



CONSUMERS PERCEPTION ON ONLINE PLANT ORDERING

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Abstract

The e-commerce industry in India has been greatly influenced by the growth of the internet, which has made it easier for people to order plants online and have them delivered to their doorstep. The purpose of this research paper was to analyze consumers' perception of online plant ordering and identify factors that may influence their decision-making process. The data was gathered using a quantitative research approach and an online survey. The survey included questions about factors that influence consumer's decision-making process, their level of satisfaction with the plants received, and their overall perception of online plant ordering. The findings revealed that convenience and selection were the primary drivers for consumers' decision to order plants online. Participants appreciated the ease of browsing a wide range of plants from the comfort of their homes, as well as the ability to receive plants that may not be available in local nurseries.

Keywords: Online Plant Ordering, Consumer Perception, E-Commerce, Online Plant and seed.



Fig. 1 Order Plant Online

I. Introduction

Online Plant Ordering has revolutionized the way consumers purchase plants compared to traditional sources, providing one-to-one communication between seller and buyer with round the clock customer service. The ease of accessibility to technology and the availability of information has resulted in the internet becoming the primary method of communication and conducting business. The business of online plant ordering has become one of the fastest-growing segments of e-commerce, and convenience is the main determinant for modern and young customers to depend on technology to order plants. With just a few clicks on mobile devices, such as smartphones, tablets, or laptops, consumers can order plants and have them delivered to their doorsteps in a matter of days. This modern method of ordering plants online has become one of the fastest-growing segments of e-commerce, providing consumers with the convenience of ordering plants from the comfort of their



homes. However, the success of online plant ordering largely depends on the perception of consumers towards this mode of purchase. It is important to understand the perception of consumers towards online plant ordering, including their attitudes, motivations, and concerns, in order to identify the factors that influence their decision-making process. This paper aims to explore the consumer perception of the online plant ordering and provide insights into the factors that impact their decision-making process, as well as the implications for online plant sellers. By understanding the consumer's perception of online plant ordering, online plant sellers can better tailor their marketing strategies and improve their overall service quality, ultimately enhancing the online plant ordering experience for consumers.

II. Objective of the study

Below is a list of the study's goals -

- To determine what factors lead customers to order plants online.
- To learn about customer preferences for online plant ordering services.

III. Research Methodology

The research has both exploratory and descriptive characteristics. Two sets of structured questionnaires were used to collect data for study. A survey was performed online to gather information, particularly from students in Lucknow, Uttar Pradesh.

All factors were operationalized based on research on online plant ordering. Questions about the variables that affect customers' decisions to order plants online were included in the questionnaire's initial section. The second phase of the study included a series of questions to better understand consumer preferences for online plant buying services and particular services they find most useful. The third item in the survey looked into the kinds of plants people like to acquire online.

IV. Result And Discussion

A. To determine what factors lead customers to order plant online.

1. Convenience

Convenience is the main driving force behind online plant ordering, followed by pricing. Customers can find and buy plants online without leaving their homes or travelling. Because poor convenience is a big deterrent to consumers actually going out and buying plants, this factor is crucial in pushing the consumer to use online plant services. It is more convenient than going to a physical nursery as it saves time and effort.

Convenience gives the customer a sense of control and authority over their purchases, and it also aids in their ability to choose from a large variety of things available online. Compared to the conventional techniques, it is even more secure, and getting better pricing also influences the customer to buy plants online.

2. Cost-effective

Online Stores may offer plants at lower prices compared to physical nurseries due to absence of overhead costs. Physical nurseries require a large space to grow and display their plants, which increases their rent and utility costs. In contrast, online stores can save on they do not need physical store to display and grow the plants. Overall, the cost-effective nature of selling plants online makes it an attractive option for both buyers and sellers.

3. Time and Delivery

One of the benefits of ordering plants online is the convenience of having them delivered right to your doorstep. This eliminates the need to physically travel to a nursery or garden center, saving time and effort.



Online plant stores typically offer a range of delivery options, including same-day, next-day, or scheduled delivery. This flexibility allows customers to choose a delivery time that works best for their schedule, making it easier to receive and care for their new plants.

In addition, online plant stores often have a wider variety of plants available than physical nurseries, making it easier for customers to find the exact plants they want without spending hours searching in different stores. Overall, online plant ordering can save time and effort while also providing a greater selection of plants.

