Evaluation of Customer Experiences towards Purchase of E- Groceries: Smart Mobiles Apps

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Abstract

E-commerce is the process of selling goods and services on internet. Today e-commerce websites and mobile apps applied for purchasing food, grocery product over the internet. E-grocery market is fast-growing segment in India. E-grocery platforms encourage the safe and hygienic purchase. This empirical study aims to evaluate Customer experiences towards E-Grocery shopping Delivery Apps in Smart mobile in Bengaluru city. Both primary as well as secondary data is collected from the study, Liker scale was used to designing the questionnaire and the sample size of 391 customers who love e-grocery shopping delivery mobile app in Bengaluru city is selected for the study. The hypothesis has been tested by using ANOVA and the study found that there is a need on the part of FMCG companies and grocery delivery marketers to unleash the potential of various apps and smart phones in enhancing delivery efficiency.

Keywords: E- grocery, customer experiences, shopping delivery apps, Smart mobiles, Retailing and research

Introduction

E-grocery market is fast-growing segment in India due to rapid urbanization, increasing working population, and growing passive lifestyle, increasing internet faster, vast number of mobile users. The Indian Online Grocery Market stood at USD3.95 billion in FY2021 and is expected to grow at a CAGR of around 33.00% in the forecast period, to reach USD26.63 billion by FY2027. India's e-grocery market is expected to be attractive for the next few years with more than 25 percent of the growth in the organized grocery segment projected to come from e-commerce. Ordering online for daily FMCG products, vegetables etc. have catapulted the e-commerce market in India towards rapid growth. E-grocery platforms encouraged by the safe and hygienic purchase experience that they provided.

In 1989 Founded Skokie, Illinois, Peapod were oldest e-grocery stores .The first E-grocery delivery was started in India by Big Basket in the year 2011. Deloitte study said India had 1.2 billion mobile subscribers in 2021, of which about 750 million are smart phone users. It is poised to be the second-largest smart phone manufacturer in the next five years. In 2020, 53 percent of India's total population accessed the internet from their mobile phones. Ookla's Speedtest Global Index reveals an increase in internet speeds in India. According to the report, the average mobile download speed in India has increased from 15.34 Mbps in May 2021 to 20.10Mbps in April 2022. Additionally, the average broadband internet speed had also increased from 55.65Mbps to 70.86Mbps. indicating a significant rise in the country's mobile internet user base. In later grocery are purchasing in kirana store after that grocery are buying in supermarkets now grocery are buying in e-grocery this is known as online grocery markets. Today customer life style is change how your best friend, my best friend is smart mobile, so by this they order and buy in smart mobile the customers are offer e-grocery delivery app convenience and variety of FMGC product can order in e-grocery delivery app in smart mobiles. Indian fastest E-grocery delivery services launching "express delivery" by big basket, Dunzo 19 min delivery in e-grocery app in Bengaluru city.

Review of Literature

Nikita Kashyap (2020) respondents in this working paper stated that the online websites selling groceries need to work upon is timely delivery. While shopping in e-grocery shopping customer are satisfied with timely delivery, quality and Willingness to continue shopping and recommend others. Kavitha.R(2017) The new trend of the retailing shopping is changing as a growing number of retailers are shifting their focus from general brick and mortar retailing to new formats such as electronic retailing or e-tailing. The online grocery industry is one of the growing industries

