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Customer buying behaviour and reasons of customer attrition in online shopping of fruits and vegetables in Surat city

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Abstract

Retail sector is the most booming sector in Indian economy and it is presently largest employer sector after agriculture. Some economists say that retailing is one of the pillars of the economy in India. 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, spices and seasoning to packaged product, beverages, personal care products, meat and many products are available. Nowadays consumers want the cheapest, biggest and quickest product from their retailer. They are moving towards the eastern model retailing revolution. Day by day consumers buying behaviour are changed due to the increasing income is affecting the purchasing of the product. The survey intends to analyze the factors which are influencing online customer buying behaviour in fruits and vegetables sector, another part is why the customer attrition in big basket retail industry. The study was done under the title of "customer buying behaviour and factors influencing in online shopping of fruits and vegetables in Surat city" based on survey done by customers of big basket. Big basket is a new type of market which came into existence in India since 2011. It is the type of market where various kinds of products are available under one roof. The present study focuses on the consumer buying behaviour towards the purchasing of fruits and vegetables in big basket online retailing company. It also focuses on the customer attrition towards online shopping of fruits and vegetables in the study area. It also focuses on the customer complaints analysis in the study region. For the purpose of this project, Descriptive cross sectional research design has been followed. A Descriptive research design is the one which is description of the state of affairs as it exist at present. It includes survey and fact finding enquires of different kind. The researcher has no control over the variables. The researcher used this research design to find out the respondents opinion. Sometimes these are referred to as "co relational" or "observational" studies. Descriptive studies can involve a one-time interaction with groups of people (cross-sectional study) Descriptive studies, in which the researcher interacts with the participant, may involve surveys or interviews to collect the necessary information. This study describes the customer buying behaviour and the reasons of customer attrition at a particular point of time during study period. Data have been collected only once from the respondents, so it is descriptive cross sectional research design. The project involves main objective is customer attrition in online shopping of fruits and vegetables in Surat city and we can find that the majority of the customers are complaints of the quality of the fruits and vegetables and price of the fruits and vegetables is higher compare to the other competitor. We finally conclude that the big basket required more attention on the customer given importance factor for purchasing fruits and vegetables and try to maintain the existing customers as long possible for better sale and decreasing customer attrition; if the one customers are dissatisfied they drop the other customers, if the customers are satisfied so they talk to positive things to their friends and relatives.

Keywords: Buying behaviour, fruits and vegetables, online shopping, customer attrition, customer complaints, customer satisfaction

1. Introduction

The word 'Retail' is derived from the French word 'retailer', meaning 'to cut a piece off' or 'to break bulk'. In simple terms, it implies a first-hand transaction with the customer. Retailing involves a direct interface with the customer and the coordination of business activities right from the concept or design stage of a product or offering to its delivery and post-delivery service to the customer. According to Kotler, "Retailing includes all the activities involved in selling goods or services to the final consumers for personal, non-business use. Bigbasket.com 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 18,000 products and over 1,000 brands. Within this the online grocery market is expected to be about USD 10 Billion in the next 4 years from now. A majority of this market is likely to be concentrated in the urban cities in the country.

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Back in 2014, there were a number of start-ups such as ZopNow, Aaram-Shop, and Farm2Kitchen in this category with each city having multiple local players. Most of them were not able to sustain due to various business and operational reasons, some which are already well known. The winner in this category is going to be one who addresses the multiple challenges in delivering a great service to the customer.

2. Objectives of the study

- To study the socio economic profile of customers.
- To study the factors influencing online shopping of fruits and vegetables in Surat city.
- To analyze the customer complaints in online shopping of fruits and vegetables in the study region.
- To find out the reasons for customers attrition in online shopping of fruits and vegetables in the study region.
- To suggest remedial measures to improve customer satisfaction and reduce customer attrition in online shopping of fruits and vegetables in the study region.

3. Need and Significance of Study: The present study focuses on the consumer buying behaviour towards the purchasing of fruits and vegetables in big basket online retailing company. It also focuses on the customer attrition towards online shopping of fruits and vegetables in the study area. It also focuses on the customer complaints analysis in the study region.

