ORIGINAL RESEARCH

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Customer Satisfaction towards Convenient Grocery Shopping from Provisional Stores during COVID-19

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Abstract

Customer satisfaction has a crucial role in forming consumers' subsequent purchase behavior and intentions. This study aims to identify the determinants of consumer satisfaction towards convenient grocery shopping from Indian provisional stores and to examine the customer satisfaction level towards each of these convenience variables during COVID-19. A total of 378 consumers of provisional or Kirana stores spread across India were surveyed using a structured questionnaire. The data gathered was analyzed using factor analysis, multiple linear regression, descriptive statistics, and average percentage scores. The results suggest that the consumers are highly satisfied with easy and fast access to the store and an extent to the acquisition of the product and hygiene of the store but require significant improvement in the product search process and transaction period in the store. Public spending on groceries has increased since the COVID-19 pandemic, owing to the partial closing of many food-away-from-home establishments. Though grocery shopping is necessary, little is known about the complex relationship between the COVID-19 pandemic and grocery shopper behavior. We performed an online framed decision experiment to evoke expectations for ordering processes, time windows, minimum order conditions, and fees to inform heterogeneity in grocery shopper behavior under different COVID-19 pandemic scenarios.

Keywords

Convenience, Provisional stores, Kirana, Customer Satisfaction, COVID-19.

Imprint

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1. Introduction

The Indian food retail industry is a progressing and competitive industry, witnessing a considerable change in the past few months. The coronavirus pandemic has upended the industry, and consumer buying patterns have started varying. There is intense competition between online and offline grocery retail; however, Kirana stores are again turning the tables and dominating the domestic grocery retailing environment during the ongoing lockdown. People depend on them for daily essentials. Though online grocery shopping and supermarkets have been affecting their profitability, the Kirana ecosystem has been seen fighting back to retain the spotlight in these times [1]. They face certain advantages and challenges regarding changing consumer buying behavior which requires a new era of measurement embracing which can help them conquer disruptive forces and meet consumer needs with confidence now and in the future. There are aggregators like Zomato, Swiggy followed by Amazon, providing door-to-door grocery delivery during the lockdown. However, this does not seem to be adding value to the online business due to the fear among consumers for the spread of COVID-19 by delivery executives [2]. There have been cases where many families were caught with corona due to the delivery person, which further inclines the consumers towards the Kirana or provisional stores. Customer satisfaction and retention have become very important where consumers demand and desire more convenience in acquiring products and services. Convenience for most shoppers is an experience that ultimately saves their time and effort. It is quick, easy and allows a shopper to get what they need and when they need it [3].

Convenience in provisional grocery stores has become an important factor in developing the perceived value, loyalty, and satisfaction during COVID-19. Thus, it becomes important for these stores to provide superior convenience to customers apart from basic offerings of reasonable price, quality products, and effective promotions. Hygiene, fresh food products availability, store location, digital payments, crowd

levels, and services provided have been marked out as key determinants that could influence customer buying behavior decisions during COVID-19 lockdown, thus acknowledging an increased demand for convenience the consumers [4].

Due to COVID-19lockdown, the online retailing delivery was suspended. The only choice people had been to visit the nearby grocery stores for their daily requirements personally. A limited study has been conducted during COVID-19 times related to the shopping experience in Kirana stores. Thus, this study aimed to fill the gap by identifying the determinants of consumer satisfaction for the convenience provided by grocery or Kirana stores. The study also examines the consumer satisfaction level towards each of these convenience variables during COVID-19 [5].

2. Literature Review

The concept of convenience came to light in marketing literature with Copeland's (1923) concept of classification of goods where he proposed that by classifying goods using his three-way structure involving shopping, convenience, and specialty goods, marketers can select the type of store in which the products should appear and their suitable distribution. He defined convenience goods as those low-priced goods which consumers are well-aware of and are purchased from easily reachable outlets [6].