4. Easy Accessibility

Perceived ease of use is a term used to describe how easy a user believes a system to be to use. The main benefit of ordering plant online is that you can get what you want, delivered to your door with just a few clicks, which is what customers want the most. Opening the app on your phone or the browser on your PC and placing an order both take no longer than two minutes. Many people utilize this simply because it is accessible since they want as little effort as possible. Although some regions still do not contribute significantly to online plant ordering for various factors, such as poor internet availability in rural areas or possibly because of lack of technological advancement in those regions, all of these obstacles are being resolved on a rapid scale so that a sizable flock of people can enjoy these services.

5. Ease of Payment

The consumer wants hassle-free payments more than anything else, which is why most consumers avoid using online services because they don't want to be caught up in the payment tangle. The introduction of various payment methods has helped many businesses grow by winning their customers' trust. Methods like "Cash on Delivery," "Payment by online money wallets," "Payment by debit or credit cards," and others make it easier for customers to make purchases.

6. Promotions

Promotions on online plant ordering system refers to the various marketing activities that aim to attract and encourage customers to purchase plants through online platforms. These promotions may include discounts, coupons, free shipping, referral rewards, and other incentives that are designed to entice customers to choose online plant ordering systems over traditional methods of purchasing plants. The main goal of promotions is to increase customer loyalty and boost sales by providing customers with attractive deals and incentives. Online plant ordering systems may increase their business by attracting new clients, keeping their current ones.

7. Factor which Attracts the Most People Prefer Online Plant Ordering

Out of the 123 respondents, 28.5% cited convenience as their primary factor to order, followed by 20.3% people chose money saving, 16.3% chose better quality of plants and seeds, 12.2% chose wider variety of plants and seeds, 11.4% chose time saving and the least chosen to lack of local plant nurseries or stores which was 10.6%.

8. How often people prefer to order plant online?

According to the survey, out of 123 respondents, the majority of people with 40.7% respondents prefer to order rarely, while the 25.2% of respondents chose once every few months, and monthly with 20.3% and finally, 9.8% of them never prefer to order plant online.

9. In general, how do people prefer to order plants?

As per the survey people find more comfortable way to place the order online, out of 123 respondents - 72.4% of respondents chose over the application (Mobile/Tablet), 8.1% prefer over the Website (Desktop/Laptop) and 19.5% of them chose over the Telephone (Direct contact).

10. What is the approximate money people spend on ordering plant online?

Out of 123 respondents, 43.1% said that they spend more than 500, 30.9% of the respondents chose less than 500, 13% of respondents chose less than 150 while other 12.2% chose less than 250.

11. What kind of plants people usually purchase online?

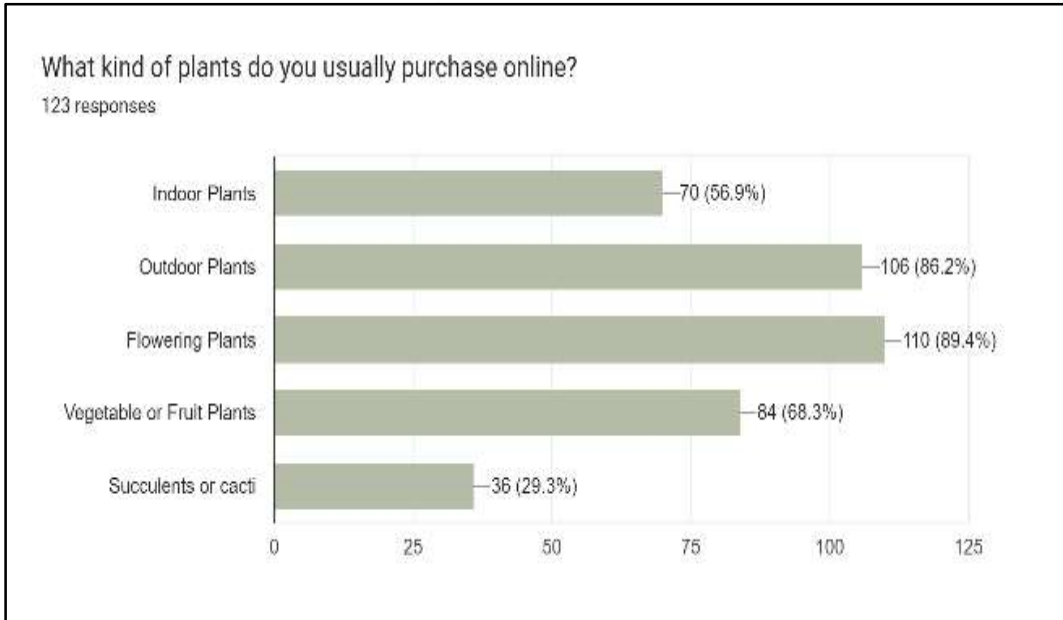


Fig. 2 Survey

As per the survey, 89.4% of people said they like to order flowering plant the most, 86.4% of them chose Outdoor plants, followed by 68.3% gave preference to vegetable or fruit plants, 56.9% ordered indoor plants and Other 29.3% gave the preference to buy succulents or cacti.