4. Research Design

For the purpose of this project, Descriptive cross sectional research design has been followed. A Descriptive research design is the one which is description of the state of affairs as it exist at present. It includes survey and fact finding enquires of different kind. The researcher has no control over the variables. The researcher used this research design to find out the respondents opinion. Sometimes these are referred to as “co relational” or “observational” studies. Descriptive studies can involve a one-time interaction with groups of people (cross-sectional study) Descriptive studies, in which the researcher interacts with the participant, may involve surveys or interviews to collect the necessary information.

This study describes the customer buying behavior data have

been collected only once from the respondents, so it is descriptive cross sectional research design.

5. Source of Data

The data were collected from primary as well as secondary sources.

5.1 Primary Source

Primary data have been collected from the existing customers with the help of structured questionnaire containing open ended and close ended questions as well as 5 point likert scale based statement.

5.2 Secondary Source

Secondary data have been collected from relevant research paper, earlier project report, books, online resources etc.

6. Instrument of Data Collection

Structured questionnaire

7. Sampling Method: Non-probability purposive sampling method as only those existing customers have been surveyed whose contact details were provided by the company.

8. Sample Size: 150 existing customers.

9. Analytical Tools: Mainly ranking method and graphical presentation have been used to achieve the objectives of the study, analytical procedures like the tabular analysis and graphical method, cumulative score, were used.

10. Limitation of the Study

- The data was collected solely on the basis of information given by customers selected in the sample.
- The project area covered was Surat region, so the outcome of the project cannot be applied to other places due to demographic and geographic differentiation.
- The project work was required to be completed in 3 months. So the limited time available and therefore only limited respondents were included in study.
- Personal biases might have come while answer the questionnaires.

Table 1: To study the socio economic profile of customers

Socio-economic profile			
		No. of respondent	Percentage (%)
Gender	Male	107	71.33
	Female	43	28.67
Age group	Under 13 Years	01	0.67
	13-17 Years	08	5.33
	18-25 Years	114	76.00
	26-50 Years	27	18.00
	Above 50 Years	00	0.00
Marital status	Married	100	66.67
	Divorce	00	0.00
	Unmarried	50	33.33
Occupation	Housewife	19	12.67
	Service	39	26.00
	Self employed	76	50.67
	Agriculture	00	0.00
	Business	09	6.00
	Student	07	4.67
Types of family	Joint	127	84.67
	Nuclear	23	15.33
Family size	<3	39	26.00
	3 to 5	55	36.67
	>5	56	37.33

Education	Illiterate	02	1.33
	Primary	05	3.33
	Secondary	102	68.00
	UG	22	14.67
	PG	19	12.67
Income (Lakhs)	<1.5	57	38.00
	1.5 to 3	45	30.00
	>3	48	32.00

Table 2: Awareness of online shopping of Fruits and vegetables among customers

S. No	Source of information	No of respondents
1	Friends	37
2	Advertisement	34
3	News paper	47
4	Relatives	32
	Total	150

From the above table represents the Awareness of online shopping of Fruits and vegetables, here 31.33% customers are aware through newspaper, 24.67% customers are aware through friends, 22.67% customers are aware through advertisement, and remaining 21.33% customers are aware through relatives. So we can conclude that the majority of customers are aware through newspaper. Added to that the 2nd most influencing source of awareness for online shopping behaviour is friends. So, referencing and positive word of mouth through friends and relatives hold great importance and the customers who have stopped purchasing from Big Basket through online mode surely had some sort of grievance/complaint which remained unresolved. Hence, they may spread negative word of mouth and probably induce several others not to rely on online purchasing of fruits and vegetables. Hence, this is an important finding which is connected with the main objective of my study that is, finding out the reasons for customer attrition and taking remedial measures for the same.