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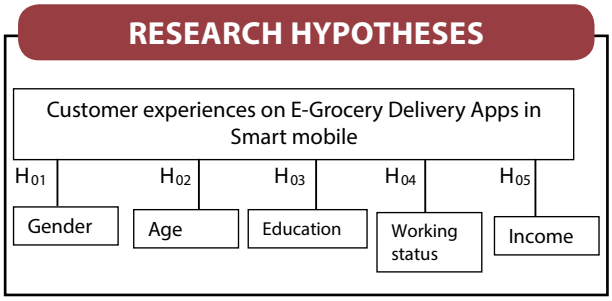
in India. Reema Singh and Magnus Söderlund (2019) have emphasized customer experience, examining antecedents to customers' online grocery shopping experience using a conceptual framework involving both attribute-related performance evaluations and holistic experience. online shopping experiences entail more than just this interface; it comprises experiences with the website, the reception of ordered goods, timely delivery and effective customer service. Shenle Pan, Vaggelis Giannikas, Yufei Han, Etta Grover-Silva and Bin Qiao the results of this study With the emergence of e-commerce in grocery retail, the food supply chain faces new challenges. In this paper, we focused on such a challenge regarding the successful delivery of grocery orders placed online. Due to the perishability and sensitivity of some grocery items, customer attendance is often critical for the successful delivery of online orders. Sai Kalyan Kumar Sarvepalli* and Abbaraju Udaya Shankar (2016) show that the Online Grocery shopping is for sure going to grow exponentially in near future. In a country like India where the shopping is considered fun and a family activity, the companies should duly consider all the aspects right from making the customers understand the availability of services, its benefits, offers and discounts which in a way once the customer gets to shop once the overall experience should bring him back again. With the increase in the usage of the internet, smartphones, busy life styles, traffic woes are few of the drives behind one looking for shopping grocery online.

Research methodology

Objectives of the research study are:

- To find and assess the influence of various demographic variable shaping customer experiences and attitudes towards purchase of e-groceries using smart mobile Apps.
- To figure out certain motivational factors resulting in buying behaviors experiences of e-groceries purchasing customer.

The researchers planned to carry out current study of descriptive immature as the Customer experiences on E-Grocery shopping delivery Apps in Smart mobile in Bengaluru city. The research study to be collecting the data for these both primary and secondary sources was used. Primary data collected through an empirical investigation, the data collected through online survey, via E-mail ids were gathered from various sources belonging to Bengaluru city India. Questionnaire was sending through on web portal of Google forms. The forms give a service in generating the URL link through which the respondent can view the designed questionnaire in the web portal. First, the questionnaire links were sent to collected mail-IDs and responses were received to the database automatically. Secondary data collected through the key journals, reports, magazines, websites and proceeding. The questionnaire measures Customer experiences on E-Grocery shopping delivery Apps in Smart mobile on a five point scale ranging from (i) strongly disagree to (5) "strongly agree" The data collected through online survey, E-mail id's were gathered from various sources belonging to Bengaluru city India. The sampling method used for this study was Non-Probability Sampling. Snowball and Purposive sampling method were used to draw the sample from population. The population in this study comprise of customer who loves E-grocery shopping delivery Apps in mobile at Bengaluru city. It is decided to choose in order to collect the data a through online survey structured questionnaire was farmed Questionnaires were distributed amongst the sample of 500, But received 391 customers respondents of Customer experiences on E-Grocery shopping delivery Apps mobile in May – July 2022. The data was collected tying a survey and interpretation through to check the reliability of the data cronbach alpha test was applied in order to find out the most preferable Customer experiences on E-Grocery shopping delivery Apps on smart mobile. Statistical tool were Sample percentage method and one –way ANOVA analysis was applied. All the analysis was carried out by SPSS 24.0.



H_{01}: There is no significant variance between customer experiences on E-Grocery Delivery Apps in smart mobile among the gender group.

