

## A STUDY OF ONLINE RETAIL FRUIT MARKET OF PUNE CITY

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### **Abstract:**

40.2 crores of the Indian population is using Internet that is around 33.22% & around 100.35 crores people use mobile phone that is 79.39% of the population. E-commerce industry in India gives the business of about \$7.69 billion & India is expected to reach to 4 crores online shoppers by 2016. A habit of online shopping is increasing in India with the pace of 60-70% per annum in customer base & a rapid growth of 45% in total sales, it increases a scope for marketers to go online too. The fruit industry of Maharashtra is facing losses. Up to 25 to 40% is being wasted due to bad handling & insufficient cold storage facilities. Though studying the entire market would be a difficult task therefore the geographical scope of the study is limited to Pune city.

The very basic objective is to study the online retail fruit market of Pune city. The study is descriptive in type & the primary data collected is quantitative in nature. Data was analysed using simple percentage & distribution. A sample of 100 respondents was interviewed & simple random sampling method was used. Secondary data is collected through internet, websites, research papers & brochures etc.

The study is an attempt to find out the buying habits of customers when it comes to buying fruits online. It also tries to find out the reasons behind not adopting the online shopping & what online shoppers prefer when it goes to online shopping of fruits in Pune city.

**Keywords:** Online shopping, Pune Fruit Market, Online Fruit Market, E-commerce & E-retail.

### **Introduction to e-commerce in India:**

Out of the total population of India, 40.2 crores of population is using Internet that is around 33.22% of the entire population of the country. On the other hand, 100.35 crores people use mobile phone that is 79.39% of the population.<sup>1</sup> We (India) stand second, in the number of mobile users & Internet users across the world. It was interesting to observe that around 30.6 crores of the population uses Mobile Internet.<sup>2</sup> Though, e-commerce industry in India gives the business of about \$7.69 billion. & According to study by ASSOCHAM & Grant Thornton, India is expected to reach to 4 crores online shoppers by 2016.<sup>3</sup>

### **Retail Fruit Market of Pune City:**

Pune Retail Market is one of the biggest markets in Maharashtra & also considered in big retail markets all over the country. Being specific with fruits, all the fruits produce of Maharashtra are being sold in Pune Market, (in alphabetical order) Banana, Grapes, Mango, Orange and Strawberries. Around 130 years old market not only national but also sales international vegetables and fruits.

### **Online Retail Fruit Market of Pune City:**

Considering the development of e-commerce market in India, Pune retail market is also being digitalized. As the culture of online shopping is popularizing rapidly in India, Pune Retail market is neither left behind. Online portals and websites like

- Punesabji.com,
- A.K. Fresh Fruits: akfresh.com
- Punerisabzi.com
- SGT Agro Fresh: sgtagrofresh.com
- Onlinesabjiwale.com &
- Greentokri.com, etc.

are few of the examples of local marketers going digital. Apart from local marketers, the market giants like

- Godrej's Nature's Basket: naturesbasket.com &
- Big Basket: bigbasket.com, etc.

also trying their luck to such a domestic niche market.

### **Need of the Study:**

In a rapidly growing online market, every individual marketer needs to be with the pace. As a habit of online shopping is increasing in India with the pace of 60-70% per annum in customer base & a rapid growth of 45% in total sales, it increases a scope for marketers to go online too.

The fruit industry of Maharashtra is facing losses. Up to 25 to 40% is being wasted due to bad handling<sup>iv</sup> & insufficient cold storage facilities.<sup>v</sup>

Even the domestic market in India is switching towards e-commerce for households, grocery and fruit purchases. Though the ratio is pretty low, but e-commerce market in India is growing pretty fast. The global & domestic market creates the huge opportunity of adopting e-marketing & e-retail as options for marketing the products.

The above explanation focuses on the need of studying the online retail fruit market. Though studying the entire market would be a difficult task therefore the study was restricted to Pune city.

**Objectives of the Study:**

Following are the objectives behind the study

1. The very basic objective is to study the online retail fruit market of Pune city.
2. To find out what influences the decisions of Pune city's customers about opting for or refusing online marketing option while purchasing fruits.

**Significance & Scope of the Study:**

The study is an attempt to find out the current scenario as well as consumer buying behavior towards online shopping of fruits. The geographical scope of the study is limited to Pune city only. The website and portals of online fruit retailers were observed. A pilot study was conducted to find out the customer approach towards online shopping of fruits.

**Research Methodology:**

The study is descriptive in type & the primary data collected is quantitative in nature. Data was analysed using simple percentage & distribution. The questionnaire consist the set of straight forward, limited probing & structured questions. A sample of 100 respondents was interviewed & simple random sampling method was used. The information is gathered through personal interactions with the respondents. Secondary data is collected through internet, websites, research papers & brochures etc.