Table 3: How long customers have been using online shopping

S. No	Time	No of respondents
1	1-6 Months	37
2	7-12 Months	14
3	12-24 Months	19
4	>24 Months	80
	Total	150

From the above table represents that, 53.33% customers are using online shopping more than 24 months, 24.67% customers are using online shopping for 1 to 6 months, 12.67% customers are using online shopping for 12 to 24 months, remaining 9.33% customers are using online shopping for 7 to 12 months. So we can conclude that the 80 customers out of 150 customers are using online shopping for more than 24 months. This means 53.33% of our population belonging to the youth, most of them are tech-savvy and they want to buy online, and because of this the online purchasing of fruits and vegetables is gradually increasing.

Table 4: How long customers have been using online shopping sites for buying F & V

S. No.	Time	No of respondents
1	1-6 Months	31
2	7-12 Months	27
3	12-24 Months	12
4	>24 Months	80
	Total	150

From the above table represent the customers have been using online shopping sites for buying fruits and vegetables, here 53.33% customers are using online shopping sites more than 24 months, 20.67% customers are using online shopping sites for 1 to 6 months, 18% customers are using online shopping sites for 7 to 12 months, remaining 8% customers are using online shopping sites for 12 to 24 months. So we can conclude that the 80 customers out of 150 customers are using online shopping sites for more than 24 months.

Table 5: How long customers have been using big basket sites for buying F & V

S. No	Time	No of respondents
1	1-6 Months	41
2	7-12 Months	26
3	12-24 Months	78
4	>24 Months	5
	Total	150

From the above table represent that customers have been using big basket sites for buying fruits and vegetables, here 52% customers are using online big basket sites 12 to 24 months, 27.33% customers are using online big basket sites for 1 to 6 months, 17.33% customers are using online big basket sites for 7 to 12 months, remaining 3.33% customers are using online shopping sites for more than 24 months. So we can conclude that the 78 customers out of 150 customers are using online big basket sites for last 12 to 24 months.

Table 6: Customer monthly expenditure on buying fruits and vegetables in online site

S. No	Expenditure/ Month	No of respondents
1	500-999 Rs	43
2	1000-1499 Rs	8
3	1500-2000 Rs	96
4	>2000 Rs	3
	Total	150

From the above table represents the Customer monthly expenditure on buying fruits and vegetables in online site, here 64% of the customers are used 1500 to 2000 Rs/Month for buying fruits and vegetables in big basket site, 28.67% customers used 500 to 999 Rs/Month, 5.33% customers used 1000 to 1499 Rs/Month, remaining 2% of the customers are used more than 2000 Rs/Month for buying fruits and vegetables in big basket site. So we conclude that majority of the customers are spend 1500 to 2000 Rs/Month for buying fruits and vegetables.

Table 7: Customers Frequency of order F & V from big basket online sites (per week)

S. No.	Order/Week	No of respondents
1	<1 Time	25
2	1-2 Times	82
3	3-4 Times	40
4	5-6 Times	3
5	Everyday	0
	Total	150

From the above table represent the Customers Frequency of order fruits and vegetables from big basket online sites (per week) here 54.67% customers are place order 1 to 2 times per week, 26.67% customers are place order 3 to 4 times per week, 16.67% customers are place order less than 1 times per week, 2% customers are place order 5 to 6 times per week, 0% customers are place order to everyday, so we conclude that majority of customers are place order in 1 to 2 times per week.

Table 8: Different Types of offer motivate customers to purchase online F & V

S. No.	Offers	No of respondents
1	Seasonal sale	31
2	Festival sale	80
3	Gift voucher	14
4	Payback	12
5	Coupons	6
6	Doesn't matter	7
	Total	150

From the above table represents Different Types of offer motivate customers to purchase online fruits & vegetables, here 53.33% customers are like festival sale of big basket, 20.67% customers are like seasonal sale of big basket, 9.33% customers are like gift voucher for purchasing fruits and vegetables, 8% customers are like to payback offer, 4% customers are like coupons, and remaining 4.67% customers are purchase fruits and vegetables without any offers. So we conclude that majority of the customers are interested to

