Salience of a B2B E-commerce grocery platform with reference to Taikee™ - A Customer Perspective

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Abstract*—There are about 12 million corner stores or Mom and Pop shops spread across nook and corner of India. In fact, 80% of grocery items are channeled to consumers through these shops. Traditionally, grocery items are procured by these shops from conventional wholesalers or nearby big retailers. In this distribution chain, these shops face certain persisting endemic problems like low quality products, inefficient logistics, lack of choices in products, fake products, etc., Thanks to the Internet based cutting edge technologies, B2B E-Commerce has emerged as an efficient and effective alternative to traditional distribution system for grocery items. This B2B E-Commerce is viewed as a panacea for all the ills of the traditional distribution chain. There are many players operating in the B2B E-Commerce in grocery. One such a significant player is Taikee™. This research is an attempt to understand the salience of Taikee™ from the perspective of its customers so that it can serve its customers in a better possible way.

***Index Terms*— B2B E-Commerce, Customer Expectation, Customer Experience and Customer Satisfaction.**

I. INTRODUCTION

E-Commerce or Electronic Commerce means buying and selling of goods, Products, or services over the internet. E-commerce is also known as electronic commerce or internet commerce. It is basically a commercial transaction which is happened over the internet. These services provided through online over the internet network. Transaction of money, funds, and data are also considered as E-commerce (Taher, 2021). [10] These business transactions can be done in four ways: 1. Business to Business (B2B), 2. Business to Customer (B2C), 3. Customer to Customer (C2C), 4. Customer to Business (C2B). Online stores like Amazon, Flipkart, Shopify, Myntra, Ebay, Quikr and Olx are examples of E-commerce portals. In Business to Business (B2B) transactions, the companies are doing business with each other. The final consumer is not involved. Therefore, the online transactions only involve the manufacturers, wholesalers, retailers etc. The Indian E-commerce market is predicted to touch INR 7 trillion in 2023, at a Compounded Annual Growth Rate (CAGR) of 20% over a period of 2019-2023 (GlobalData, 2020). [2] Edtech, Hyperlocal, Fin Tech, Social Media, Logistics Tech, B2C, Online classifieds and services, Gaming, Wallets/Payments, Mobility, Health Tech, B2B, Travel & Hospitality and Agritech are important sub-segments in Indian E-commerce industry. In 2020, there were about 297 companies running their business in this market space (India Trendbook, EY, 2021). [4] There are many factors fuelling the rapid growth of Indian E-commerce market. The initiatives of the Indian Government like Start-up India, Digital India, Skill India, Innovation Fund and BharatNet have laid a strong tech oriented policy foundation for the growth and development of this market. Consumers increasingly show keen interest to buy through online. Covid-19 induced home bound isolation of persons and frequent local lockdowns make online purchase an attractive and convenient option that ultimately propel the growth of Direct – to- Consumer (D2C) model. FMCG, electronics, furniture, apparel and luxury goods are major product categories in D2C. Even the traditional bricks and mortar retailers, upon seeing the rapid growth of online retailing, jump on the bandwagon of E-commerce by adopting cutting edge marketing strategy like Omni-channel to reach out to customers. Thanks to cutting edge deep-tech technologies like Artificial Intelligence (AI), Machine Learning (ML), Internet of Things (IoT) and Big data analytics, E-commerce players by investing in these technologies (India Trendbook, EY, 2021) give better customer service. According to a B2B E-commerce Investment