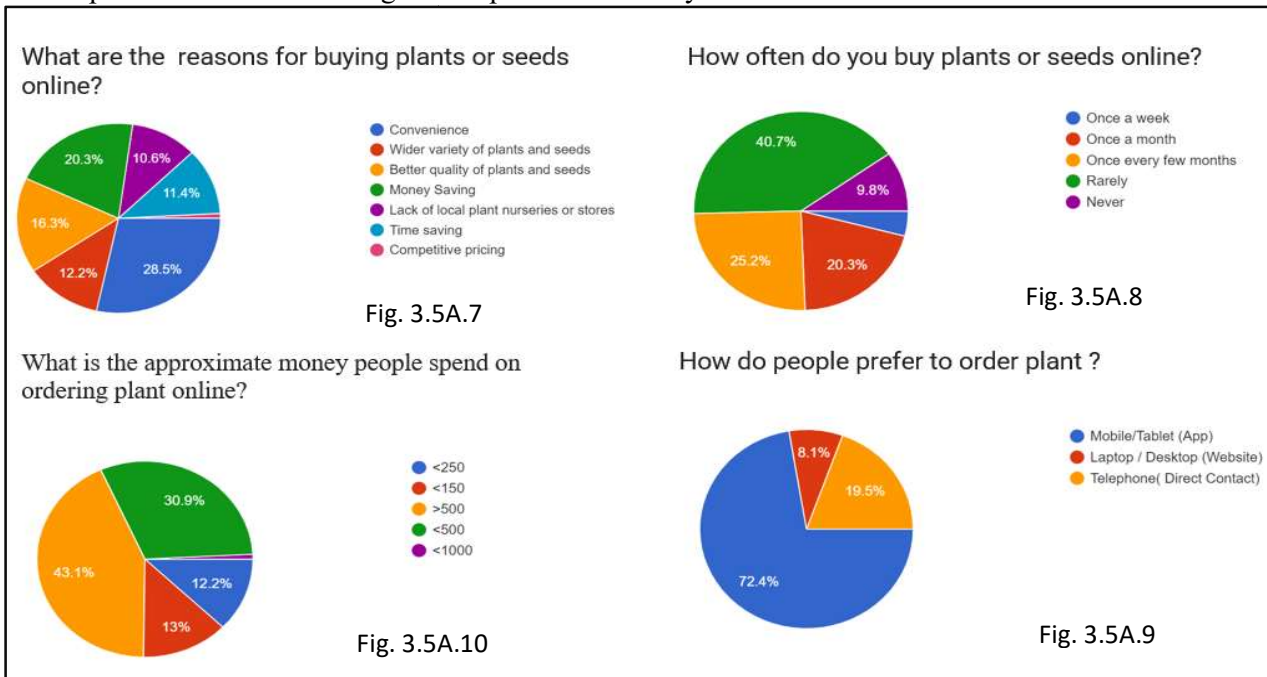


Fig. 3: Survey

B. To know the consumer preferences on online plant ordering service provider

1. From which Company do people prefer to order plant online?

According to the survey, out of 123 respondents 50.4% of the respondents prefer Amazon, 30.9% prefer Flipkart followed by ugao.com and nurserlyve.com with both having the same number of preference by respondents and finally some preferred local nursery.

2. Which company is good at on-time delivery and provide good quality services?

In this study, while choosing the best provided by the company, out of 123 respondents 48% of respondents chose Amazon, 35% chose Flipkart while rest chose other companies like ugao.com and nurserlyve.com as per the survey.

3. Which company provides more offers and promotions?

Talking about Offers and Promotions, 46.3% of respondents said that Amazon has the best offers and promotions, Closely followed by the Flipkart with 36.6% of respondent, while other chose ugao.com and nurserlyve.com equally.

