



Urban Infrastructure: Problems & Solutions

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Abstract:

In the era of globalization, where the world envisions progress through urbanization, the focus often shifts to economic prosperity and the expectations of countries like India to elevate their standing on the global stage. However, amid these aspirations, this research paper sheds light on the overlooked struggles faced by the underprivileged common man in India due to the challenges arising from globalization and urbanization. This article critically examines the disconnect between the grand ideals of globalization and urbanization and the harsh realities faced by the underprivileged, presenting a significant departure from Gandhiji's vision of 'Antyodaya,' inspired by John Ruskin's 'Unto the Last.' Drawing on various statistical data, including census figures, the paper seeks to unveil the socio-economic disparities that persist despite the overarching narrative of progress.

Keywords: Urban, Infrastructure, Problems, Solutions, Urbanization,

Introduction:

In the grand tapestry of globalization, with its promise of progress through urbanization, India stands as a focal point for expectations of economic ascendancy. However, amidst the glittering narratives of growth and development, a stark reality emerges - the common man in India, often underprivileged and marginalized, seems to have been forgotten in the pursuit of global urbanization ideals. This stark contrast is not only a deviation from the aspirations of the developed world but also a poignant setback to Gandhiji's vision of 'Antyodaya,' a concept rooted in John Ruskin's timeless work 'Unto the Last.' This research endeavours to unravel the intricacies of the challenges faced by the underprivileged in the context of globalization and urbanization. While statistical data, including census figures, forms the backbone of our exploration, the underlying narrative is one of disparity. The very foundation of our investigation is the United Nations Population Fund's assertion that our world has unequivocally become an urban world. With approximately 3.3 billion individuals currently residing in urban areas, a figure expected to burgeon to 5 billion by 2030, the impact of this urban shift on the underprivileged becomes a pressing concern.

Population and Urbanization:

Today when everything is considered in the perspective of globalization it is believed that the people all over the world will be able to progress with the help of urbanization. On the one hand the developed and affluent countries of the world are expecting India - a country which is made of several small villages to become economically sound in the ensuing time. They also expect that the "BRIC" countries and their economy will become effective.

The present article has its focus on a different sort problems which has arisen out of the issue referred to in the beginning of this article. In fact in the concern of Globalization and urbanization the common man of India who is underprivileged seems to have been forgotten completely. So it is a severe setback to Gandhiji's ideal of 'Antyodaya' - the idea he had borrowed from John Ruskin's 'Unto the Last' Various statistical data including those of census have been taken as a base in preparing this article.

According to the United Nations Population Fund (UNFPA), "the world now lives in cities". The world population has decisively turned urban. At present about 3.3 billion people live in urban areas and by 2030 that would increase to about 5 billion. UNFPA reports show that half of the global population will live in cities for the first time in human history. The report predicts that the number of people living in urban areas will rise to 70 per cent by 2050. Currently, 3.3 billion people of an estimated population of 6.4 billion are living in urban areas and their number will double to 6.4 billion by 2050. When some 9.2 billion people are expected to inhabit the earth the report said.

The Ratio of Urbanization is less in comparison with the other countries of the world. 71 per cent population of our country lives in villages even till date. Nevertheless, there has been a rise in Urbanization in recent years.

Table 1 Population of India by residence

Census year	Number of urban agglomeration/town	Total population	Urban population	rural population
1901	1827	238396327	25851873	212544454
1911	1825	252093390	25941633	226151757
1921	1949	251321213	28086167	223235046
1931	2072	278977238	33455989	245521249
1941	2250	318660580	44153297	274507283
1951	2843	361088090	62443709	288644381
1961	2363	439234771	78936603	360298168
1971	2590	598159652	109113977	489045675
1981	3378	683329097	159462547	523866550
1991	3768	844324222	217177625	627146597
2001	5161	1027015247	285354954	741660293

Sources: Various Census reports

"The Urbanization of India is taking place at a faster rate than in the rest of world. By 2030, 40.76 per cent of India's population will be living in urban areas compared to about 28.4 per cent now. There has been constant increase in the number of migrants in big cities after 1970. At the same time these mega cities have not developed as much as they ideally should have been. We have Kolkata and Mumbai as instances in this regard. Urbanization which has resulted due to Liberalization is the move to modernization, but strangely enough the economic as well as living conditions of the slum dwellers in these urban areas is worse than those who live in rural areas. According to the report, over 90 per cent of slum-dwellers live in developing countries with China and India accounting for 37 per cent of them.

