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## AN EXPLANATORY STUDY OF CONSUMER FULFILMENT LEVEL WITH SPECIAL REFERENCE TO THE VEGETABLE BASKET IN PUNE REGION

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### Abstract

This study is all about to check whether the consumers are happy or not with the online vegetables and fruits providers in Pune region. As everyone is working now everyone has no time for the purchase vegetables and fruits from the stores. Vegetables are traditionally purchase in stores where customers can see and inspect that. Purchasing vegetables online is still in growth stage. Many customers in the Pune region purchase online. There are many online vegetables providers in Pune region like big basket, reliance mart etc. They providing the good service to customers but on the other hand there are some drawbacks also like behavior of the delivery guys, payment methods, and the main problem arises with the customize vegetable and fruit basket. Some families consists only two members so they want the customize vegetable and fruit basket but providers are unable to provide that. The real benefit of online vegetable shopping is convenience. By ordering online, one can quickly search for the products one needs and order them without having to physically walk through those long aisles. So the main purpose of this study is to check the fulfilment level with special reference to vegetable basket in Pune Region.

**Keywords** – Consumer, Vegetable Basket, Vegetable Shopping etc.

### Introduction

The vegetable sector is rapidly growing so our main objective to conduct this is to check the satisfaction level of consumer who buy online vegetables in Pune region. Whether they are happy or not with the service, and also mark their opinions. There are total 108 E-vegetable provider in Pune Region. Everyone is very busy nowadays and working also. So many customers in Pune region shifted their focus on online purchasing of fruits and vegetables. Everyone is familiar with the handling of internet and how to purchase online. There are so many online vegetable and fruits providers in Pune region as Pune is a metro city. Every provider has the different positive points. Some provide the customized basket while some not. There are some drawbacks also which they have to improve in that.



### Literature Review

There are many journals and research paper where all the problems and solutions stated regarding online vegetable and fruits purchasing. But as this study is related to Pune region only this is new concept there is not more research in this region. There are some drawbacks as I say in the customize basket. Some customers want the customized vegetable basket. And the providers as fail to fulfill that

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requirement. . Some families consists only two members so they want the customize vegetable and fruit basket but providers are unable to provide that. The real benefit of online vegetable shopping is convenience. By ordering online, one can quickly search for the products one needs and order them without having to physically walk through those long aisles. So the main purpose of this study is to check the fulfilment level with special reference to vegetable basket in Pune Region.

### Research Methodology

**Topic of Research** – An explanatory study of consumer fulfillment level with special reference to vegetable basket in Pune region.

### Objectives of Research –

- 1) To check the consumer satisfaction level on online purchase of vegetables like from Big Basket.
- 2) To check whether the consumer are happy with the price and perishability of vegetables.
- 3) To analyze types vegetables are delivered to consumer in Pune region.

**Scope of Research** - The geographical region considered for the research is Pune City.

**Types of data:** The researcher used descriptive research for this study.

**Sources of data:** The data was collected through well-structured questionnaire.

**Sampling method:** The random sampling method was used to collect the samples.

### Research Questions

1. State your satisfaction level on online purchase of vegetables like from big basket

- A) Best
- B) Good
- C) Average
- D) Poor

2. Are you happy with the Price and Perishability of vegetables delivered to you?

- A) Yes
- B) No
- C) Maybe
- D) Don't know

3. Are you getting proper service from sellers?

- A) Yes
- B) No
- C) Maybe
- D) Don't know

4. Which types of vegetables are delivered to you?

- A) Leafy green
- B) Cruciferous
- C) Marrows
- D) Root
- E) Edible Plant Stem
- F) Allium
- G) All

5. Are you satisfied with the quality of the vegetables delivered to you?

- A) Yes
- B) No
- C) Maybe
- D) Don't know

6. Are you satisfied with the courtesy from sales staff?

- A) Yes
- B) No
- C) Maybe
- D) Don't know

7. Your opinion about delivery speed and packaging?

- A) Best
- B) Good
- C) Average
- D) Poor

8. How would you rate the value for money of the vegetables?

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10

9. Were you able to find the vegetables you were looking for on that particular website?

- A) Yes
- B) No
- C) Maybe

10. How responsive have online vegetables sellers to your questions or concerns about vegetables?

- A) Very Responsive
- B) Usually Responsive
- C) Not Responsive

11. How likely are you to buy online vegetables?

- A) Very Likely
- B) Likely
- C) Not Likely
- D) Not likely at all

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**1) Primary Data**

Collecting response by circulating structured questionnaire.