report from TransJovan Capital, 2020, by 2025, the Indian B2B E-commerce market size would touch around $60billion from its size of $1.7 billion in 2019 at 80% CAGR. There are many reasons for the rapid growth of B2B E-commerce: When compared to traditional B2B commerce, they charge a smaller fees for providing services to customers like digital enablement and logistics and give Flipkart/Amazon like experience to its customers by offering value added services like digital cataloguing and online payment facility. Moreover, the Indian Government has also allowed 100% FDI in B2B E-commerce in India. The basic nature of a B2B transaction is different from a B2C transaction. It denotes a type of commercial transaction in which a manufacturer & a wholesaler or a wholesaler & a retailer transact. In B2B, customers show rational purchase behaviour. Here, they can also opt for credit payments. Usually volume of a transaction is higher in B2B. In it, many persons may be involved in purchase decision making process. Consumer durables, mobile accessories, apparels, office supplies, home furnishings, health care, construction & industrial supplies and Food & Grocery are the major segments in B2B E-commerce. Amazon business, Flipkart, Alibaba, Indiamart, Shopify, Udaan, ShopX, Ninjacart, Moglix, Jumbotail and Taikee are major players in Indian B2B E-commerce market. There are certain clear-cut trends emerging in B2B which ultimately improve efficiency of processes being involved in this space. The players in this space have developed a unique Just-In-Time (JIT) management system that increases efficiency and reduces wastages of goods received. B2B players are adopting cutting edge technologies like AI, Big Data and Block chain for tracking of orders in real time and reduce the overall cost of operations. In B2B market, Mobile commerce is going to be an important gateway for customer-supplier transactions. As far as grocery retailing is concerned, it is a $300 billion business in India. There are about 12 Million corner stores or Mom and Pop shops spread across the country. 80% of grocery in India is channeled through these stores. On average, around 200 families are being served by each store. There are about 1500 manufacturers sell their grocery products through these stores. These stores stock an assortment of 1,500 – 12,000 Stock Keeping Units (SKUs). They possess intimate knowledge about the consumption habits of their customers. Normally, they procure their inventory from distributors, wholesalers, manufacturers and importers. Out of these 12 million stores, less than 3.5 million are using B2B tech platforms. The traditional distribution structure is gradually being replaced by B2B E-commerce players operating in this space as they give a lot of value to these corner stores like online ordering, one point source to order products of numerous manufacturers, online payment, mobile app based transactions, quick and hyper local delivery, huge product assortment and superior logistics services on the back of cutting edge technologies.

II. COMPANY PROFILE

1) Taikee™

Taikee is a Mumbai, India, based grocery focused B2B E-Commerce platform. It is owned by Peel-Works, a B2B retail tech and data Analytics Company specializing in E-commerce for kirana stores or corner stores. Mr.Sachin Chhabra and Ms. Nidhi Ramachandran founded this company in 2010. This company has developed India's most advanced B2B grocery buying platform for small and mid-sized retailers. Through its app (Business World, 2020) [5] it enhances customer experience in order to promote self-ordering. It gives customers comprehensive information about each and every product, offers shipment tracking facility, enables customers to easily access to invoices and provides customers multiple payment modes for hassle-free transactions. With its cutting edge technologies and a wide range of SKUs, Taikee is indeed a one-stop-shop for customers (Kirana stores) to source their inventory. Presently, it caters to around 20,000 retailers across India. As it has tie-ups with leading FMCG and grocery brands, it is very convenient for small retailers to source from a wide assortment of products at low prices through its app.

2) Udaan

Bengaluru based Udaan is a B2B trade platform meant for small and medium businesses in India. It brings traders, wholesalers, retailers and manufacturers in India under the umbrella of its single platform. With its superior technology and other B2B trade features, it helps its customers to scale and nurture their business. It was founded by Mr. Sujeet Kumar, Mr.Amod Malviya and Mr.Vaibhav Gupta in 2016. It caters to 20,000 sellers and 1 million retailers. In its assortment, it has more than 1.5 million products and 500 brands (B2B E-commerce investment report, TransJovan Capital, 2020). [6] This company delivers around 1.75 lakh orders daily. With its robust supply chain and logistics network, it reaches out to 900 cities and 12,000 pin codes in India, daily, through its logistics arm UdaanExpress.

III. REVIEW OF LITERATURE

Kim (2004) [8] studied that there are two main factors involved in conducting successful e-commerce strategy which are security of the e-commerce system and user friendliness of web interface. Security means not only securing own system but also providing security assurance to users who are using the sites. User friendly web interface will elicit consumers' trust and it's easy to convenience customers once such trust is established. Besides these factors other factors are also essential to succeed in E-Commerce. They are: Top management support, IT infrastructure and customer acceptance. Top management support plays vital role as they are the

decision & strategy makers, their support and decisions will direct the company to success. With-out proper IT structure and skilled human resources, e-commerce strategy will fail. According to him one of the important factors for the success of E-commerce is: customer acceptance. It means the way customer accepts the web or online software of the company. Therefore, the website of an E-commerce company should have very rich contents and those contents should be easily accessible to customers.

