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E-Commerce Marketing Strategies In The Grocery Sector: An Introduction

Sanjeev Kumar[1], Dr.Vijayendra Kumar Shrivastava[2]

[1]*Research Scholar Department of Management Studies Vivekananda Global University, Jaipur Rajasthan, India-303012*
[2]*Department of Management Studies Vivekananda Global University, Jaipur, Rajasthan, India – 303012*

Email: [1]*sky1976delhi@gmail.com,*[2]*vijayendrashrivastava@yahoo.co.in*

ABSTRACT : This research paper is concentrated to obtain vital new insights into e-commerce success by deductive investigating how approaches to e-service quality, when combined with levels of e-commerce adoption, can affect the overall performance of grocer's online operations. Electronic networks are always the common element that forms the backbone of the individual e-commerce application that an organisation chooses to use - which can come under the e-commerce banner. Grocery stores can use electronic networks to improve, enhance, transform, or re-invent business processes, potentially providing higher value to their existing and potential consumers. Security, customer localization via a cell structure, consumer accessibility, and the potential for tailored services/offers. The use of mobile devices for business purposes, particularly phones and smart phones is a game changer in eGrocery business.Customers want to be able to see their favourite products right away while shopping online. Because of this stumbling point, grocery e-commerce is a pain for firms wanting to provide a positive consumer experience. Food stores have remained open and performed better than any other retail sector during the crisis, and e-commerce grocery sales have soared to record heights, perhaps irrevocably altering the game for supermarket retailers. Ordering online for delivery or contactless pick-up is more convenient for many customers. Furthermore, various networks facilitate the smooth functioning of commercial transactions and boost the efficiency of internal and external eGrocery procedures.

Key words: E-commerce, eGrocery, Online, consumers.

1. INTRODUCTION

Electronic commerce (EC) depicts the way wherein exchanges occur over networks, mostly through the Internet. It is the interaction of electronically purchasing and selling products, administrations, and data. E-commerce is the exchanging of items or services utilizing computer networks like the internet. E-Commerce draws on Technologies like mobile commerce, electronic assets transfer, store network management, Internet marketing, online exchange processing, electronic information interchange, inventory management systems, and automated information collection systems. Certain EC applications, for example, purchasing and selling stocks and carrier tickets on the Internet—are developing quickly, surpassing non-Internet exchanges. However, EC isn't just about purchasing and selling; it is

likewise about electronically imparting, working together, and finding data. It is about e-learning, e-government, e-wellbeing, informal communities, and substantially more. Electronic trade influences a huge bit of the world, including agricultural nations, influencing organizations, callings, and individuals. Modern electronic commerce commonly uses the World Wide Web for at any rate one piece of the exchange's life cycle, despite the fact that it might likewise use other technologies like email. Food predominates at grocery shops, despite the fact that they sell a wide range of items. This necessitates special criteria. Food goods can be purchased in a variety of ways. Some products are marketed by the pound rather than by the piece, and their perishability necessitates special storage conditions throughout the supply chain. As we'll see, merchants must negotiate a variety of procedures, including optimal pick and pack, refunds, replacement items, and delivery, to mention a few. Each stage has its own set of obstacles that must be addressed if you are to provide the experience that your customers expect.

2. E-COMMERCE

E-commerce business employs on online shopping websites for retail sales directly to consumers, giving in online marketplaces, which process outsider business to consumer, business-to-business purchasing and selling, gathering and utilizing demographic information through web contact and web-based media, electronic information interchange, marketing to prospective and established customers by web-based media stages, engaging in pretail for dispatching new items and services. E-commerce is the use of Information and Communication Technologies (ICT) to help every one of the activities of a business. Commerce makes up the exchange of items and services between business, gatherings and people and can be seen as one of the essential activities of any business. Electronic Commerce focuses on the use of ICT to enable the external activities and relationship of the business with people, gatherings and another business refers to business with help of internet.

The definition of e-commerce is the digitalization of business. It entails a complete use of ICT not just within a corporate organization, but also through a more and more seamless connecting and collaboration of all involved business partners' information and communication systems. The widespread usage of ICT has been enabled by some globally accepted technologies and technical standards. Concentrate on the business process. It supports a business process, as well as a comprehensive process that spans many organizations and crosses their boundaries. It no longer automates business processes within a company, as was the original goal of ICT, but today it automates the entire process that runs through all participating organizations, rather than just the subprocesses within the organization.

M-Commerce is defined as the use of mobile devices for business purposes, particularly phones and smartphones. M-Commerce is defined as (mobile) customers' location independence, high availability of services via well-established mobile phone networks, the rising processing capability of mobile devices, and mobile device interaction. Customers' location independence, high availability of services through well-established mobile phone networks, increasing computing power of mobile devices, interactivity of smartphones, security, customer localization through a cell structure, accessibility of customers, and the potential for personalised services/offers are the main features of m-commerce.