Table 10: Factors influencing online shopping behaviour of customers

S. No	Factors	1	2	3	4	5	CS	Mean	Rank
1	Availability of product	140 (140)	8 (16)	1 (3)	1 (4)	0 (0)	163	1.08	1
2	Wide range of product available	6(6)	142 (284)	2 (6)	0 (0)	0 (0)	296	1.97	4
3	Quality of product available	13 (13)	103 (206)	33 (99)	1 (4)	0 (0)	322	2.14	7
4	Discount, scheme & offers	11 (11)	86 (172)	43 (129)	10 (40)	0 (0)	352	2.34	11
5	Affordable price	16 (16)	75 (150)	38 (114)	21 (84)	0 (0)	364	2.42	13
6	Variety of choice	19 (19)	54 (108)	46 (138)	31 (124)	0 (0)	389	2.59	15
7	Online customer service	24 (24)	64 (128)	28 (84)	34 (136)	0 (0)	372	2.48	14
8	Packaging of product	28 (28)	64 (128)	33 (99)	25 (100)	0 (0)	355	2.36	12
9	On time delivery	36 (36)	67 (134)	25 (75)	22 (88)	0 (0)	333	2.22	10
10	Easy return policy	32 (32)	78 (156)	26 (78)	14 (56)	0 (0)	322	2.14	7
11	Information provided online and trustworthy	35 (35)	72 (144)	23 (69)	20 (80)	0 (0)	328	2.18	9
12	Convenient payment option	38 (38)	81 (162)	12 (36)	19 (76)	0 (0)	312	2.08	6
13	Discount alert message	37 (37)	91 (182)	14 (42)	8 (32)	0 (0)	293	1.95	3
14	Can avoid long queues at the counter	49 (49)	67 (134)	14 (42)	20 (80)	0 (0)	305	2.03	5
15	Save time, energy & fuel	50 (50)	74 (148)	17 (51)	9 (36)	0 (0)	285	1.90	2

(1= highly important, 2= very important, 3= moderately important, 4=less important, 5=not at all important)

Above table shows that Factors influence online shopping behaviour of customers, here different factors are there like Availability of products, Wide range of product available in big basket sites, Quality of product available, Discount, scheme & offers, Affordable price of the product, Variety of choice are available, Online customer service are available, Packaging of product are good, On time delivery, Easy return policy, Information provided online and trustworthy, Convenient payment option, Discount alert message receive, Can avoid long queues at the counter, Save time, energy & fuel etc. this table shows that the main three factors are influence to purchase fruits and vegetables online, and this main three factors is 1) Availability of products 2) Save time,

purchase fruits and vegetables in festival sale of big basket company.

Table 9: Customers secured about online shopping of fruits & vegetables

S. No.	Security	No of respondents
1	Highly secured	25
2	Secured	110
3	Average	12
4	Risky	3
5	Highly risky	0
	Total	150

Above table shows that Customers secured about online shopping of fruits & vegetables, here majority 73.33% customers are fill the online shopping is secured, 16.67% customers are fill the online shopping is highly secured, 8% customers are fill the online shopping is average, remaining 2% customers are fill the online shopping is risky compare to the offline shopping. Hence we can state that the majority of customers are fill secured when purchase online fruits and vegetables in big basket site. This table also indicates that the majority of the customers are fill secured when they purchase online shopping of fruits and vegetables it means big basket have a positive point to majority of the customers are like to purchase online because now a days the majority of youth are doing job or their private business, they have not enough time to spend purchasing fruits and vegetables in market, day by day the online purchasing trend has increased and majority of customers fill secured when they purchase online fruits and vegetables.

energy & fuel 3) Discount alert message are mostly influence to the big basket customers for purchasing fruits and vegetables.

Below table shows that the Important parameters for buying online fruits and vegetables and we conclude that the 1st parameter quality of fruits and vegetables are most important parameter for the customers, the 2nd parameter are convenient payment option available in big basket sites is important parameter as a customer, and 3rd parameter are price of fruits and vegetables is less compare to the other online retailer of fruits and vegetables. This main three parameter are affect to the frequency of customer placed order on big basket sites and customer attrition rate.

