30 | 100% |

Count of educational qualification

INTERPRETATION:

The above table show that 53.3% of the respondents are belong to PG  and 26.7% respondents belong to UG remaining high school 6.7% ph.d 6.7% and others 6.7% .

### TABLE NO:6 FREQUENCY DISTRIBUTION ON RESPONDENTS OCCUPATION

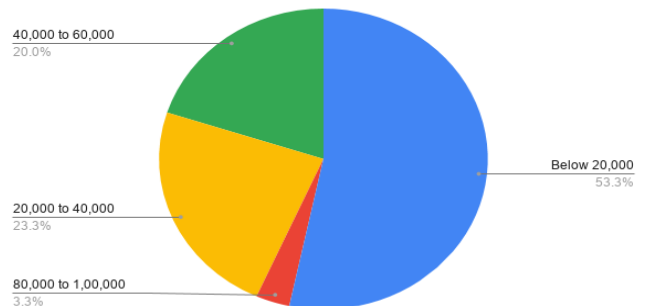| S.NO | FREQUENCY | NO.OF RESPONDENTS | PERCENTAGE |
|------|-----------|-------------------|------------|
| 1 | SELF EMPLOYED | 7 | 23.3% |
| 2 | SALARIED | 7 | 23.3% |
| 3 | HOME MAKER | 3 | 10% |
| 4 | RETIRED | 0 | 0% |
| 5 | OTHERS | 13 | 43.3% |
| TOTAL | | 30 | 100% |

Count of occupation
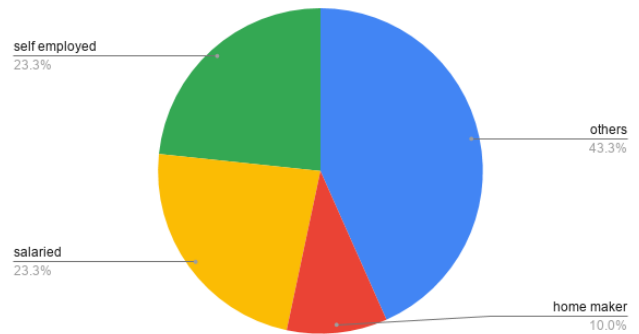
INTERPRETATION:

The above table show that 43.3% of the respondents are belong to others and 23.3% respondents belong to salaried remaining self employed 23.3% and home maker 10% .
.

### TABLE NO:7 FREQUENCY DISTRIBUTION ON RESPONDENTS MONTHLY INCOME LEVEL

| S.NO | FREQUENCY | NO.OF RESPONDENTS | PERCENTAGE |
|------|-----------|-------------------|------------|
| 1 | BELOW 20,000 | 16 | 53.3% |
| 2 | 20,000 TO 40,000 | 7 | 23.3% |
| 3 | 40,000 TO 60,000 | 6 | 20% |
| 4 | 70,000 TO 80,000 | 1 | 3.3% |
| 5 | ABOVE 1,00,000 | 0 | 0% |
| TOTAL | | 30 | 100% |

Count of Monthly income

INTERPRETATION:

The above table shows that income level of respondents. Mostly respondents income level is below 20,000.

## CONSUMER AWARNESS

### TABLE NO:8 DO YOU SHOP ONLINE ?

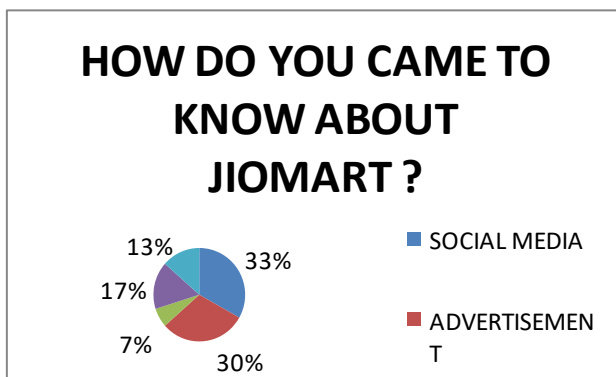| S.NO | FREQUENCY | NO.OF RESPONDENTS | PERCENTAGE |
|------|-----------|-------------------|------------|
| 1 | YES | 30 | 100% |
| 2 | NO | 0 | 0% |
| TOTAL | | 30 | 100% |