Anderson (1972) introduced that convenience is caused by two major motives: satisfying the instant needs and reducing effort and time for alternate purposes. He examined the convenience-based consumption concept in the subject of food items. In the beginning, marketing researchers investigated more upon finding the relation between the employment status of household adults and convenience consumption [7]. It was the common thought that as the second earner of the house starts working, they get very little time to carry out their household tasks and, this leads to an increased requirement of convenient services or products observed by Jacobs and Waldman; Anderson; Wissmann and Marple; Strober and Weinburg; Strober; and Vickery. Later, using the roll theory of Reilly and Anderson, numerous researchers studied the relation between the socio-economic position of a family and the convenience expenditure. Another set of researchers has suggested that changes in lifestyles cause paucity of time, resulting in the need for convenience, as observed by Blackwell and Voss, Berry, Berry, and Cooper. From a much wider perspective, researchers have suggested that despite factors like work status; it is the values of the consumer that create an inclination towards/away from convenience (Stampfl, 1982; Morganosky, 1986; Lamont, Vinson and Scott, 1977). Evaluative, global, and domain-specific beliefs are the three classes of values that they have introduced [8].

2.1. The Multidimensional nature of convenience

It has been stated through various researches that the construct of convenience is not one-dimensional but multidimensional. A framework was introduced by Yale & Venkatesh for understanding how the convenience variables such as attitude and situational context influence preferences of an individual and the need for some of the convenience attributes such as appropriateness, handiness, time utilization, accessibility, avoidance of unpleasantness, and portability [9]. The key takeaway is that with an individual's changing situation, the perception of convenience keeps changing. Brown defines convenience in terms of service rather than individual, using five service attributes like time, acquisition, place, use, and execution. In 1993, Yale and Gehrt adopted the spatial, effort, and temporal dimensions associated with convenience. McAnally and Brown expressed convenience in terms of energy and time. They described convenience as a 'decrease in consumer's energy and time needed to obtain, utilize, and discard a service or product comparative to energy and time needed by other profferings in service or product class.' A systematic review was performed by Reimers & Clulow of studies related to convenience theories in previous literature and suggested that convenience in retail is achieved by reducing the costs of effort, time, and space [10].

Researchers differentiated the types of convenience as Service convenience, as observed by Seiders, Grewal, and Berry, and retail convenience, as studied by Gresham, Seiders, and Berry, to better understands the convenience theory.

Retail convenience is described as "consumers' time and effort associated with shopping in a retail environment" (Seiders, Gresham, and Berry), including four dimensions of convenience: transaction, search, access, and possession relevant to the retailers.

In 2002, Seiders, Grewal, and Berry introduced Service Convenience explained as "consumers' time and effort perceptions related to buying/using a service." It

includes five dimensions a transaction, access, benefit, post-benefit, and decision convenience. Recently, Seiders (2007), to measure the service convenience, introduced a scale in a homological network [11].

However, due to the COVID-19 outbreak (2020), with an increasing number of victim cases and corresponding lockdown guidelines introduced by the Indian Government, the dimensions of convenience at the provisional stores seem to have widened because of the increased risk of safety and hygiene at the stores and increased demand of convenience for the same. Thus, this study on convenience has been divided into five major dimensions, namely, access, search, acquire hygiene, and transaction, defined below:

2.1.1. Access Convenience

It is "the ease and speed, with which a consumer can reach the provisional store," where location has always been considered one of the key factors in choosing a provisional store. Thus, the physical location of a provisional store and its operating hours together determines this convenience [12].

2.1.2. Search Convenience

It is "the speed and ease with which consumers can identify and select products that they wish to buy." It includes various factors like efficiently interactive customer systems, well-informed store employees, store layout, and product display. It helps customers in making their purchase decisions and shopping process easier.

2.1.3. Acquire Convenience

It is defined as "the ease with which the consumers can get the desired products." With a high possession convenience value, the consumers perceive the advantage of obtaining the desired product in their hands at the end of the shopping trip that offset the cost of time and effort associated with traveling to the store's location and searching through the store find exactly what they want.

2.1.4. Hygiene Convenience

It is defined as "the degree to which the consumers find the store clean, spacious and safe" during COVID-19. A high hygiene convenience value provides the benefit. The store is cleaned and sanitized now. Then, the store employees wear their masks properly, and follow social distancing practices and promote the same [13].

2.1.5. Transaction Convenience

It is "the ease and speed with which the consumers can complete their payment process." It includes less waiting time in the payment queue, easy mode of payment (online/offline), and easy return/exchange policies of the store. These dimensions consist of 19 items each, quantified on a five-point, strongly disagree/strongly agree scale where Access Convenience (Items 1-3), Search Convenience (Items 4-9), Acquire Convenience (Items 10-12), Hygiene Convenience (Items 13-15) and Transaction Convenience (Items 16-19). These scale scores can be measured to figure out the overall customer satisfaction.