Table 11: Important parameters for buying online fruits and vegetables

S. No	Factors	1	2	3	4	5	CS	Mean	Rank
1	Quality of fruits & vegetables	143 (143)	5 (10)	2 (6)	0 (0)	0 (0)	159	1.06	1
2	Price of fruits & vegetables	14 (14)	134 (268)	2 (6)	0 (0)	0 (0)	288	1.92	3
3	Freshness of fruits & vegetables	21 (21)	69 (138)	43 (129)	17 (68)	0 (0)	356	2.37	9
4	Discount, scheme & offer	15 (15)	73 (146)	47 (141)	15 (60)	0 (0)	362	2.41	10
5	Every time availability of fruits & vegetables	20 (20)	61 (122)	49 (147)	20 (80)	0 (0)	369	2.46	13
6	Variety of choice	39 (39)	60 (120)	32 (96)	19 (76)	0 (0)	331	2.20	7
7	Online customer service	26 (26)	58 (116)	39 (117)	27 (108)	0 (0)	367	2.44	12
8	Packaging of product	34 (34)	51 (102)	32 (96)	33 (132)	0 (0)	364	2.42	11
9	On time delivery	39 (39)	63 (126)	21 (63)	27 (108)	0 (0)	336	2.24	8
10	Return of purchase item	38 (38)	84 (168)	5 (15)	23 (92)	0 (0)	313	2.08	6
11	Surety about product delivered	36 (36)	87 (174)	15 (45)	12 (48)	0 (0)	303	2.02	4
12	Delivery slot time	45 (45)	72 (144)	14 (42)	19 (76)	0 (0)	307	2.04	5
13	Convenient payment option	70 (70)	59 (118)	6 (18)	15(60)	0 (0)	266	1.77	2

(1= highly important, 2= very important, 3= moderately important, 4=less important, 5=not at all important)

Table 12: Bases of above table, this table classify the parameter for their importance given by the customers, when they buying fruits and vegetables online

S. No	Type of parameter	Particular parameter	No of parameter
1	Highly important	Quality of fruits & vegetables	3
		Convenient payment option	
		Price of fruits & vegetables	
2	Very important	Surety about product delivered	4
		Delivery slot time	
		Return of purchase item	
		Variety of choice	
3	Moderately important	On time delivery	6
		Freshness of fruits & vegetables	
		Discount, scheme & offer	
		Packaging of product	
		Online customer service	
Every time availability of fruits & vegetables			
4	Less important	-	0
5	Not at all important	-	0
	Total	-	13

Above table shows that the customers importance parameter when they buying fruits and vegetables online, here thirteen parameter are classify based on their importance given by the customer. In this table quality of fruits and vegetables, convenient payment option, price of fruits and vegetables are mark as a highly important parameter. Very important

parameter is Surety about product delivered, Delivery slot time, Return of purchase item, Variety of choice. Moderately important parameter is every time availability of fruits & vegetables, online customer service, Packaging of product, Discount, scheme & offer, Freshness of fruits & vegetables, on time delivery.

Table 13: Major area of customer complaints

S. No.	Complaints parameter	No of respondents	Percentage	Rank
1	Quality of fruits & vegetables	101	100.00%	1
2	Price of fruits & vegetables	89	88.12%	2
3	Freshness of fruits & vegetables	29	28.71%	13
4	Not availability of fruits & vegetables	33	32.67%	9
5	Variety of choice not available	30	29.70%	10
6	Online customer service	27	26.73%	11
7	Packaging of product	49	48.51%	6
8	Mismatching between product order & delivered	52	51.49%	4
9	On time product are not delivered	29	28.71%	12
10	Difficulty in returning fruits & vegetables	36	35.64%	8
11	Extra charge for home delivery	49	48.51%	5
12	Delivery at odd time	46	45.54%	7
13	Payment of purchase item is faulty due to technical issue.	55	54.46%	3

Above table represents the Major area of customer complaints when they purchasing fruits and vegetables in big basket sites, this table are shown the different complaints are found from big basket customers, here main complaints is quality of fruits and vegetables, price of the fruits and vegetables are high compare to the other online retailer, during survey of

customer complaints this two complaints are mostly found. Quality and price of fruits and vegetables given highly important by the customers so company have found more complain in this parameter so the company need to more attention to this parameter, to reduce the customer attrition rate.