Table 2 degree/index of Urbanization 1901 to 2001

Census Years	Percent Urban	Percent Rural	Urban-Rural Ratio(Percent)
1901	10.84	89.15	12.16
1911	10.29	89.71	11.47
1921	11.18	88.82	12.58
1931	11.99	88.01	13.68
1941	13.86	86.14	16.08
1951	17.29	82.71	20.91
1961	17.97	82.03	12.91
1971	18.24	81.76	22.31
1981	23.33	76.66	30.44
1991	25.72	74.28	34.63
2001	27.78	72.22	38.47

Sources: Various Census reports

While agreeing with the European economists, the Indian economists say that Urbanization which is a mark of liberalization helps provide the opportunity of employment to the poor but the grim reality seems to have escaped their notice that 56 person out of 100 have to dwell in slums.

A common man would define the differences between the urban and the rural in quite a different way from that of the student of social science. The common man would identify such areas as urban which have the facilities of water, sewage and roads and as rural areas which are lacking in them. In this being posed as a guide in this regard we will have to understand and keep in mind the bitter reality against the ideal. Let us understand the components of urban growth along with Urbanization with the help of the following table.

% share	1971-81	1981 -91
Natural increase	41.7(45.1)	59.9(58.7)
Net migration + changes in municipal boundaries	39.4(36.1)	22.6(23.7)
Area classification	18.8(18.8)	17.4(17.5)

It can be seen that the ratio of net migration during 1971-81 was 39.4% which came down to 22.6% during the next decade. The rural-urban migration has fallen from 6.5% in 1981 to 2.8% in 2001. These figures prove the claim that rural people migrate to urban areas for employment due to privatization and liberalization to be untrue. Not only that some data pointed out that the rural-urban migration has fallen from 6.5 % in 1981 to 2.8 % in 2001. let us have look at some other details concerning the urban as well as the rural areas.

1. A study of consumption in last 26 years reveals that an increase in Urban Household consumption of Rs.100 leads to an increase of Rs.39 in the rural household income.
2. During the last decade, the rural economy is estimated to have grown by 7.3% as compared to 5.4% of urban economy.
3. The rural economy is nearly as big as the urban. In 2000, the rural economy accounted for 49% of the India's GDP.

Problems of Urbanization:

1. Basic problems :

The basic problems of Urbanization in India are very large. They are like housing, slums, transportation, water supply, sanitation, pollution, lack of social infrastructure. E.g. schools, and hospitals.

2. Metropolitan cities loss their generate employment capacity:

Our Metropolitan cities like Mumbai, Chennai, Delhi and Kolkata have reached saturation level of employment generating capacity. These cities are suffering from of urban poverty, housing shortage and unemployment.

3. Transfer of poverty :

Production is done with the help of modern technology and machines in most of the cities now days which renders illiterate and unskilled rural poor unemployed. As result of which he is known as the urban poor.

4. Social and economic inequalities:

The migrant rural youth as well as the local youth of the urban areas don't find employment which gives birth to the "have and have not" in the words of Karl Marx in the urban societies. And this chasm leads to social conflict, crime and anti social activities.

5. Detriment to environment and the degradation of the standard of life:

Over population causes many problems such as the growth of slums, increase in various kinds of pollutions such as sound pollution, moreover, because of insufficient number of schools the unskilled and illiterate poor people cannot educate their children properly which in turn becomes instrumental in creating the same kind of generation without the least improvement. In the same way because of insufficient facilities of hospitals these wretched people cannot avail of proper medical treatment. And their children suffer from diseases and malnutrition.