Young Jan Choi, Chung Suk Suh (2005) [11] reported that as e-marketplaces are overcoming spatial barriers that leads to lowering of the price level. Since e-marketplaces achieve economies of scale by aggregating dispersed demands, they allow the company to have more varieties that did not exist before their emergence.

Chen et. al, (2011) [1] investigated significant success factors in E-Commerce. They have found that the following are those significant success factors: customer relationship and privacy of information, low cost operation, ease of use, E-Commerce strategy, methodological E-Commerce expertise, immovability of systems, security of systems, prosperity of information, variety of goods/services, speed of systems, payment process, services, delivery of goods/services, low price of goods and services, and assessment of E-Commerce operations.

Viehland D.W., (2012) [3] identified six factors that are significant to the success of the e-business strategy. They are: creating a consumer-centric strategy, accepting outsourcing to improve business performance, acting like a new entrant, utilizing information management to differentiate company's product, being a part of an e-business community, and the presence of an executive leadership.

Zia and Manish (2012) [12] found that E-commerce retailers in India are expanding their offerings to the online population outside metropolitan India and are investing heavily in the infrastructure to support these markets. Online apparel retailer Myntra.com is already seeing demand for its products outside metropolitan India: 50% of its sales are outside India's 10 biggest cities. To widen their reach, multiple retailers are building warehouses outside central locations; testing shipping options that work in rural areas; offering payment options like cash on delivery (COD) that provide options for the unbanked; and subsequently marketing these to semi-urban and rural consumers.

Jennex et al. (2004) [7] in their research they focused on the key infrastructure factors for setting up B2B e-commerce enterprise in developing countries like India. They are: people factors, technical infrastructure factors, client interface factors, business infrastructure factors, and regulatory environmental factors. Each factor comprises of several attributes. They are: knowledge of workers, their technical skills, trust in the relationship between client and provider, knowledgeable client contacts, client contacts that can speak with the provider's language, and client contact methods are considered critical. Moreover, client interface factors are considered the most critical among these five factors.

IV. OBECTIVES OF THE STUDY

1. To find out the level of brand awareness among potential customers of B2B brands like Taikee™ and Udaan

2. To know the customer's expectation from a B2B business like Taikee™

3. To understand the customer experience with B2B brands like Taikee™ and Udaan

4. To find out the level of customer satisfaction with B2B brands like Taikee™ and Udaan

V. SCOPE OF THE STUDY

This study will help B2B brands like Taikee™ in gaining a better knowledge of what customers actually feel about the company/brand. It will throw light on the actual need of the customer in the context of B2B E-commerce business. This study will also help B2B brands like Taikee™ and Udaan to understand their salience vis–a–vis their competititors. In a nutshell, this study will help a B2B E-commerce company to understand its customers in a better possible manner.

VI. RESEARCH METHODOLOGY

A descriptive research study was done. A Descriptive research design was adopted. Small retailers or Kirana shop owners in Coimbatore city, Tamil Nadu, India, constitute the population for this study. The sample size of 71 was constituted separately for existing customers and potential customers of B2B E-commerce companies. For existing customers, by adopting Judgment sampling method, the sampling elements were reached out by the researcher. For potential customers, convenience sampling method was adopted to reach out to potential customers of B2B E-Commerce companies. The primary data were collected by using one of the methods to collect such data – Survey. A structured questionnaire was used as a data collection instrument. The study was conducted over a period of 3 months – March'2021-May'2021. To measure level of satisfaction and the customer experience with the B2B brands, 5-point scaling techniques like Likert's scale and Goodness scale were used. To interpret the mean that was calculated by using the data that were collected by using these scaling techniques, a decision criteria with their respective range of mean values (Larson