3. Research Methodology

The research aims to understand the satisfaction level of consumers towards convenient grocery shopping from the Provisional/Kirana store and the responsible factors for it. Therefore, descriptive research methodology was adopted. The research includes the study of surveys for consumers at different locations across India. It was conducted for the consumers of all classes, including both regular and occasional buyers of grocery from provisional stores. The location was PAN India; where 378 the sample size was taken for the survey. Primary research was carried out through a questionnaire containing the 19 items Likert scale aiming to evaluate the satisfaction level of consumers for the parameter convenience. Primary data was collected through a questionnaire that contained closed-ended questions and followed a clear, structured format; the study was conducted from May to June 2020 (Phase 4 & Unlock 1.0). The convenience sampling method was adopted for sample collection. SPSS Statistics version 23 was used to analyze the data. Pearson's correlation, exploratory factor analysis, and regression analysis are applied for analysis [14].

4. Research Analysis and Results

4.1. General Profile of respondents

A demographic analysis of the respondents was done. Table 1 clearly shows that 58.5% of the samples were males, and 41.5% were female. Based on age, 51.3% were between 19-25 years, 28.8% between 26 and 32, 0.8% belonged to the age group of 33-39, 2.1% were in the age group of 40-46, and 16.9% were above 46 years. 24.1% were married while the rest, 75.9%, were unmarried.51.6% of the

Table 1

Demographic profiling of the participants

Characteristics	Classification	No of respondents	Percentage (%)
Gender	Female	157	41.5
	Male	221	58.5
Age	19-25	194	51.3
	26-32	109	28.8
	33-39	3	0.8
	40-46	8	2.1
	Above 46	64	16.9
Marital Status	Married	91	24.1
	Unmarried	287	75.9
Occupation	Homemaker	5	1.3
	Retired	19	5
	Student	157	41.5
	Unemployed	2	0.5
	Working	195	51.6
Monthly Household Income	Under INR 30,000	72	19.0
	INR 30,000-59,999	85	22.5
	INR 60,000-89,999	44	11.6
	INR 90,000-1,19,000	48	12.7
	INR 1,20,000 or above	129	34.1
Frequency of visits to the grocery store	Daily	29	7.7
	2 times a week	126	33.3
	Weekly	109	28.8
	Every 15 days	61	16.1
	Monthly	53	14.0
Time of visit	7 AM-10 AM	89	23.5
	10 AM-1 PM	134	35.4
	1 PM-4 PM	40	10.6
	Post 4 PM	115	30.4
No of House Members	1	35	9.3
	2	42	11.1
	3	108	28.6
	4 and above	193	51.1

sample were working, 0.5% unemployed, 41.5% students and 5% retired, and 1.3% were homemakers. Looking at monthly household income, 19% of respondents belonged to the income group of under Rs 30,000, 22.5% of respondents belonged to income group of Rs 30,000-Rs 59,999, 11.6% of respondents belonged to the income group of Rs 60,000- Rs 89,999, 12.7% of respondents belonged to the income group of Rs 90,000-Rs 1,19,000 and 34.1% of respondents belonged to income group of Rs 1,20,000 or above. 7.7% of the respondents visited the grocery stores daily, 33.3% of the respondents visited the grocery stores twice a week, 28.8% of the respondents visited the grocery stores weekly, 16.1% of the respondents visited the grocery stores every 15 days, and 14% of the respondents visited the grocery stores every month. 23.5% of the respondents visited the grocery store between 7am-10am, 35.4%between 10am-1pm, 10.6% between 1pm-4pm, and 30.4% visited the grocery stores post 4 pm. Out of all the respondents, the majority (51.1%) have a family size of 4 and above, 28.6% have 3 family members, 11.1% have 2 family members, and 9.3% have only 1 family member [15].

4.2. Exploratory Factor Analysis

EFA method was conducted to establish the major factors responsible for convenient grocery shopping. Bartlett's Sphericity test, along with Kaiser-Meyer-Olkin (KMO) and Measure of Sampling Adequacy (MSA) for sample adequacy, was used to access the appropriateness of all the sub-factors and factors.

As per the result of the Bartlett test, the KMO value at an overall level was found to be 0.857 as shown in Table 2, considered as excellent, whereas at an individual level, the score was above 0.4, which is considered to be the threshold for the line item or factor to be accepted, which means that all of the 19 items were considered for the analysis. Bartlett's sphericity test results are as follows: $\chi 2 = 2178.177$, df 171, $p \leq 0.0001$). We can conclude that 19 subscale items are not correlated in an identity matrix. Table 3 shows the total variance explained.