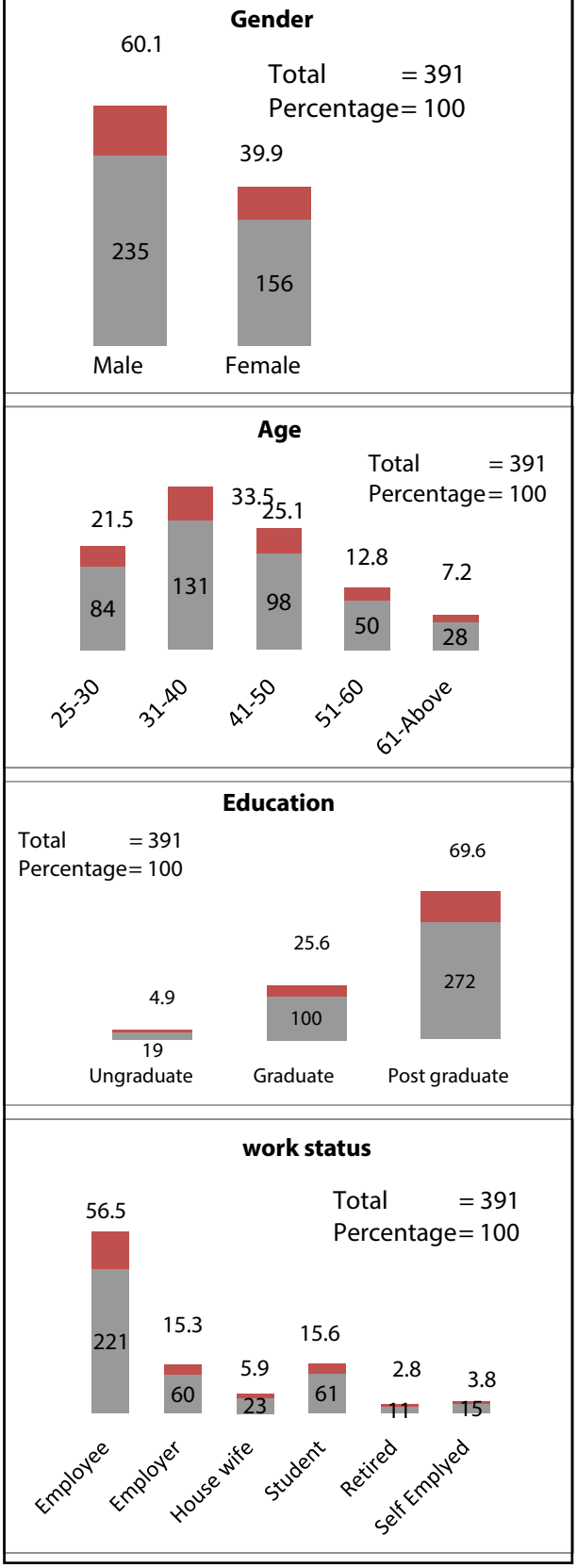
H_{02}: There is no significant variance between customer experiences on E-Grocery Delivery Apps in smart mobile among the age group.

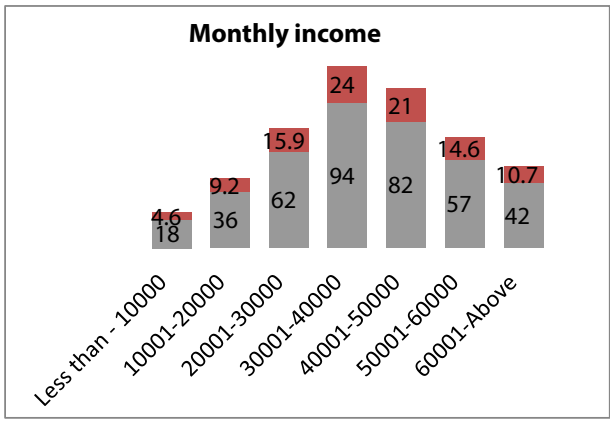
H_{03}: There is no significant variance between customer experiences on E-Grocery Delivery Apps in smart mobile in among the Education group

H_{04}: There is no significant variance between customer experiences on E-Grocery Delivery Apps in smart mobiles among the working status

H_{05}: There is no significant variance between customer experiences on E-Grocery Delivery Apps in smart mobiles among the income group.