and Farber, 2015) [9] were used. According to that decision criteria, if 'mean values' are in the range of 1.0-1.4, it means 'The respondents have a 'Strong Disagreement with the statement'; if 'mean values' are in the range of 1.5-2.4, it means' The respondents have a 'Disagreement with the statement'; if 'mean values' are in the range of 2.5-3.4, it means, the respondents perception about the statement is 'Neutral'; if 'mean values' are in the range of 3.5-4.5, the respondents have an 'Agreement with the statement'; if 'mean values' are in the range of 4.6-5.0,the respondents have a 'Strong agreement with the statement'. The data analysis was done by using a data summarization tool - percentage analysis, Arithmetic mean, measure of dispersion like Standard Deviation and an inferential statistical tool - Pearson's correlation.

VII. DATA ANALYSIS & INTERPRETATION

Table No: 1 : The Brand Awareness of Taikee™

Particular	Frequency	Percent
Yes	66	93.0
No	05	07.0
Total	71	100.0

Source: Primary Data

Table No: 2 : The Customer Familiarity with the Brand Taikee™

Particular	Frequency	Percent
Taikee	54	76.1
Udaan	17	23.9
Total	71	100.0

Source: Primary Data

Table No: 3 : The Source through which the customer has come to know about the brand Taikee™

Particular	Frequency	Percent
Advertisement	10	14.1
Experience	14	19.7
Word of mouth	47	66.2
Total	71	100.0

Source: Primary Data

Table No: 4 : Whether the Customer Recommends Taikee™ to others

Particular	Frequency	Percent
Yes	57	80.3
No	06	08.4
May be	08	11.3
Total	71	100.0

Source: Primary Data

Table No: 5 : The customer satisfaction of Taikee™'s Product Lines

Particular	Frequency	Percent
Yes	54	76.1
No	17	23.9
Total	71	100.0

Source: Primary Data

Table No: 6 : Preferred Service Dealer in B2B E-Commerce

Particular	Frequency	Percent
Taikee	57	80.3
Udaan	14	19.7
Total	71	100.0

Source: Primary Data

Table No: 7 : The Customer's Choice of a B2B E-commerce Service Dealer based on their previous Communication Experience with the dealer

Particular	Frequency	Percent
Taikee	60	84.5
Udaan	11	15.5
Total	71	100.0

Source: Primary Data

Table No: 8 : The Customer's Choice of a B2B E-commerce Service Dealer based on their previous Experience with the Credit Policy of the dealer

Particular	Frequency	Percent
Taikee	63	88.7
Udaan	08	11.3
Total	71	100.0

Source: Primary Data

Table No: 9 : The Customer's Choice of a B2B E-commerce Service Dealer based on Offers given by the dealer

Particular	Frequency	Percent
Taikee	62	87.3
Udaan	09	12.7
Total	71	100.0

Source: Primary Data

Table No: 10 : The Level of the Customer Satisfaction of the Brand Taikee™

Particular	N	Mean	Std. Deviation
The Level of Customer Satisfaction of the Brand Taikee™	71	4.030	1.1278

Source: Primary Data

From the above table it is inferred that, the mean of 4.030 indicates that the respondents are 'satisfied' with the brand Taikee. Moreover, with the Standard deviation at 1.1278, one can come to the conclusion that the deviation may occur towards the 5th point area which indicates that many of the respondents may be 'Highly satisfied' with the brand Taikee.

Table No: 11 : The Level of the customer Satisfaction of Taikee's billing and invoicing

Particular	**N**	**Mean**	**Std. Deviation**
The Level of the customer Satisfaction of Taikee's billing and invoicing	71	4.111	1.0178

Source: Primary Data

From the above table it is inferred that, the Mean of 4.111 indicates that the respondents are 'satisfied' with Taikee's billing and invoicing. Moreover, with the Standard deviation at 1.0178, it can be inferred that the deviation may occur towards the 5th point area which indicates that many of the respondents are 'Highly satisfied 'with Taikee's billing and invoicing.

Table No: 12 : The customer's overall Experience with Taikee's Payment Process

Particular	N	Mean	Std. Deviation
The customer's overall Experience with Taikee's Payment Process	71	4.343	0.8081

Source: Primary Data

From the above table it is inferred that, a mean of 4.343 indicates that the respondents have a 'good' experience with Taikee's payment process.