E-COMMERCE MODELS

MATRIX OF E-COMMERCE	BUSINESS	CONSUMER	GOVERNMENT
BUSINESS	B2B *BUSINESS TO BUSINESS*	B2C *BUSINESS TO CONSUMER*	B2G BUSINESS TO GOVERNMENT
CONSUMER	C2B CONSUMER TO BUSINESS	C2C CONSUMER TO CONSUMER	C2G CONSUMER TO GOVERNMENT
GOVERNMENT	G2B GOVERNMENT TO BUSINESS	G2C GOVERNMENT TO CONSUMER	G2G GOVERNMENT TO GOVERNMENT

B2B-BUSINESS TO BUSINESS: B2B is one of the most common types of e-commerce. This is when a transaction of goods or services occurs between two businesses.
Examples: Alibaba, Amazon Business, India Mart

B2C-BUSINESS TO CONSUMER: Here the company will sell their goods and/or services directly to the consumer. The consumer can browse their websites and look at products, pictures, read reviews. Then they place their order and the company ships the goods directly to them.
Examples: Amazon, Flipkart, Jabong, paying and using Netflix at home.

B2G-BUSINESS TO GOVERNMENT: It is commerce between Companies and public sector. it refers to the use of the Internet for Public Procurement, licensing procedure, and other government-related Operation.
Example: Business pays taxes, file reports, or sell goods and services to Govt. agencies.

C2B-CONSUMER TO BUSINESS: This is the reverse of B2C, it is a consumer tobusiness. So, the consumer provides a good or someservice to the company.A single individual sells his or her services to businessFreelancing, Fiverr, True lancer. A single individualsells his or her services to business, Amazon Affiliates.

C2C-CONSUMER TO CONSUMER: The customers are in direct communication with one another. There is no corporation engaged. It enables people to sell their own belongings and assets directly to a buyer.
Example: eBay, OIX, Quikr

C2G-CONSUMER TO GOVERNMENT: Consumers can send comments or requests for information about public services directly to government administrations or authorities using the consumer to administration or consumer to government e-commerce paradigm.
Example: when you pay electricity bill through the government website, payment of health insurance, make payment of taxes, etc.

G2B-GOVERNMENT TO BUSINESS:E-commerce is a commercial paradigm in which the government provides all of the information and services to the businesses. The data is disseminated over a wide network of government websites. That information is used by the business organisation to apply for different permissions required for launching a new business, as well as other requirements. A business organisation can also download the various forms and submit them to the appropriate authorities either online or offline.
Example: https://up.gov.in **Welcome to the Official Web Site of Government of Uttar Pradesh**

G2C-GOVERNMENT TO CONSUMER: The electronic commerce activities performed between the government and its citizens or consumers, including paying taxes, registering

vehicles, registration for birth, marriage or death certificates and providing information and services.

Example: http://www.indianrail.gov.in

G2G-GOVERNMENT TO GOVERNMENT:E-commerce transaction happening between two or more governments or within departments of government. Electronic sharing of data and/or information systems between government agencies, departments or organizations. The goal of G2G is to support e-government initiatives by improving communication, data access and data sharing.

GROCERY SECTOR

The supermarket sector has evolved dramatically in recent years. Traditional supermarket shopping methods are being phased out in favour of technology-driven alternatives. All of this is due to advancements in technology and evolving customer tastes.Previously, some customers avoided purchasing groceries online to avoid paying delivery fees. Another reason was that they wanted to inspect the items' quality before making a purchase. However, the impact of Coronavirus on the food sector was so severe that demand for online shopping services skyrocketed. People's priorities and purchasing habits were forced to shift as a result of the epidemic.

Business Models for an Online Grocery Store are following:

Inventory Based Business Model

This business strategy is reliant on an inventory management system, as the name implies. The eCommerce platform owner is responsible for acquiring and maintaining merchandise in an inventory-based business model. The proprietor of an eCommerce firm buys merchandise from several vendors and keeps it in a self-managed warehouse. The e-Commerce company is in charge of keeping track of inventories, interacting with customers, and ensuring that purchases are delivered on time.

Multi-vendor Marketplace Business Model

A single platform for numerous consumers and sellers is provided by multi-vendor e-Commerce groceries. Vendors and customers both register and trade through a specialized online grocery website.The 'Zero Inventory Business Model' is another name for this strategy. Unlike the Inventory-Based Business Model, the eCommerce platform is not responsible for inventory management in this situation.When it comes to packaging and distribution, either the sellers handle it themselves or the e-Commerce site does. The sellers are charged a percentage of sales as a commission by the online grocery shopping service.

Hyperlocal Grocery Business Model

The objective of the hyperlocal grocery business model is to:The hyperlocal grocery business model seeks to achieve the following goals:

1- Respond to consumer demand within a restricted geographic area

2- Lightning-quick delivery

3- Giving local grocers more authority

This business strategy aids in the optimization of numerous supply alternatives in order to meet customer demand in a certain location. For inventory availability, the entrepreneur must ensure that he or she interacts with as many local suppliers as possible. Similarly, to the Multi-vendor business model, the entrepreneur in this scenario does not own any food stores. Rather, they give a platform for grocery merchants to sell their items on.