Remedies:

- 1) On the one hand when India is making progress with strong GDP rate and major part of its population is quite young as per the demographic profile, but on other when we have a look at the figures provided by the human development the golden picture seems to be quite far from reality. A nation making fast economic progress is not being able to make progress in the Human Development Index. On the contrary in the year 2007-08 it has further slipped down to the 128th from 127 out of the 177 countries of the world. Progress of the common man seems to have been forgotten in the race of economic development. In the same way the Rural Development seems to have been pushed into the background in the concern of the Urban Development. Such a state of the prevailing situation leads to the conviction that Social Development also should be given equal importance along with Infrastructure Development. Contrary to the accepted notion that the rural population migrates towards the cities for employment, the statistics shows that merely employment is not the key factor behind migration. Taking this into consideration the basic amenities like water, road, electricity and sewage system should be provided at the rural level. So that employment opportunities can be created at the local level in the rural areas also and the problem of migration can be mitigated and not only that but poor people can also get rid of the problems of pollution, housing, slums and transportation.
- 2) The concept of Rurbanization i.e. the linking of rural and urban areas should be put into practice. The extremely useful service like the construction of 1,46,000 KMs of new rural roads, connecting 66,800 habitations with all weather roads which are known as 'Bharat Nirman Program' under the Rural Infrastructure Development Project must be implemented and completed as early as possible.
- 3) The development programmes in our country are implemented in different manners. For instance there are two programmes named Jawaharlal Nehru Urban Rennual Mission for Urban Infrastructure Development and Bharat Nirman and NREGA (National Rural Employment Guarantee Assurance) for the Rural Infrastructure Development. But there seems to be a complete lack of planning between both the sectors. Farming and Industries can be encouraged by developing 'TOWNS' according to the 'TAIWAN MODEL' instead of Metro cities or Mega cities. ("Good towns with good infrastructure and not Mega-Metro cities, as most of us tend to believe").
- 4) Indian planners have to try to foster economic dynamism in Rural Areas where 70% of the population lives and Rural Development implies improving agriculture and establishment of agro industries.
- 5) If systems are separated into their component parts they cannot perform the functions of which they are capable when put together in the right combination; As Example, A pile of bicycle parts cannot be ridden until assembled in the correct way. So, if we think in terms of over whole development not just as rural development nor an urban development but countries development, we get fruitful results.

- 6) First of all we have to mean on the basic problem and then we have to try to solve that problems is a Primary Solution for India's Development.

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“CUSTOMER RELATIONSHIP MANAGEMENT FOR AN INTERNET GROCERY STORE”

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INTRODUCTION

The growth in the number of people and institutions who shop for perishable goods online is paralleled by an increase in the availability of such commodities, which has led to a rise in the total number of online shoppers. Customers may have their grocery shopping sent to their homes by using a smartphone application in conjunction with an e-commerce website to have their groceries brought to them at a little fee. Before making a purchase, consumers think about the advantages and disadvantages of the many different food options available to them. The following choice is made between a conventional grocery store and one that is available exclusively online. To be more specific, a buyer's final decision on whether or not to make a purchase in a shop or online is determined by the following five considerations: There are several factors to take into account, including cost, atmosphere, convenience, service, and product variety.

Brick-and-mortar retailers need to place a primary emphasis on two aspects: competitive pricing and an extensive product offering in order to win clients' business and distinguish themselves from other businesses in the industry. Traditional businesses have an edge in the market for price comparison because of the additional service expenses that are connected with making purchases online. Yet, internet shops now have a choice of items that is comparable to that of real supermarkets, making them a viable alternative. It is believed that they perform very well in comparison to their rivals in the following service-related areas: environment, convenience, and the other three components.

THROUGHOUT THE GLOBE, INTERNET FOOD SHOPPING HAS EVOLVED

The United Kingdom was a pioneer in the development of shopping for groceries online in the 1990s. Over twenty years were required for the development of this company approach. Tesco embarked on an investigation into the viability of employing the Internet in an effort to extend the company's principal business focus and to promote its retail shops. Hence, Tesco came up with the concept of an incremental business plan. They opened a big retail store in order to serve customers who shopped with them online. A short while later, they became the first large company to implement the notion of online grocery shopping, which they did as a pioneer in the industry. Tesco did not originally profit from the pioneers, but as the Internet bubble evolved, the corporation began to gain various benefits from the ease and transparency of

online buying. Initially, Tesco did not profit from the pioneers. Strong participants include newly founded enterprises in the United States with an emphasis on grocery store retail. Webvan and Peapod stand out among these new enterprises due to the cutting-edge technology they employ and the sophisticated marketing they employ. The food industry has grown over the past few decades with very little fanfare, and it is now one of the primary sources of revenue for companies of all types.