Fig : 1 DEMOGRAPHIC PROFILE





Source: Collected from primary data

- From research analysis out of 391 respondents, 235 (60.1%) male and156 (39.9 %) females respectively at E-Grocery Delivery Apps in smart Mobile in Bengaluru city. The above percentage is stated that male is more inclined than women in E-Grocery Delivery Apps in smart Mobile.
- The study has been indicated that out of 391 respondents,84 (21.5 %) customers are in age group of Below 25-30 years, 131 (33.5 %) respondents are in age group of 31-40 Years, 98 (25.1 %) respondents are in age group of 41-50 Years, 50(12.8%) respondents are in the age group of above 51-60 Years and 28 (7.2 %) respondents are in the age group of above 61-above Years. From the above results that respondents in the age group of 31-40 Years, 41-50 Years are interested in E-Grocery Delivery Apps in smart Mobile.
- From 391 respondents, 272 (69.6 %) respondents are having post graduates education, 100 (25.6 %) respondents are graduates and 19 (4.9 %) respondents are undergraduates. It can be observed that respondents with post-graduation and graduation studies are more visit E-Grocery Delivery Apps in smart Mobile.
- From the study 391 out of Employee 221 (56.5 %), Employer 60 (15.3%), student 61 (15.6 %) House wife 23 (5.9 %), Retired 11 (2.8 %) and self-employed 15 (3.8 %), the result are analysis that salaried employees, employer, students and House wife are more happy to purchase E-Grocery Delivery Apps in smart Mobile at Bengaluru city.
- Income groups 391 out of 18 (4.6 %) respondents have monthly income Up to Rs less than- 10000 , 36 (9.2 %) respondents are having monthly income of Rs. 10,001-20,000, 62 (15.9 %) respondents are having monthly income of Rs.20,001-30,000 94 (24 %) respondents have monthly income Up to Rs 30001-40000 , 82 (21%) respondents have monthly income Up to Rs 40001-50000, 57 (14.6%) respondents have monthly income Up to Rs 50001- 60000, 42 (10.7 %) respondents have monthly income Up to Rs 60001- Above, it can be understood that monthly income group of above Rs 30,001-40,000, Rs 40,001 to 50,000 and 20,001-30,000 are the mostly represents the middle class income preferred to visits E-Grocery Delivery Apps in smart Mobile at Bengaluru in India.

Table 2: Customers opinion on E-Grocery Delivery Apps in smart Mobile

Do you have smart Mobile		
Yes	303	77.5
No	88	22.5
Do you purchases grocery		
Yes	338	86.4
No	53	13.6
Did you like E-Grocery Delivery App in smart Mobile		
Yes	355	90.8
No	36	9.2
Which system do you purchase E-Grocery Delivery App		
Computer	14	3.6
Smart Mobile	314	80.3
Both	63	16.1
Which days do you purchases in E-Grocery Delivery Apps in smart Mobile		
Normal days	198	50.6
Weekends	193	49.4
what time do you order E-Grocery Delivery Apps in smart Mobile		
Everyday	31	7.9
Weekly	89	22.8
2 weeks	141	36.1
Monthly	130	33.2
How much money do you spend to purchase E-Grocery Delivery App		
300-1000	70	17.9
1001-3000	111	28.4
3001-5000	152	38.9
5001-Above	58	14.8
Mode of payment		
Cash in hand	66	16.9
Debit card	78	19.9
Credit Card	61	15.6
Net Banking	33	8.4
Wallet	153	39.1
Sources of Awareness on E-Grocery Delivery Apps in smart Mobile		
Friends	88	22.5
Family	47	12.0
T.V	45	11.5
Radio	25	6.4
Internet	125	32.0
Newspaper	48	12.3
Magazines	13	3.3
Total	391	100.0