Principal Component Matrix method was used to extract, and Varimax and Kaiser Normalization were the methods to rotate the subscales. Kaiser and Rice (1974), which use an eigenvalue greater than 1 to be considered individual factors, were considered to classify the number of factors. Based on the eigenvalues, a five-factor result emanated. Table 4 shows as per the rotated component matrix, a similar factor structure

Table 2

KMO and bartlett's test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.857
Bartlett's Test of Sphericity	Approx. Chi-Square	2178.177
	Df	171
	Sig.	0.000

Table 3

Total variance explained

Factors	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of variance	Cumulative %	Total	% of variance	Cumulative %	Total	% of variance	Cumulative %
1	5.543	29.174	29.174	5.543	29.174	29.174	3.396	17.873	17.873
2	1.713	9.014	38.188	1.713	9.014	38.188	2.315	12.185	30.058
3	1.581	8.321	46.509	1.581	8.321	46.509	1.875	9.868	39.925
4	1.123	5.912	52.421	1.123	5.912	52.421	1.793	9.435	49.360
5	1.086	5.716	58.138	1.086	5.716	58.138	1.668	8.777	58.138

Table 4

Rotated component matrixa

	Component				
	1	2	3	4	5
I can find a wide variety of products at the store	.798				
I like the store because I find substitutes for the product that goes out of stock	.739				
I can find the products I search for at the provisional store (There is no stock out the problem)	.724				
The store has a nice display of products, making it easy (minimal effort) to select what I need.	.702				
I am easily able to obtain product advice/ information required to complete my purchase at the store	.585				
I could easily move through/ inside the store to select the products	.579				
I feel that the store person gives my list of products very fast (prompt service)/ it is not time-consuming	.439				
I like that the grocery store employees keep the area sanitized and clean		.819			
The grocery store employees wear masks properly (covering nose and mouth)		.817			

	Component				
	1	2	3	4	5
The grocery store/consumers standing follow social distancing practices.		.718			
I do not have to wait to pay			.707		
It takes little time to carry out the payment for my purchase at the store			.671		
In case you are short of cash, the store allows you to give grocery on credit (you can pay later)			.571		
I am satisfied that the store gives me the option to do the payment by cash or an online app (Paytm, Gpay)			.414		
The store does not provide old stock products				.842	
The store does not provide expired or defective products				.799	
I am satisfied with the quality/price ratio provided at the store (good quality products available at a fair price)				.458	
I am happy that I get to the store easily and quickly					.820
The store provides convenient store timings.					.767
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.					
a. Rotation converged in 6 iterations.					

emerged as presented in the questionnaire. All of these factors accounted for 58.1 % of the total variance, which is considered satisfactory.

4.3. Reliability

Cronbach is the co-efficient alpha which helps to access the consistency of all the sub-factor items internally on the Likert scale. For the questionnaire to be reliable, all the factors and the entire model, Cronbach's value should be above 0.7. In the case of new scales, it can be as low as 0.5.

The multidimensionality of the construct results in the calculation of the Cronbach values for every dimension. The analysis shows that every factor has a value above 0.6. One of the factors has a value between 0.5 and 0.6 due to modification in the scale, as shown in Table 5, which ensures good internal consistency and reliability among all items within each of these factors. The overall reliability score was 0.855, indicating a high degree of reliability.

Table 5

Reliability analysis

Item No.	Constructs	Reliability Coefficient Alpha
1	Access	0.677
2	Search	0.827
3	Acquire	0.670
4	Hygiene	0.777
5	Transaction	0.537

4.4. Multiple Linear Regression Analysis

A multiple linear regression model with the help of SPSS was used to find the significance of each factor/factor score responsible for the overall satisfaction score. Using the method, the "Satisfaction Index Score" was calculated for all the respondents. The regression model was satisfactory and in line with the desired results.

H_{01}: Accessibility to the provisional grocery store has a significant positive impact on the perceived level of consumer satisfaction.

H_{02}: Search of the desired products in the nearby provisional grocery store has a significant positive impact on the perceived level of consumer satisfaction.

H_{03}: Acquisition of the desired product from the provisional grocery store has a significant positive impact on the perceived level of consumer satisfaction.

H_{04}: Hygiene and sanitation of the provisional grocery store have a significant positive impact on the perceived level of consumer satisfaction.