**INTERPRETATION:**

The above table shows that online shoppers level of respondents 100%

### TABLE NO:9 HOW DO YOU CAME TO KNOW ABOUT JIOMART ?

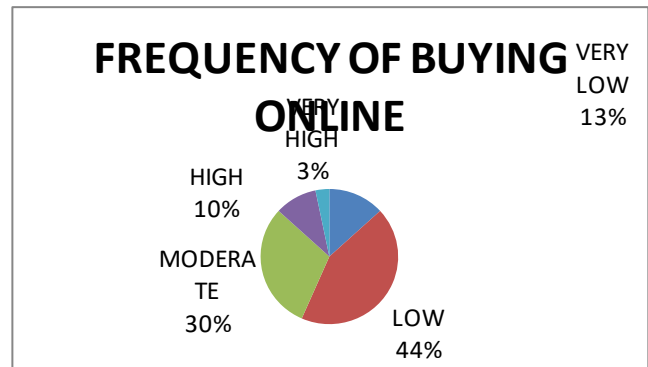| S.NO | FREQUENCY | NO.OF RESPONDENTS | PERCENTAGE |
|------|-----------|-------------------|------------|
| 1 | SOCIAL MEDIA | 10 | 33.3% |
| 2 | ADVERTISEMENT | 9 | 30% |
| 3 | MAGAZINE | 2 | 6.7% |
| 4 | FRIENDS | 5 | 16.7% |
| 5 | OTHERS | 13 | 13.3% |
| TOTAL | | 30 | 100% |



**INTERPRETATION:**

The above table show that mostly 33.3% respondents know about jiomart in social media.

### TABLE NO:10 FREQUENCY OF BUYING ONLINE

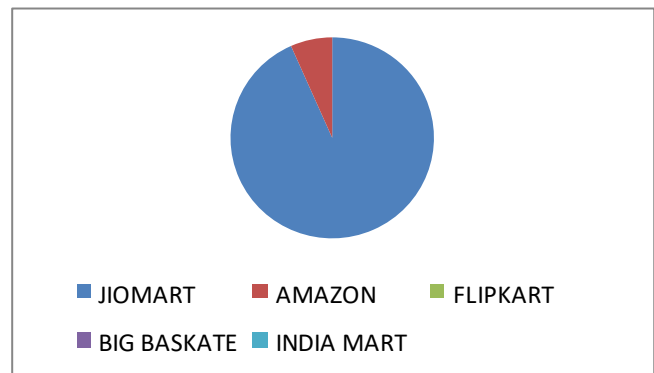| S.NO | FREQUENCY | NO.OF RESPONDENTS | PERCENTAGE |
|------|-----------|-------------------|------------|
| 1 | VERY LOW | 4 | 13.3% |
| 2 | LOW | 13 | 43.3% |
| 3 | MODERATE | 9 | 30% |
| 4 | HIGH | 3 | 10% |
| 5 | VERY HIGH | 1 | 3.3% |
| TOTAL | | 30 | 100% |



**INTERPRETATION:**

The above table show that mostly 44% respondents frequency of buying online is low.

### TABLE NO:11

| S.NO | FREQUENCY | NO.OF RESPONDENTS | PERCENTAGE |
|------|-----------|-------------------|------------|
| 1 | JIOMART | 28 | 93.3% |
| 2 | AMAZON | 2 | 6.7% |
| 3 | FLIPKART | 0 | 0% |
| 4 | BIG BASKATE | 0 | 0% |
| 5 | INDIA MART | 0 | 0% |
| TOTAL | | 30 | 100% |



**INTERPRETATION:**

The above table show that 93.3% of the respondents are belong to jiomart and another 6.7% respondents are amazon.