Source: Collected from primary data

- The research study found that out of 391 respondents 303 (77.5 %) to like smart mobile and 88 (22.5 %) negligible to like smart mobile.
- From the analysis out of 391 respondent 338 (86.4%) like to purchases grocery 53 (13.6) not like purchases grocery.
- From the study result indicated 391 out of 355 (90.8%) like E-Grocery Delivery App in smart Mobile and 36 (9.2%) are not like E-Grocery Delivery App in smart Mobile
- The results show the respondents are purchase E-Grocery Delivery App 314 (80.3 %) like smart Mobile, 63 (16.1 %) like both via Smart mobile and computer and 14 (3.6 %) like computer. Customer showing much more interest on purchase E-Grocery Delivery App smart mobile.
- The research study respondents are 391 out of 198 (50.6 %) normal days' purchases in E-Grocery Delivery Apps and 193 (49.4 %) weekends' purchases in E-Grocery Delivery Apps. From the above results Customer showing much more interest on all days via normal days and weekend's days to E-Grocery delivery apps in smart Mobile.
- From this research analysis 391 respondents stated that time you order like to E-grocery delivery apps in smart Mobile 141 (36.1 %) 2 weeks, 130 (33.2 %) monthly, 89 (22.8 %) weekly and 31 (7.9 %).Most of the customers' orders E-Grocery delivery apps in smart Mobile 2 weeks and monthly.
- The study found that 391 respondents that spend money do you purchase E-Grocery delivery apps 300-1000 rupees 70 (17.9 %),1001-3000 rupees 111 (28.4 %), 3001-5000 rupees 152 (38.9 %) and 5001-above rupees 58 (14.8 %).As per result most of the customers 3001-5000 rupees and 1001-3000 rupees are spend money do you purchase E-Grocery delivery apps.
- The research analysis 391 respondent stated mode of payment cash in delivery 66 (16.9 %), debit card 78 (19.9 %), credit card 61 (15.6%), Net banking 33(8.4 %) and wallet 153 (39.1 %). Respondent shows interest to making payment Wallet (Paytm ,Phonepe),Debit card and cash in hand to order E-Grocery delivery apps.
- Majority of 391 respondents get sources of awareness E-Grocery apps through friends 88 (22.5%), family Members 47 (12.0%),T.V 45 (11.5%), Radio 25(6.4%) , Newspaper 48(12.3%) internet 125(32.0 %), and magazines 13 (3.3%).From this study customer get more awareness in order in E-Grocery delivery app by internet , newspapers, friends and T.V.

Table 3: Items bought by customers on E-Grocery Delivery Apps in smart mobile

Groceries	188	30.2
Vegetables	32	5.1
Fruits	30	4.8
Dry fruits	75	12.1
Snacks, soft drinks	50	8.0
Beauty care	20	3.2
Skin care	25	4.0
Hair care	16	2.6
Health care	34	5.5
Milk and dairy	56	9.0
Home cleaning	21	3.4
Non-veg	75	12.1

Source: Source: Multiple responses, Total do not add up to 391

Most of the respondents preference to order E-Grocery Delivery Apps in smart Mobile grocery 30.2 percent, dry fruits 12.1 percent and 12.1 percent Non-veg, 9.0 percent milk and dairy and snacks & soft drinks percent items make more influence in E-Grocery Delivery Apps in smart Mobile.

Table 4: E-Grocery Delivery Apps in smart Mobile used by the customers

BigBasket	111	14.6
Flipkart Supermart	52	6.8

Table 4: E-Grocery Delivery Apps in smart Mobile used by the customers

Just Hap	24	3.2
ZopNow	35	4.6
D'Mart	89	11.7
Dunzo	34	4.5
Grofers	41	5.4
Snapdeal Grocery	10	1.3
Nature's Basket	49	6.5
StarQuik	11	1.4
Jio Mart	95	12.5
Big Mart	26	3.4
PayTM Mall	57	7.5
Amazon Prime Pantry5	102	13.4
ShopClues Grocery	23	3.0

Source: Source: Multiple responses, Total do not add up to 391

In the research statement all the respondents like to purchase E-Grocery delivery apps. 14.6 percent Big Basket, 13.4 percent Amazon Prime Pantry,12.5 percent jio Mart,11.7 percent D Mart, PayTM Mall 7.5, (Multiple responses, total do not add up to 391). Most of the customer are like E-Grocery delivery apps in smart mobile that is Big Basket, Amazon Prime Pantry, jio Mart, D Mart and , PayTM Mall.