H_{05}: Ease of transaction at the provisional grocery store has a significant positive impact on the perceived level of consumer satisfaction.

The regression results were significant where a significant regression equation was found ((F (5,369) = 42.562, p<.000) with an R-value of 0.605. Respondents predicted satisfaction score is equal to 0.777+ 0.125 (Transaction) + 0.166(Search) + 0.366(Access) + 0.270(Acquire) + 0.143(Hygiene). Of all the five factors, access, acquire, and hygiene have values of p

values less than 0.05, indicating that these dimensions significantly influence the overall satisfaction score. Transaction and search have p values of 0.344 and 0.075, which are greater than 0.05, indicating their insignificant influence on the overall satisfaction score, as shown in Table 6.

Thus, H01, H03, and H04 hypotheses are correct. Consumers are satisfied with the ease of accessibility, hygiene of the store, and the acquired product's correctness.

The H02 and H05 hypotheses are not accepted since the significant regression result are higher than 0.05. Thus, the search for the product and the transition process is not significant towards consumer satisfaction level.

4.5. Satisfaction Percentage Score

Net Satisfaction index percentage score was calculated for each of the sub-scale/items to have a better understanding of the gaps causing inconvenient shopping from the provisional store and is shown in Table 7.

Table 6

Coefficients of regression

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	.777	.233		3.333	.001	.318	1.235
	Transaction	.125	.132	.069	.948	.344	-.135	.385
	Search	.166	.093	.127	1.784	.075	-.017	.350
	Access	.366	.085	.271	4.288	.000	.198	.534
	Acquire	.270	.118	.146	2.277	.023	.037	.503
	Hygiene	.143	.068	.123	2.093	.037	.009	.277

Table 7

Net satisfaction index of respondents

Scale Items	Highly Disagree	Slightly Disagree	Neutral	Slightly Agree	Highly Agree	NSI
I am happy that I get to the store easily and quickly	0.8%	2.4%	10.6%	33.3%	52.9%	87.04%
The store provides convenient store timings	0.8%	4.5%	11.1%	37.00%	46.6%	84.81%
I could easily move through/ inside the store to select the products	15.3%	18.0%	19.6%	27.5%	19.6%	63.60%
I can find the products I search for at the provisional store (There is no stock out the problem)	5.3%	22.0%	29.1%	28.3%	15.3%	65.29%
I can find a wide variety of products at the store	9.3%	18.0%	32.0%	25.4%	15.3%	63.92%
I like the store because I find substitutes for the product that goes out of stock	4.5%	15.3%	30.7%	32.5%	16.9%	68.41%
The store has a nice display of products, making it easy (minimal effort) to select what I need.	3.2%	15.9%	25.9%	34.9%	20.1%	70.58%
I am easily able to obtain product advice/information required to complete my purchase at the store	3.7%	16.7%	28%	32%	19.6%	69.42%
I feel that the store person gives my list of products very fast (prompt service)/ it is not time-consuming	4.2%	15.6%	28.6%	33.9%	17.7%	69.05%
The store does not provide old stock products	2.6%	13.2%	29.9%	36.2%	18%	70.74%
The store does not provide expired or defective products	1.6%	6.1%	18.3%	38.6%	35.4%	80.05%
I am satisfied with the quality/price ratio provided at the store (good quality products available at a fair price)	1.1%	8.2%	25.9%	44.7%	20.1%	74.92%
The grocery store employees wear masks properly (covering nose and mouth)	2.6%	8.7%	20.4%	37.6%	30.7%	76.98%
I like that the grocery store employees keep the area sanitized and clean	1.9%	7.9%	26.5%	39.2%	24.6%	75.34%
The grocery store/ consumers standing follow social distancing practices.	6.9%	13.5%	23.5%	33.1%	23%	70.37%

Scale Items	Highly Disagree	Slightly Disagree	Neutral	Slightly Agree	Highly Agree	NSI
I do not have to wait to pay	6.3%	15.3%	28.3%	28.8%	21.2%	68.62%
It takes little time to carry out the payment for my purchase at the store	5.8%	14.8%	23.5%	35.7%	20.1%	69.89%
I am satisfied that the store gives me the option to do the payment by cash or an online app (Paytm, Gpay)	3.2%	6.1%	19.8%	23.8%	47.1%	81.11%
In case you are short of cash, the store allows you to give grocery on credit (you can pay later)	17.5%	18.3%	19.6%	25.1%	19.6%	62.22%