**TABLE NO:12**

| S.NO | FREQUENCY | NO.OF RESPONDENTS | PERCENTAGE |
|------|-----------|-------------------|------------|
| 1 | STRONGLY AGREE | 6 | 20% |
| 2 | AGREE | 16 | 53.3% |
| 3 | NEUTRAL | 7 | 23.3% |
| 4 | DISAGREE | 0 | 0% |
| 5 | STRONGLY DISAGREE | 1 | 3.4% |
| TOTAL | | 30 | 100% |



**INTERPRETATION:**

The above table show that mostly 53.3% respondents agree online shopping save the time.

**TABLE NO:13 I PREFER ONLINE ADVERTISING AS IT IS SAFEST TO USE**

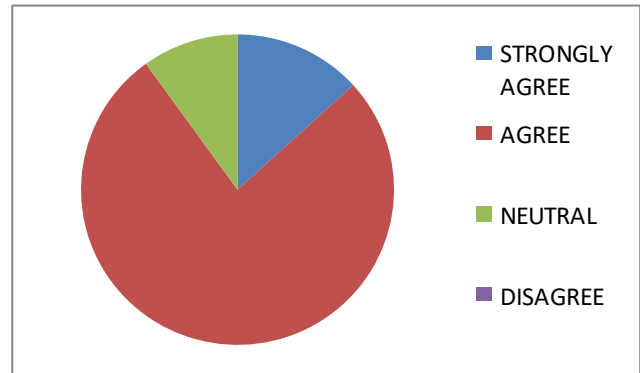| S.NO | FREQUENCY | NO.OF RESPONDENTS | PERCENTAGE |
|------|-----------|-------------------|------------|
| 1 | STRONGLY AGREE | 3 | 10% |
| 2 | AGREE | 18 | 60% |
| 3 | NEUTRAL | 5 | 16.7% |
| 4 | DISAGREE | 2 | 6.7% |
| 5 | STRONGLY DISAGREE | 2 | 6.7% |
| TOTAL | | 30 | 100% |



**INTERPRETATION:**

The above table show that mostly 60 % respondents agree online advertising safest to use

**TABLE NO:14 I REFER JIOMART WEBSITE OTHERS**

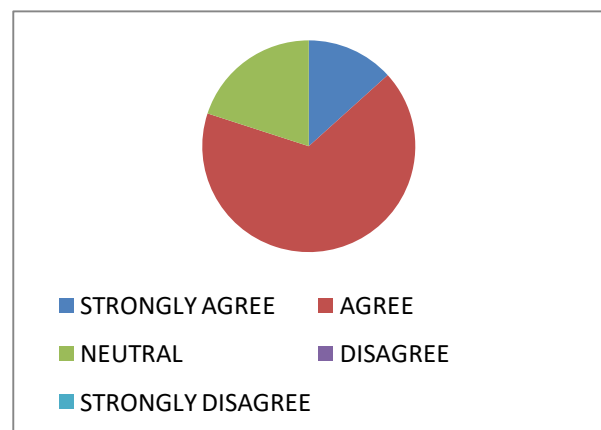| S.NO | FREQUENCY | NO.OF RESPONDENTS | PERCENTAGE |
|------|-----------|-------------------|------------|
| 1 | STRONGLY AGREE | 4 | 13.3% |
| 2 | AGREE | 23 | 76.7% |
| 3 | NEUTRAL | 3 | 10% |
| 4 | DISAGREE | 0 | 0% |
| 5 | STRONGLY DISAGREE | 0 | 0% |
| TOTAL | | 30 | 100% |



**INTERPRETATION:**

The above table show that mostly 76.7 % respondents agree refer jiomart website others.