Table 5: Reliability Statistics

Cronbach's Alpha	N of Items
.889	29

The reliability of data was checked through cronbach alpha test the value of alpha for the data was 0.889. 0.8-0.9 indicates an excellent level of reliability.

Table 6: One –way ANOVA

	Gender		Age		Education		Working status		Income	
	F	Sig	F	Sig	F	Sig	F	Sig	F	Sig
Convenience Delivery	1.886	.170	4.021	.003	2.375	.094	1.646	.147	3.924	.001
Easy ordering Process	1.248	.265	.566	.687	2.782	.063	2.163	.058	1.502	.176
Speed of mobile Internet for access of purchasing E-grocery	.493	.483	.851	.494	.465	.628	1.056	.385	.737	.620
Prices of E-grocery product	.381	.537	2.813	.025	1.745	.176	3.153	.008	.607	.725
E-grocery apps Technical problem	.707	.401	.107	.980	.009	.991	.812	.542	.573	.752
E-grocery delivery quality of product	.084	.771	1.205	.308	1.115	.329	.626	.680	1.292	.260
Mismatching delivery	.005	.942	1.080	.366	2.073	.127	1.234	.292	.603	.728
Employee communication in E-grocery delivery	3.493	.062	2.241	.064	1.040	.354	1.628	.151	1.968	.069

Table 6: One –way ANOVA

	Gender		Age		Education		Working status		Income	
	F	Sig	F	Sig	F	Sig	F	Sig	F	Sig
Displaying picture of the product in e-grocery apps	4.658	.032	1.216	.303	1.627	.198	2.349	.040	2.737	.013
Customer loyalty	1.001	.318	1.091	.361	1.183	.308	1.379	.231	.609	.723
Instant refunds actives	1.559	.213	1.042	.385	1.701	.184	2.057	.070	1.342	.238
Employees in the E-grocery store Truthful action to resolve to problems to customers	.026	.872	1.125	.344	2.197	.113	2.540	.028	.722	.632
Sending new arrival to your E-mails/SMS	.148	.701	.597	.665	3.534	.030	2.229	.051	1.516	.172
Special gifts vouchers	1.370	.243	2.288	.059	1.367	.256	1.623	.153	1.415	.208
You feel E-grocery shopping is comfortable shopping	.872	.351	1.957	.100	2.984	.052	1.442	.208	1.129	.345
Proper Handling problems and complaints	1.751	.186	1.128	.343	.410	.664	2.543	.028	.808	.564
Issues feedback forms to customers	3.153	.077	3.091	.016	.720	.487	1.259	.281	2.109	.051

Source: SPSS .24 One –way ANOVA Sample Test worksheet.

H_{01}: There is no significant variance between customer experiences on E-Grocery Delivery Apps in smart mobile among the gender group.

One –way ANOVA illustration is to know about the gender has any significant variance between customer experiences on E-Grocery Delivery Apps in smart mobile. From the above table, p value is found to be Convenience Delivery 0.170, Easy ordering Process 0.265, Help line 24/7 0.777, Cancellation 0.074, Free Delivery 0.348,Membership cards 0.196, SMS alerts 0.597, Discount /Offers services 0.390, Faster and quick payments Mode 0.079, Tracking where is my order 0.182, In time delivery 0.618, Easy for search the product 0.249, E-grocery Apps designs 0.458, Delay for E-grocery services 0.799, Speed of mobile Internet for access of purchasing E-grocery 0.483, Prices of E-grocery product 0.537, E-grocery apps Technical problem 0.401, E-grocery delivery quality of product 0.771, Mismatching delivery 0.942, Employee communication in E-grocery delivery 0.062, Displaying picture of the product in e-grocery apps 0.032, Customer loyalty 0.318, Instant refunds actives 0.213, Employees in the E-grocery store Truthful action to resolve to problems to customers 0.872, Sending new arrival to your E-mails/SMS0.701, Special gifts vouchers 0.243, You feel E-grocery shopping is comfortable shopping 0.351, Proper Handling problems and complaints 0.186 and Issues feedback forms to customers 0.077 which is greater than p > 0.05. Hence, null hypothesis (H0) is accepted. That means gender Therefore, there is no significant variance between customer experiences on E-Grocery Delivery Apps in smart mobile.