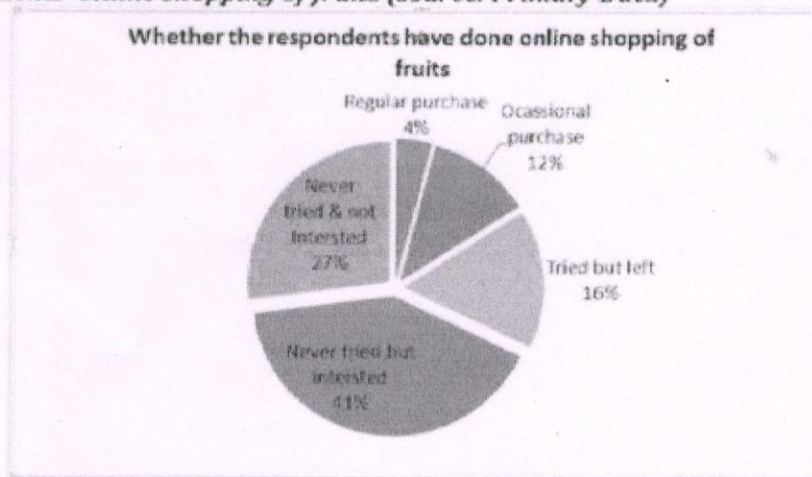
**Data Analysis, Findings & Interpretation:**

During the study, a questionnaire has been created to fulfill the objectives prepared. Following is the data collected through the questionnaire.

While asking the questions it was considered that the respondents should have done any kind of online shopping before; not necessarily done the online shopping of fruits or any grocery items.

Following is some graphical representations of the data collected during the survey.

**Graph 1: respondents' online shopping of fruits (source: Primary Data)**



From the above graph it is clearly observed that only 16% of the respondents are either regularly purchases or occasionally purchases fruits through online media. 41% of the respondents have never tried online shopping of fruits but are interested in trying it.

**Graph 2: Respondents' Reasons for not shopping fruits online (source: Primary Data)**

While gathering the data for the below graph, only 84 respondents, those who have either left or never tried online shopping of fruits were considered. The reasons asked were multiple choices multiple options.

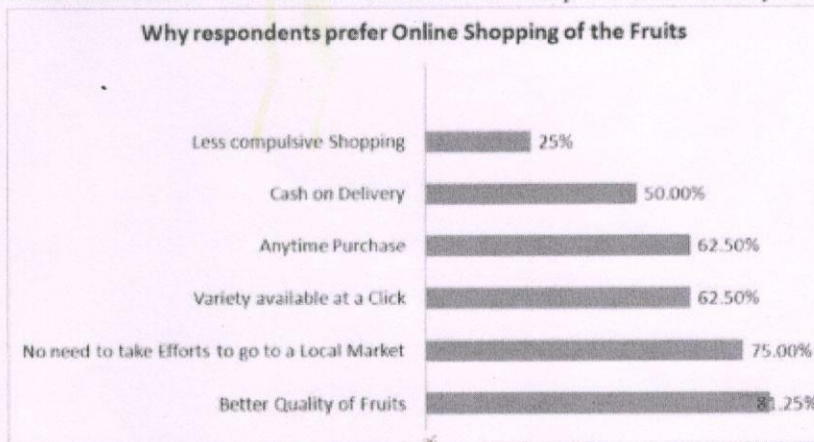
Respondents believe that fruits available online costlier than the fruits available at market. They also feel that online delivery s not quicker. It takes a day or sometimes more than that to receive the fruits. No bargaining & no personal selection of the fruits also impact the buying decision of fruits online.

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Graph 3: Why respondents prefer Online Shopping of the Fruits (source: Primary Data)

While gathering the data for the below graph, only 16 respondents, those who regularly or occasionally shop fruits online were considered. The reasons asked were multiple choices multiple options.



From the data, it is clear that the online shoppers find better quality of the products while purchasing. Online shopping also saves efforts and allows 24x7 shopping benefits, cash on delivery options etc.

**Conclusion & Suggestions:**

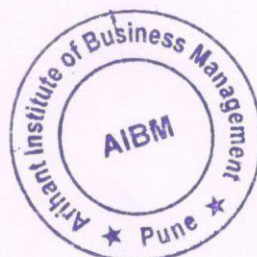
Though, online shopping of fruits may provide many benefits to the shoppers, but it also gets affected by traditional buying habits of the shoppers. If the marketers want to increase their customers' base in online shopping, they have to work on changing the buying habits of the customers. It seems to be a difficult task, but not impossible, as the trend of online shopping is increasing in India every day.

**References**

<sup>i</sup> IAMAI (Internet And Mobile Authority of India)  
<sup>ii</sup> Neeraj M., Dazeinfo.com, 'Mobile Internet User in India 2016: 371 mn by June, 76% Growth in 2015' on February 8, 2016.  
<sup>iii</sup> Gadgets 360, NDTV, '40 Million Online Shoppers in India by 2016, Says Study' on Aug 11, 2015.  
<sup>iv</sup> MSAMB (Maharashtra State Agricultural Marketing Board): <http://www.msamb.com/export/mahabanana.htm>  
<sup>v</sup> Economic Times Article: [http://articles.economicstimes.indiatimes.com/2013-11-28/news/44547246\\_1\\_cold-storage-facilities-wastage-cold-chain-infrastructure](http://articles.economicstimes.indiatimes.com/2013-11-28/news/44547246_1_cold-storage-facilities-wastage-cold-chain-infrastructure)

**Websites studied for online shopping in Pune City:**

- Punesabji.com,
- akfresh.com
- Punerisabzi.com
- shtagrofresh.com
- Onlinesabjiwale.com
- Greentokri.com
- naturesbasket.com &
- bigbasket.com, etc.



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