**PURCHASE INTENTION**

**TABLE NO:15I WILL DEFINITELY BUY PRODUCTS ONLINE IN NEAR FUTURE**

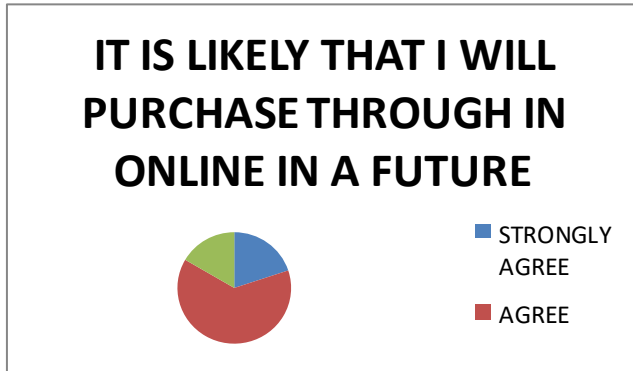| S.NO | FREQUENCY | NO.OF RESPONDENTS | PERCENTAGE |
|------|-----------|-------------------|------------|
| 1 | STRONGLY AGREE | 4 | 13.3% |
| 2 | AGREE | 20 | 66.7% |
| 3 | NEUTRAL | 6 | 20% |
| 4 | DISAGREE | 0 | 0% |
| 5 | STRONGLY DISAGREE | 0 | 0% |
| TOTAL | | 30 | 100% |



**INTERPRETATION:**

The above table show that mostly 66.7 % respondents agree buy products online in near future.

**TABLE NO:16 IT IS LIKELY THAT I WILL PURCHASE THROUGH IN ONLINE IN A FUTURE**

| S.NO | FREQUENCY | NO.OF RESPONDENTS | PERCENTAGE |
|------|-----------|-------------------|------------|
| 1 | STRONGLY AGREE | 6 | 20% |
| 2 | AGREE | 19 | 63.3% |
| 3 | NEUTRAL | 5 | 16.7% |
| 4 | DISAGREE | 0 | 0% |
| 5 | STRONGLY DISAGREE | 0 | 0% |
| TOTAL | | 30 | 100% |



**IT IS LIKELY THAT I WILL PURCHASE THROUGH IN ONLINE IN A FUTURE**

**INTERPRETATION:**

The above table show that mostly 63.3% respondents agree it is likely that I will purchase through in online in a future.

**TABLE NO:17 I EXPECTED TO PURCHASE THROUGH ONLINE IN A FUTURE**

| S.NO | FREQUENCY | NO.OF RESPONDENTS | PERCENTAGE |
|------|-----------|-------------------|------------|
| 1 | STRONGLY AGREE | 4 | 13.3% |
| 2 | AGREE | 20 | 68.7% |
| 3 | NEUTRAL | 5 | 16.7% |
| 4 | DISAGREE | 1 | 3.3% |
| 5 | STRONGLY DISAGREE | 0 | 0% |
| TOTAL | | 30 | 100% |



**I EXPECTED TO PURCHASE THROUGH ONLINE IN A FUTURE**

**INTERPRETATION:**

The above table show that mostly 68.7% respondents agree I expected to purchase through online in a future.

## V. DISCUSSION AND CONCLUSION

Trichy district online shoppers are young (mostly 20 to 29 years) like different elements of the world. they are doing on-line shopping as a result of it saves time, offers home delivery, provides ease in shopping and offers a lot of style of product for apparels, accessories, and ticketing than that of brick and mortar stores. They largely have confidence worth and their expertise because the basis of the quality judgment of things in on-line looking and for payment system they like money on delivery option. Most of the patrons get the knowledge primarily from social media and advertisement that is pursued by friends and family by following their "word of mouth" communication. However, privacy and inability to the touch and feel square measure the foremost disliking factors for web shoppers. These findings of our study have each theoretical and sensible implication.

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