H_{02}: There is no significant variance between customer experiences on E-Grocery Delivery Apps in smart mobile among the age group.

The ANOVA table 4, it is observed that the significant calculated are Convenience Delivery 0.03, Easy ordering Process 0.687, Help line 24/7 0.039, Cancellation 0.697, Free Delivery 0.741,Membership cards 0.325, SMS alerts 0.232, Discount /Offers services 0.014, Faster and quick payments Mode 0.425, Tracking where is my order 0.537, In time delivery 0.106, Easy for search the product 0.517, E-grocery Apps designs 0.275, Delay for E-grocery services 0.060, Speed of mobile Internet for access of purchasing E-grocery 0.494, Prices of E-grocery product 0.025, E-grocery apps Technical problem 0.980, E-grocery delivery quality of product 0.308, Mismatching delivery 0.366, Employee communication in E-grocery delivery 0.64, Displaying picture of the product in e-grocery apps 0.305, Customer loyalty 0.361, Instant refunds actives 0.385, Employees in the E-grocery store Truthful action to resolve to problems to customers 0.344, Sending new arrival to your E-mails/SMS 0.665,

Special gifts vouchers 0.059, You feel E-grocery shopping is comfortable shopping 0.100, Proper Handling problems and complaints 0.343 and Issues feedback forms to customers 0.016 for all the influencing customer experiences factors which are greater than the significant (P > 0.05) Hence, null hypothesis (H0) is accepted. That means age therefore; there is no significant variance between customer experiences on E-Grocery Delivery Apps in smart mobile.

H_{03}: There is no significant variance between customer experiences on E-Grocery Delivery Apps in smart mobile among the Education group.

One way ANOVA is to know about education level has any significant variance between customer experiences on E-Grocery Delivery Apps in smart mobile. The significant level P-value of ANOVA is table show Convenience Delivery 0.094, Easy ordering Process 0.063, Help line 24/7 0.766, Cancellation 0.940, Free Delivery 0.871,Membership cards 0.354, SMS alerts 0.502, Discount /Offers services 0.843, Faster and quick payments mode 0.776, Tracking where is my order 0.917, In time delivery 0.855, Easy for search the product 0.417, E-grocery Apps designs 0.565, Delay for E-grocery services 0.074, Speed of mobile Internet for access of purchasing E-grocery 0.628, Prices of E-grocery product 0.176, E-grocery apps Technical problem 0.991, E-grocery delivery quality of product 0.329, Mismatching delivery 0.127, Employee communication in E-grocery delivery 0.354, Displaying picture of the product in e-grocery apps 0.198, Customer loyalty 0.308, Instant refunds actives 0.184, Employees in the E-grocery store Truthful action to resolve to problems to customers 0.113, Sending new arrival to your E-mails/SMS 0.30, Special gifts vouchers 0.256, You feel E-grocery shopping is comfortable shopping 0.052, Proper Handling problems and complaints 0.664 and Issues feedback forms to customers 0.487 customer experiences on E-Grocery Delivery Apps in smart mobile factors which are greater than the significant (P > 0.05) Hence, null hypothesis (H0) is accepted. That means education therefore; there is no significant variance between customer experiences on E-Grocery Delivery Apps in smart mobiles.

H_{04}: There is no significant variance between customer experiences on E-Grocery Delivery Apps in smart mobiles among the working status.