**2) Secondary Data**

Journals, Books, Internet Searches

**3) Sample Size** – 50 customers who purchase online vegetables

**4) Research Type** – Quantitative Research

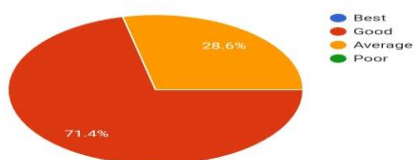
**5) Duration** – 2 Months

**6) Research Tool** – Questionnaire

**7) Sample Unit** – Customers of Vegetable Basket

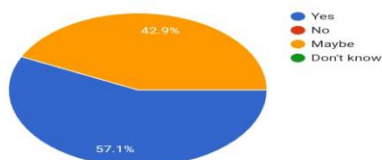
**Data Collection**

1. State your satisfaction level on online purchase of vegetables like from big basket



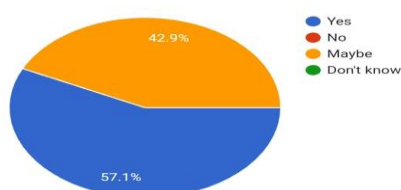
According to this study consumers are satisfied with the online buying of vegetables. And peoples are more likely to buy vegetables online.

2. Are you happy with the Price and Perishability of vegetables delivered to you?



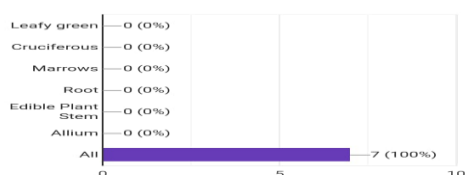
Most of the consumers are happy with reasonable price and quality i.e. perishability of vegetables delivered to them.

3. Are you getting proper service from sellers?



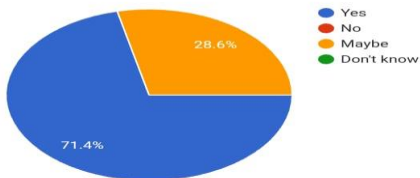
Most consumers are happy with the service they getting but on the other hand majority of consumer are confuse whether the service they getting is good or sellers need to improve more.

4. Which types of vegetables are delivered to you?



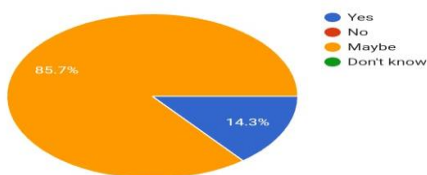
This is very clear response from the customer. All online vegetable sellers provide all type of vegetables.

5. Are you satisfied with the quality of the vegetables delivered to you?



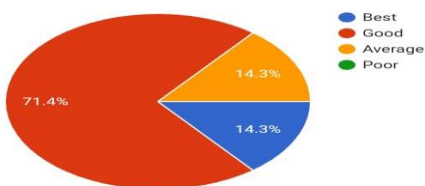
Most of the consumer are happy with the quality of vegetables. According to consumers they get the proper quality vegetables from sellers.

6. Are you satisfied with the courtesy from sales staff?



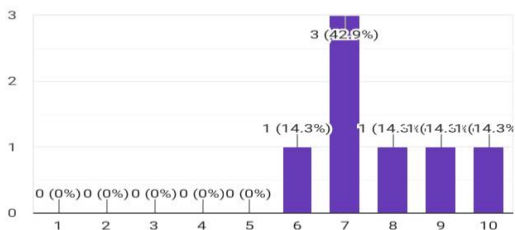
According to consumers online vegetable sellers need to improve their staff behavior. Very few consumers are happy with staff courtesy.