THE CONCEPT OF ONLINE FOOD SHOPPING IN INDIA

In the year 2011, a group of Indian merchants came up with the concept of selling meals via the internet. In order to stand out in India's saturated and competitive internet industry, a number of these companies are exerting significant efforts to differentiate themselves. The majority of people have been unsuccessful because they were unable to bring in sufficient numbers of consumers or investors. Just a small number of people managed to survive. Despite this, the existing firm has already seen extraordinary success and is expanding at a rapid rate. The primary contributors to this growth are the shifting patterns of consumption and tastes of customers. As the stresses of contemporary life continue to mount, an increasing number of Indian customers are deciding to replace the things they already own rather than purchase brand-new ones. Thus, internet portals could be an option worth considering. It is projected that by the year 2020, the value of India's food and grocery business would have increased to \$1 trillion, up from its present value of \$383 billion. Bigbasket, Nature's Basket, Grofers, Amazon Kitchen, and Reliance Smart are some of the most prominent grocery delivery services now available.

MODELS FOR INTERNET GROCERY STORES

Because it takes a lot of money to keep food goods fresh, nutrient-dense, and shelf-stable, e-grocery is more expensive than traditional grocery shopping. There are now three variants that are utilised extensively in online supermarkets and food markets:

- Methods for Creating an Inventory
- Second, a hyper locality model
- Lastly, we have a hybrid design

THE BENEFITS OF INTERNET GROCERY SHOPPING

Because services are available twenty-four hours a day, seven days a week, clients have the choice of shopping whenever it is most convenient for them. Clients are allowed to shop at his establishment whenever it is most convenient for them, which enables him to maintain his hectic schedule. Consumers have the option to shop whenever, wherever, and from whatever location they like at their own leisure. The flexibility of the service is demonstrated by the fact that customers may choose to either pick up their orders in-store or have them delivered to their homes. It's possible that the decisions you make are driven

just by what sounds appealing to you. Your shipping store will be closed if you are unable to provide clients with a diverse selection of goods and a positive shopping experience. In this manner, you will increase your chances of receiving the highest possible quality and selection. The need to go to a real store, compete with other drivers for a parking place, and get dressed up for the occasion can be eliminated when you purchase online, which may save you time and energy. We are able to provide you with a 100% satisfaction guarantee that it will reach at your doorstep smelling and taste exactly the same as it did when it was freshly picked. When you make your purchases on the internet, you may be eligible for significant savings.

THE DRAWBACKS OF INTERNET GROCERY SHOPPING

There are certain websites that just seem awful. It's possible that using these sites to find what you need will be a source of frustration for you. The person performing the search can become discouraged as a result of this and decide against completing the search online. It's possible that delivery prices will go up during the busy seasons of the year. We prefer to go grocery shopping for ourselves whenever it is convenient for us to do so, and quality is always given priority over quantity in our selections. It might be unsettling for some individuals to have another person make a decision on their behalf. As a result, there is a chance that not all of your stringent standards will be satisfied. The unfortunate reality is that popular goods sometimes sell out before buyers get their orders. You may obtain a replacement, but there is a chance that it will not live up to your standards.

FUTURE EXPANSION OF INDIAN GROCERY SHOPS

Notwithstanding the obstacles they face, food sellers who sell their wares over the internet are determined to see their enterprises thrive. While the merchants' long-term objective is to raise sales and expand their business, their primary focus right now is on building a brand name that stands out from the competition. E-grocery sales in India ranked sixth in the Asia-Pacific area in 2016, with yearly revenues of more than 135 million dollars, placing the country in the top spot. China came out on top in the end, followed by Japan and South Korea in second and third place, respectively. The continued growth of the industry for online grocery shopping in India is cause for concern. In 2016, it was one of the top five nations in Asia and the Pacific with the fastest economic expansion.

AN OVERVIEW OF THE "CRM THEORETICAL FRAMEWORK"

Projects dealing with customer relationship management usually handle concepts that are diametrically opposite to one another, such as effectiveness and efficiency. We assess the effectiveness of the company by analysing the degree to which it successfully retains existing clientele and cultivates new business, as well as the degree to which it successfully protects and grows its market share. Yet in addition to that, it is essential for the organisation to perform effectively. This calls for a comprehensive review of any activities or investments in information technology that the organisation is contemplating. Beyond the apparent and

immediate benefits, these two activities can assist you in calculating the return on investment (ROI) of CRM programmes.