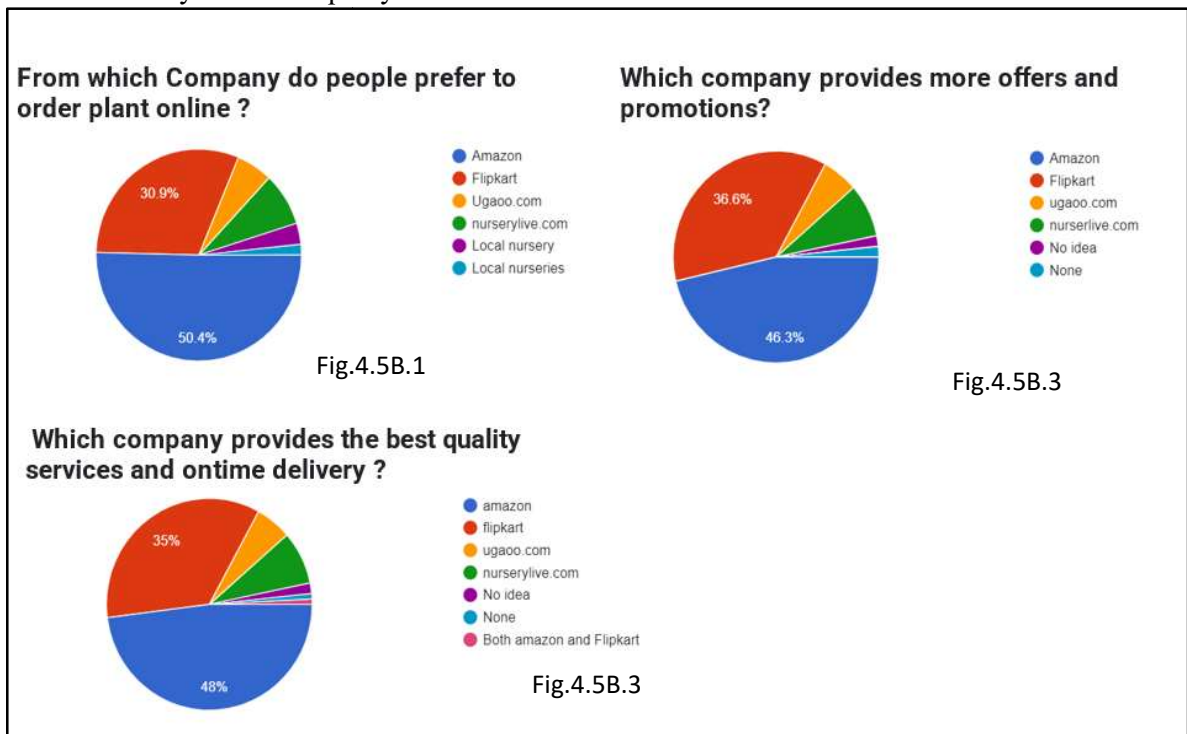


Fig. 4: Survey

V.Conclusion

The consumer's view of ordering plants online differs from person to person and is, to some extent, constrained by the accessibility of reliable connectivity and exposure to online plant services. Depending on the consumer's personal ideas, their impression differs in accordance with various similarities and contrasts. The survey also shows that the factors most strongly influencing online plant ordering include product prices, promotions, and special offers. Convenience is the top most important factor, and money saving is at the second place as a deciding factor. The study shows that respondents frequently prefer to place order once in every few months, and flowers were the most popular type of plants to order, followed by outdoor plants. Most respondents preferred indoor plants when choosing a plant species. The study also showed that a sizable portion of respondents ordered their plants online from either Amazon, Flipkart or nearby nurseries. Additionally, it was found that fewer respondents were inclined to use specialized plant ordering websites like ugao.com and nurserlyve.com.



Overall, through this survey, it is found that majority of students in Lucknow region are familiar with online plant ordering, and the majority of them have utilized such services, indicating the rising popularity of online plant ordering among people. The shifting consumer lifestyles in India and the rise of internet activity are causing changes in the trends for ordering food.

Overall, the survey advances our knowledge of the shifting consumer landscape and the appearance of fresh market trends. It has significant ramifications for companies trying to adjust to these changes and formulate plans to satisfy customers' changing needs. The study also lays a solid platform for future research on this subject, opening the door to more in-depth examination of certain plant varieties, geographic regions, and demographic groupings. In the conclusion, our study emphasizes the need for more research into how consumers view online plant ordering as we continue to track the development of this market trend.

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