7. Your opinion about delivery speed and packaging?



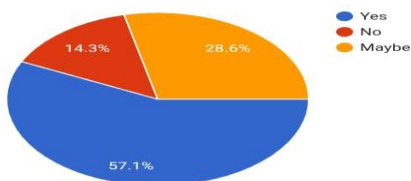
Delivery speed and packaging are good in order to sell vegetables online. Consumers are happy with the delivery speed and packaging.

8. How would you rate the value for money of the vegetables?



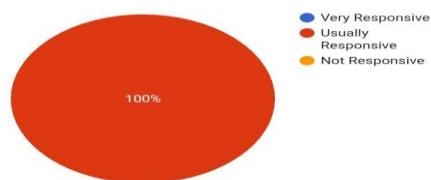
Most of the people rated 7 on scale of 10 for value for money of vegetables. i.e. overall good rating

9. Were you able to find the vegetables you were looking for on that particular website?



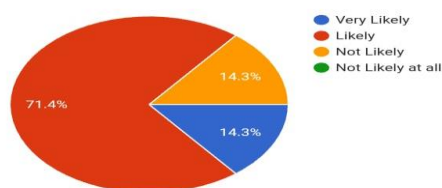
As all the vegetable basket in Pune region deliver all the types of vegetables so it is obvious that consumer were able to find on that particular website for what they looking for.

10. How responsive have online vegetables sellers to your questions or concerns about vegetables?



Most of vegetable sellers are usually responsive to consumer's questions or concerns

11. How likely are you to buy online vegetables?



E-vegetables retailers can build brand equity, generating repeat business and this will result in market penetration in this industry. The real benefit of online vegetable shopping is convenience. More number of peoples are likely to buy vegetables online.

### Data Analysis and Interpretation

Majority of the respondent are of age 25-35. Majority of the respondent are working. Majority of the consumers are satisfied with the online purchase of vegetables. Most of the consumers are happy with the Price and Perishability of vegetables. Most consumers are happy with the service they getting but on the other hand same amount of consumers are not happy with the service they getting. According to consumers online vegetable sellers need to improve their staff behavior. Very few consumers are happy with staff courtesy. Delivery speed and packaging are good in order to sell vegetables online. Consumers are happy with the delivery speed and packaging. Most consumers are agree with the value for money. As all the vegetable basket in Pune region deliver all the types of vegetables so it is obvious that consumer were able to find on that particular website for what they looking for. Most of vegetable sellers are usually responsive to consumer's questions or concerns. Maximum numbers of consumers are likely to buy online vegetables in future also.

### Conclusion

Nowadays everything is getting online and no one has to market and purchase the things as everyone is from working background. So the Vegetables and fruits shopping is getting the huge market online. But there are some Pros and Cons in that. After doing this survey I found that Majority of the respondent are of age 25-35. Majority of the respondent are working. Majority of the consumers are satisfied with the online purchase of vegetables. Most of the consumers are happy with the Price and Perishability of vegetables. Most consumers are happy with the service they getting but on the other hand same amount of consumers are not happy with the service they getting. According to consumers online vegetable sellers need to improve their staff behavior. Very few consumers are happy with staff courtesy. Delivery speed and packaging are good in order to sell vegetables online. Consumers are happy with the delivery speed and packaging.

Most consumers are agreeing with the value for money. As all the vegetable basket in Pune region deliver all the types of vegetables so it is obvious that consumer were able to find on that particular website for what they looking for. Most of vegetable sellers are usually responsive to consumer's questions or concerns. Maximum numbers of consumers are likely to buy online vegetables in future also.

### **Discussion**

All the vegetable providers in Pune region doing well. Their Quality, Delivery time, Behavior towards customer is good. But they need to improve in some points. Like sometimes delivery guys don't have the change. Some customers have complaint with the delivery guy's attitude while some have problem with vegetables provided in the vegetable basket. Customers want the customized vegetable in the vegetables basket. Because the choices are different for each and every one. Hence some customers need different vegetables rather than included in the vegetable basket. And same goes with the fruits also.

Hence my sincere suggestions are that customers need the vegetables they want. So Vegetable Basket providers should think about the customized vegetable basket and Fruits basket. And they should also improve on some points as I mention above.

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