The Online-Selling Model

Depending on your desired company strategy, the specialty offers a number of ways to generate money. The existing food supply and e-commerce multi-seller platforms accounted

for the majority of company revenues. You should combine the following channels to improve sales:

Merchandising- One of the most well-known methods for businesses using this business model to make money is by selling their own products online.

Commissions- Another method to monetize your business is to charge the seller/store fees for each sale they make via your websites.

Subscriptions- Allow customers to pay for such products without having to place a separate order for everyday delivery. On a daily basis, items purchased by customers will fit into the model.

Services Charges- They can charge an extra fee to shops/partners who do not subscribe to your membership for each sale they make. They would have to join the subscription package in order to avoid paying the subscription charge.

Promotions- Allow stores to pay a fee in order to increase views on the homepage or specific searches. Advertisement banners will also be seen by sellers in this source.

Memberships- Provide customers with important benefits such as spike charges, early delivery, faster arrival, and no need to subscribe to shipping rates.

E-COMMERCE IN GROCERY SECTOR

Under the same retail name, grocery retail firms may include a mix of a corporate, franchise, and independent locations. Because of local differences in product assortments, sales pricing, and promotions, this approach adds complexity to implementing a supermarket e-commerce solution with in-store selection. Loyalty programmes, such as bonus points, earn and burn, and customized offers, have a long history in grocery retail. When buying online, customers want the same loyalty features. Consumers also anticipate recommendations based on previous online and in-store purchases, related recommendations, and recently purchased items. Pure players and conventional grocery merchants who start with in-store picking have typically had little profitability. Home delivery and in-store selection are the two major cost drivers with the most potential for efficiency gains.

Certain items must be kept in proper storage until grocers are delivered to the client. More product characteristics, expiration dates, and minimum order quantities are added by food and beverage merchants who sell fresh, produced, and food-to-go goods hand packaged in the store. Perishable foods are frequently ordered by weight, and there are a number of techniques for presenting, purchasing, and picking them. A change in weight necessitates a pre-authorization of the card amount to reflect the permitted change. With thousands of orders, the entire price must still be computed depending on the delivered weight, which might be complicated. A grocery shop may just sell food and beverages. If grocer added a variety of non-food goods to the mix. If e-commerce adds in apparel, gadgets, and do-it-by-self projects. There are a few items that create the majority of revenue, and then there are long-tail products that are infrequently sold yet contribute significantly to profit, like in many businesses.

Food has a short shelf life and a high turnover rate. Furthermore, warehouse and storeroom space are restricted. As a result, regular replacement is required, although supplies are not always assured. Customers will be wandering throughout the store with some merchandise in their shopping baskets for groceries e-commerce with in-store selection. The stock level in the IT system is never entirely correct, adding to the complexity. The consumer wants to choose, pack, and send products as quickly as possible in most e-commerce cases. In the case of groceries e-commerce, however, the order is chosen as late as possible—just before store pick-up or home delivery departure time. The time it takes for an order to be placed and then

sent might be several days. Knowing the product supply at the moment of choosing is nearly impossible when an order is received.Grocery stores have total control over the supply chain, from the time a product is received at the warehouse or store until the time it is delivered.

The most difficult aspect of storage is that specific conditions must be met at all times (picking, packaging, delivery, and travel) and for all product kinds (frozen, cool, alcohol, chemicals). It's critical to maintain storage efficiency in buffer storage spaces before route departure or pick up in high-volume in-store e-Grocery. There are even tougher criteria to ensure freshness till custom pick up with self-service 24/7 grocery lockers with temperature zones.Organizing operations, balancing the burden (order load), and providing the greatest service to clients are all aided by managing available order delivery timeframes. Picking is a time-consuming and time-critical procedure. The weight of products, products requiring special treatment, replacement products, cancellation of products, and the need to communicate with the customer.

3. CONCLUSION

Online grocery shops are e-commerce-based online and mobile applications that allow users to buy food and other essential home items over the internet. Customers may place orders online and schedule deliveries to their homes straight from the local business or third-party e-retailers. Customers benefit from convenience and ease of purchasing, as well as access to a broad selection of items at any time. Users may also submit pre-paid orders and arrange delivery times and intervals according to their preferences.Rapid urbanisation and considerable expansion in the e-commerce industry are driving the Indian online grocery business. As a result of expanding customer awareness of the related convenience, as well as increased digital literacy and enhanced internet accessibility across the country, online grocery platforms are gaining popularity in India.E-Commerce improves the speed of eGrocery processes and unlock new opportunities by linking processes from multiple organizations. Additionally, by linking Grocery business processes at the boundaries of business partners, it improves the economic efficiency of business processes. Demographic boundaries do not exist in e-commerce. However, depending on the location of the fulfilment centre and the product selection sold, the service area for groceries e-commerce is typically confined to location and even a smaller geographic area. Grocery stores can expand their coverage by opening numerous service centres, but there will always be gaps. One of the keys to a successful online grocery company is optimizing the service area.In order to optimize delivery and courier management, integration with best-of-breed software is critical. When order quantities rise, this connection improves productivity and profitability for grocery e-commerce.

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