From this One –way ANOVA table , it is observed that the significant calculated are for all the influencing p= Convenience Delivery 0.147, Easy ordering Process 0.058, Help line 24/7 0.86, Cancellation 0.998, Free Delivery 0.235,Membership cards 0.659, SMS alerts 0.138, Discount /Offers services 0.367, Faster and quick payments mode 0.897, Tracking where is my order 0.435, In time delivery 0.523, Easy for search the product 0.534, E-grocery Apps designs 0.034, Delay for E-grocery services 0.147, Speed of mobile Internet for access of purchasing E-grocery 0.385, Prices of E-grocery product 0.008, E-grocery apps Technical problem 0.542, E-grocery delivery quality of product 0.080, Mismatching delivery 0.292, Employee communication in E-grocery delivery 0.151,Displaying picture of the product in e-grocery apps 0.040, Customer loyalty 0.231, Instant refunds actives 0.070, Employees in the E-grocery store Truthful action to resolve to problems to customers 0.028, Sending new arrival to your E-mails/SMS 0.057, Special gifts vouchers 0.153, You feel E-grocery shopping is comfortable shopping 0.208, Proper Handling problems and complaints 0.028 and Issues feedback forms to customers 0.281 customer experiences on E-Grocery Delivery Apps in smart mobile factors which are greater than the significant (P > 0.05) Hence, null hypothesis (H0) is accepted. That means working status therefore; there is no significant variance between customer experiences on E-Grocery Delivery Apps in smart mobiles

H_{05}: There is no significant variance between customer experiences on E-Grocery Delivery Apps in smart mobiles among the income group.

From this income group One –way ANOVA table, it is observed that the calculated are for all the influencing p= Convenience Delivery 0.001, Easy ordering Process 0.176, Help line 24/7 0.657, Cancellation 0.143, Free Delivery 0.475,Membership cards 0.302, SMS alerts 0.489, Discount /Offers services 0.313, Faster and quick payments mode 0.085, Tracking where is my order 0.106, In time delivery 0.178, Easy for search the product 0.126, E-grocery Apps designs 0.239, Delay for E-grocery services 0.111, Speed of mobile Internet for access of purchasing E-grocery 0.020, Prices of E-grocery product 0.725, E-grocery apps Technical problem 0.752, E-grocery delivery quality of product 0.260, Mismatching delivery 0.728, Employee communication in E-grocery delivery 0.069,Displaying picture of the product in e-grocery apps 0.013, Customer loyalty 0.723, Instant refunds actives 0.238, Employees in the E-grocery store Truthful action to resolve to problems to customers 0.632, Sending new arrival to your E-mails/SMS 0.172, Special gifts vouchers 0.208, You feel E-grocery shopping is comfortable shopping 0.345, Proper Handling problems and complaints 0.564 and Issues feedback forms to customers 0.051 customer experiences on E-Grocery Delivery Apps in smart mobiles factors which are greater than the significant (P > 0.05) Hence, null hypothesis (H0) is accepted. That means income group therefore; there is no significant variance between customer experiences on E-Grocery Delivery Apps in smart mobiles.

Table 7: Hypotheses

NO.	Hypotheses	Results	Tools
H_{01}	There is no significant variance between customer experiences on E-Grocery Delivery Apps in smart mobile among the gender group. the Gender group	Accepted	one way ANOVA
H_{02}	There is no significant variance between customer experiences on E-Grocery Delivery Apps in smart mobiles among the age group	Accepted	one way ANOVA
H_{03}	There is no significant variance between customer experiences on E-Grocery Delivery Apps in smart mobiles among the education group	Accepted	one way ANOVA
H_{04}	There is no significant variance between customer experiences on E-Grocery Delivery Apps in smart mobiles among the working status group	Accepted	one way ANOVA
H_{05}	There is no significant variance between customer experiences on E-Grocery Delivery Apps in smart mobiles among the income level group	Accepted	one way ANOVA

Conclusion

We are living in an era of gig economy. Amplification of services rendering is irreversible as emphasis on digitalization taken off to a new height. Hence there is a need on the part of FMCG companies and grocery delivery marketers to unleash the potential of various apps and smart phones in enhancing delivery efficiency and unlocking of the value and value creation for both the marketer and customer.

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