Table 14: Customer complaints resolved

No	Parameter	No of respondents
1	Yes by the company representative	30
2	Yes by me	18
3	No the problem was not resolved	53
	Total	101

Above table represents the Customer complaints resolved percentage, here 29.70% customers complaints are resolved by the company representative, 17.82% customers complaints are resolved by customer through their own efforts, but 52.48% customers complaints not solved so we can found that customer are not satisfied by the company and that's why customer attrition is increase.

Table 15: Perceived gap between expected important factors and the actual availability of these factors with reference to online purchase of fruits and vegetables

S. No	Influencing Factors	Perceived Importance Rank	Actual Availability Rank	Gap
1	Quality of fruits & vegetables	1	13	-12
2	Price of fruits & vegetables	3	12	-9
3	Freshness of fruits & vegetables	9	1	+8
4	Discount, scheme & offer	10	9	+1
5	Every time availability of fruits & vegetables	13	5	+8
6	Variety of choice	7	4	+3
7	Online customer service	12	3	+9
8	Packaging of product	11	8	+3
9	On time delivery	8	2	+6
10	Return of purchased item	6	6	0
11	Surety about product delivered	4	10	-6
12	Delivery slot time	5	7	-2
13	Convenient payment option	2	11	-9

Above table shows the perceived gap between expected important factors and the actual availability of these factors with reference to online purchase of fruits and vegetables. Here quality of fruits and vegetables factors needed to more work out by the company, because customer gives the importance of this factors is one and actual availability of this factor is thirteen so perceived gap is minus twelve, due to this more customer are dissatisfied and their attrition rate is increase. Follow by the quality of fruits and vegetables two factors are come and that is price of fruits and vegetables and convenient payment option, nowadays price is more importance to the customers because every competitor are looks to their product price and they try to decrease their price with compare to their competitor, particular big basket work in the fruits and vegetables section, in this section price are change day to day basis, so company needs to proper follow up to the price selection of the product. Here same perceived gap found in convenient payment option, company try to give a more choice to the customers to pay the money, they give option to customers like cash on delivery, net banking, credit card facility, debit card facility, swipe machine available at the time of delivery etc. another area of concern is Surety of product delivered, as it also finds more perceived gap. This means the company are not sure to the product delivered to the customers and that's why customer attrition is increase. And the last factors is delivery slot time, here company try to deliver their product at right time and given surety to the delivered product to their customers. If the customers are satisfied so they call their friends and relatives but if they are dissatisfied stop the purchase fruits and vegetables and they talk to existing customers also. Hence the company needs to work out on these factors to reduce customer attrition.

11. Suggestions

- Company try to increase the quality of fruits and vegetables because the majority of complaints are founds in this parameter.
- Fruits and vegetables products price are higher compare to the other competitors so try to less price on big basket site of fruits and vegetables compare to the other competitors.

- Company should tries to give a more convenient payment option like card swipe machine along with Cash on Delivery.
- Fruits and vegetables are perishable in nature so company tries to delivered product at the right time.

12. Conclusion

With youngsters increasing is our population, extent of online purchase is witnessing upward trend. To reap advantage of such a favorable situation, every company needs to be very user friendly and competitive. This study proves that in case of online purchase of fruits and vegetables, consumers expect the highest quality products as physical checking is not possible in online purchase. Further, consumers also want convenience of payment with multiple payment options and obviously since they would be purchasing online without the psychological advantage of bargaining with the road side vendor, they want the best price also. Based on respondents opinion about parameters of importance and major reasons of complaints, the study identifies several areas where company need to focus to improve customer satisfaction and reduce customer attrition.

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