4.6. Interpretation

- As per the analysis of all the line items/dimensions, consumers are highly satisfied with the access dimension, i.e., they can reach the store conveniently.
- Keeping 70% as the lower benchmark for the satisfaction level of consumers, consumers are quite satisfied with the product that they acquire during the purchase, i.e., the right set of products at the right price.
- Hygiene has emerged out as a critical factor for convenient shopping due to COVID-19. As per the survey, most consumers are satisfied with how the shopkeepers keep their faces covered with a mask and keep the store clean. However, as per the analysis, there are stores where proper social distancing norms are not being followed appropriately and need addressal.
- Search dimension has been scored below the cut-off satisfaction level, indicating that consumers sometimes suffer from stock out the problem from the nearby provisional stores and cannot find out the substitutes. The availability of a wide variety of products is low during COVID-19. The score has not been low on the scale that the consumers can move inside the store for search purposes, indicating strict and limited access to consumers is not being followed by stores during COVID-19.

5. Discussion

During COVID-19, convenience has gained utmost importance for grocery purchases. Due to uncertainty in timely delivery and fear of corona exposure from online purchases, many consumers have shifted to the nearby grocery store. The current research paper aims to understand the various determinants of convenient shopping and how consumers are content with grocery shopping from the Provisional/Kirana stores.

Factor analysis of 19 scale items was carried out. As per EFA, a five-factor solution was obtained. The KMO value at the overall level was above 0.8 and at an individual level above 0.4, indicating the inclusion of all the scale items. Then, a reliability test was carried out where Cronbach's score at an overall level and the individual level was satisfactory, indicating satisfactory internal consistency. Multiple linear regressions helped to find the satisfaction coefficient of each factor impacting convenient shopping. As per the analysis, consumers were highly satisfied with accessibility to the store, acquiring the store's product, and hygiene. Consumers do not seem to be satisfied with the search process and transition period. With the help of satisfaction percentage score, satisfaction percentage for each of the subscales was found. As per the results, consumers have quick and easy accessibility to the stores. They find stock problems out; there is not much wide variety in products, the service is not prompt, and they provide old stock products. Looking at the transaction factor, consumers are not satisfied with the long waiting period for the purchase process. Though the consumers are slightly satisfied with stores' hygiene, their satisfaction level is pretty low for social distancing practices followed at stores. The provisional stores should try to keep a wide variety of products, flavors and source more quantities of basic products to avoid stock out problems. In case of non-availability of products, the store manager should keep quality substitutes to ensure high consumer satisfaction.

During COVID-19, though the speed of operating has reduced, store managers should come up with efficient processes that can provide prompt services to consumers and eventually reduce waiting time. The store manager needs to adopt more accurate forecasting methods to estimate the demand to avoid accumulation of stock, which will ensure that the consumers do not get old stock products. During COVID-19, hygiene has turned out to be of utmost importance. The store managers should ensure that all of their employees wear masks covering their nose and mouth. The Provisional/Kirana stores need to reinforce prop-

er social distancing practices among consumers while waiting in line. Some stores allow consumers to walk inside to select the products. Stores should limit access inside the store or ensure proper social distancing. The consumers will feel more safe, relaxed and go for repeat purchases.

6. Conclusion

The study indicates that most consumers are highly satisfied with quick and close accessibility to the provisional store. They face a stock-out problem, low on varied products, and are not satisfied with the store person's substitutes. Most consumers agree that they do not get expired or defective during the pandemic but feel that the store provides old stock products. Consumers are highly satisfied with the stores providing alternate payment methods. However, they face the problem of standing in queue for long. Most of the stores allow consumers to walk through it to select alarming products. During the COVID-19, health and hygiene have been of utmost importance, and looking at the parameter, consumers are moderately satisfied with the overall cleanliness of stores. The consumers are not much satisfied that social distancing practises are not being followed properly at stores. The research includes the study of surveys for consumers at different locations across India. It was conducted for the consumers of all classes, including both regular and occasional buyers of grocery from provisional stores.

7. Limitations

The study has been limited to Kirana or provisional stores. The study does not account for the supermarkets where the literature review can be expanded for consumer convenience shopping. Consumer behavior is highly dynamic and varies from time to time. Thus, the conclusion might become less relevant for their upcoming marketing strategies in the coming time. Some respondents have recently started shopping due to COVID-19. Thus, they could not have had the experience to benchmark.

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Conflict of Interest

There is no conflict of interest among the authors.

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