Customer relationship management, often known as CRM, is seen as an essential instrument for “delivering revenue development.” CRM accomplishes this objective through enhancing customer experiences, keeping and extending existing client bases, and increasing the number of new customers acquired. The purpose of customer relationship management is to achieve a better understanding of customers by determining the specific demands of each client and then satisfying those requirements with products and services that are suitable. An activity that occurs at the corporate level and is known as customer relationship management focuses on developing and sustaining connections with customers.

CRM: NECESSARY FOR ONLINE GROCERY MARKET

Consumers now have an advantage in a variety of arenas because to increased customer awareness brought about by the widespread usage of smartphones and simple access to the internet. Customers are becoming increasingly accustomed to promotional offers such as coupons and discounts, and as a result, they choose e-commerce websites that provide a greater number of these types of deals. There has been a rise in the number of consumers who are concerned about the standard of the products and services provided by online retailers. Repeat customers are more likely to frequent websites that provide good customer support after the sale has been completed. In addition, customers have been increasingly outspoken about their thoughts regarding the quality of the service they receive, the amount of the service they receive, and other variables, and they expect businesses to utilise this input to enhance the shopping experiences of their customers. When CRM is implemented, there is a greater level of interaction on the part of the customer. When a company takes a more active part in managing its relationships with customers, those customers report being satisfied with the quality of the services supplied. This, in turn, increases approval and loyalty among customers who have made purchases.

RESEARCH DESIGN

In this particular piece of research, both a descriptive and exploratory research technique were utilised. Exploratory research will be utilised in order to conduct a literature review on the topic at hand, as well as to gain a deeper understanding of the methods utilised by successful online grocery retailers in order to cultivate positive connections with their clientele. This will allow us to determine the objectives and limitations of this study. For the purpose of analysing the significance of customer relationship management in online grocery shopping, primary data was collected through the use of a questionnaire as part of a descriptive research methodology.

SAMPLE TECHNIQUE & SIZE

Non-probability A Technique That Is Both Straightforward and Quick for Collecting Samples Customers of neighbourhood businesses were the subjects of a random selection. The sample consisted of people from many different walks of life, such as those who worked full-time, those who lived in hostels, and professionals. In order to draw conclusive conclusions on the usefulness of CRM for online grocers, data from at least 206 customers are required.

INSTRUMENTATION

When developing the disguised questionnaire for the aforementioned construct, seven considerations were taken into account as part of the design process. The selection of 205 people of the National Capital Area of Delhi as representatives of the target demographic for the sample was carried out with the use of a sampling method that did not rely on probability. The ages of the participants ranged from 18 to 60, with males making up 53.1% of the responders and females making up 48.7% of the total. The following is a list that breaks down the respondent's occupations: 45.7% of the population was engaged in the private sector, 25.9% of the population was enrolled in educational institutions, 12.3% of the population was self-employed, 9.0% of the population was employed by the government, and 6.2% of the population was retired. The academic journals, publications, white papers, and case studies that were already written on the subject were all examples of secondary sources.

RESULTS DISCUSSION

More respondents to the survey had made food purchases online, 93 percent more than before. Those who don't have a lot of spare time could choose to shop for things online rather than going to the store since it's more convenient for them. In addition, out of the total of 206 persons who participated in the survey, 50 people go grocery shopping once a month, 44 people shop once a week, and 30 people go once every two months. Consumers who do their grocery shopping online are eager in receiving frequent communication from businesses, as shown by 24.3% of the respondents who were polled on the topic. We also discovered that 18.4% of customers are looking forward to obtaining referral incentives, and 24.3% of customers are looking forward to receiving surprise presents. Extra efforts are taken to gratify consumers in a variety of ways, including sending invitations to special screenings and events, making a personal relationship manager available, and providing incentives for word-of-mouth promotion. We conducted an online survey with 206 people and found that 86 of them were now working as professionals in the private sector. The remaining people come from a wide range of different walks of life, including those who work for the government (11), who are stay-at-home parents (14), who are students (65), and who operate their own businesses (35). (30). The poll respondents' monthly earnings ranged anywhere from \$20,000 to \$30,000

on average, according to the responses given by 92% of those who participated. In addition, the yearly salaries of 34 of the respondents were between \$30,001 and \$39,999. 43 of them had earnings of between \$40,000 and \$59,999 in total. Just 37 persons in the sample had yearly salaries that were greater than or equal to \$70,000. Customers place a high value on these additions, as indicated by the combined means of the standard deviations, which are 1.44 and 1.57 for both the regular service and the deluxe service, respectively. We can see that the basis of customer happiness depends on both the basic features of the service and the benefits that come at no extra cost, despite the fact that the p-value is less than 0.05. This is because the perks are included in the service. The fact that these two aspects of service have significant positive Pearson correlation coefficients (0.659 and 0.608, respectively) and p-values (less than 0.05) indicates that there is a substantial relationship between the two of them and the level of satisfaction that customers have with their experiences of online grocery shopping.

CONCLUSION

In order to achieve this goal, we investigated the grocery shopping experience from the following angles: There is a big range of groceries available at reasonable costs; there are straightforward return procedures; the website and mobile app are user-friendly; rapid, on-demand delivery of things that are difficult to locate; there are no delivery fees; and of course, shipping is free. The factor analysis led to the identification of two key variables: (1) the core service factors, which included price, quality, convenience (including home delivery), flexibility (including multiple payment options), and product availability; and (2) the core product factors, which included price, quality, and product availability. Improved services include: a broad range; clear online buying and navigation; rapid reaction to inquiries; and a number of return policy options. The overwhelming majority of consumers who shop for groceries online (24.3 percent of respondents) are looking forward to obtaining periodic feedback on the degree to which they are pleased with their order as a whole. We also discovered that 18.4% of customers are looking forward to obtaining referral incentives, and 24.3% of customers are looking forward to receiving surprise presents. Extra efforts are taken to gratify consumers in a variety of ways, including sending invitations to special screenings and events, making a personal relationship manager available, and providing incentives for word-of-mouth promotion.

RECOMMENDATIONS

In order for the grocery store business to thrive and expand in the modern day, it is imperative that the company prioritise the requirements and preferences of its clientele. Big Basket has to place a higher priority on aspects such as product variety, pricing, quality, return alternatives, and payment methods if they want to increase their sales and grow their client base. Nature's Basket has room for growth in terms of both its level of expertise and the level of customer satisfaction it provides. This can be accomplished

by focusing on the following four areas: pricing, website/app navigation, availability of items that have been requested, and expanded options for free home delivery. In order to bring in more consumers, you should work to improve the cost, quality, and return policies of your store, as well as the usability of your website or app. These are the areas in which grocery shops have space for improvement in order to better satisfy the requirements and preferences of their customer base. Customer service at Amazon Pantry is poor in a number of categories, including product quality, return procedures, alternative payment options, and the user-friendliness of the website and mobile app. The extent to which Amazon Pantry can prevail over competitors and increase its market value is contingent on the company's financial resources in three distinct areas. It was advised by respondents that in order for Reliance Smart to boost customer happiness, the company needs to concentrate on issues such as broadening its assortment of food goods, decreasing its costs, and providing additional payment choices. Eighteen percent of persons questioned felt that companies should constantly inquire with clients regarding the level of contentment they have with regards to the food they have purchased online. This will result in an increased degree of communication and collaboration between the firm and its customers, as well as a deeper grasp of the company's operations on the part of those clients. This will assist fill in the voids, which are now contributing to less engagement with customers. Customers are more concerned than they have ever been about the level of customer service provided by a firm. So, companies need to pay a greater amount of attention to the relationship management practises they employ. The hiring of a relationship manager and the provision of invitations to events such as movie screenings and activities are two further techniques that online grocery vendors may implement in an effort to persuade customers to make repeat purchases.

LIMITATIONS & FUTURE SCOPE

Because of constraints regarding both resources and amount of time, the number of participants in this study can be no more than 206. Due to this, it is probable that the conclusions of the study may not fully represent the view of the general population; therefore, more research with bigger samples is required. The degree of understanding at which this research was carried out is likely to advance over time when new information regarding Online Grocery Shops and the strategies that are utilised by these businesses to manage their connections with clients is uncovered. Thus, it is absolutely necessary to strengthen our understanding of how to handle relationships with customers in online grocery stores.

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