Table No: 13 : The Customer Level of Satisfaction of Dealings and Quotations Provided by Taikee

Particular	N	Mean	Std. Deviation
The Customer Level of Satisfaction of Dealings and Quotations Provided by Taikee	71	4.048	1.1420

Source: Primary Data

From the above table one can infer that, the mean of 4.048 indicates that, by and large, the respondents are 'satisfied' with Dealings and Quotations Provided by Taikee. Moreover, with the Standard deviation at 1.1420 the deviation may occur towards the 5th point area which indicates that the many of the respondents may be highly satisfied with Dealings and Quotations Provided by Taikee.

VII. A. DATA ANALYSIS & INTERPRETATION – PEARSON CORRELATION ANALYSIS

H_0: There is no significant relationship between the level of the customer Satisfaction of Taikee's billing and invoicing and the level of the Customer Satisfaction of the Brand Taikee™

H_1: There is a significant relationship between the level of the customer Satisfaction of Taikee's billing and invoicing and the level of the Customer Satisfaction of the Brand Taikee™

Table No: 14

Correlation Matrix between the level of the customer Satisfaction of Taikee's billing and invoicing and the level of the Customer Satisfaction of the Brand Taikee™		
	Satisfaction level of Taikee's billing and invoicing	
Customer satisfaction of the brand Taikee™	Pearson Correlation	0.886**
	Sig.(1-tailed)	.000
	N	71

** Correlation is significant at 0.01 level (1-tailed)

From the above table, with a coefficient of r = 0.886, which is also significant at $p<0.01$, the relationship between the level of the customer Satisfaction of Taikee's billing and invoicing and the level of the Customer Satisfaction of the Brand Taikee™ is significant. Hence, the hypothesis H_0 is rejected. Therefore, there is a significant relationship between the level of the customer Satisfaction of Taikee's billing and invoicing and the level of the Customer Satisfaction of the Brand Taikee™.

H_0: There is no significant relationship between the customer's overall Experience with Taikee's Payment-Process and the level of the Customer Satisfaction of the Brand Taikee™.

H_1: There is a significant relationship between the customer's overall Experience with Taikee's Payment-Process and the level of the Customer Satisfaction of the Brand Taikee™.

Table No: 15

Correlation Matrix between the customer's overall Experience with Taikee's Payment Process and the level of the Customer Satisfaction of the Brand Taikee™.	
	The customer's overall Experience

	with Taikee's Payment Process	
The level of the Customer Satisfaction of the Brand Taikee™	Pearson Correlation	0.853**
	Sig.(1-tailed)	.002
	N	71

** Correlation is significant at 0.01 level (1-tailed)

From the above table, with a coefficient of r = 0.853, which is also significant at p<0.01, the relationship between the customer's overall Experience with Taikee's Payment Process and the level of the Customer Satisfaction of the Brand Taikee™ is significant. Hence, the hypothesis H_0 is rejected. Therefore, there is a significant relationship between the customer's overall Experience with Taikee's Payment Process and the level of the Customer Satisfaction of the Brand Taikee™

VIII. FINDINGS

Majority of the respondents (93%) aware of the brand Taikee™. Majority of the respondents (76.1%) have a familiarity with the brand Taikee™. Majority of the respondents (66.2%) have come to know about Taikee, for the first time, through Word of Mouth. All respondents are satisfied with the brand Taikee. Majority of the respondents (80.3%) are likely to recommend the brand Taikee to others. All the respondents are satisfied with the brand Taikee's billing and invoicing. All the respondents have a good experience with Taikee's payment process. All the respondents are satisfied with Dealings and Quotations provided by Taikee. Majority of the respondents (76.1%) are satisfied with Taikee's product lines. For the majority of the respondents (80.3%) Taikee is the most preferred B2B E-Commerce service dealer. Majority of the respondents (84.5%) find that it is easier to communicate with Taikee™. Majority of the respondents (88.7%) are happy with Taikee's credit policy. Majority of the respondents (87.3%) feel that Taikee gives offers satisfactorily. It is also established that there is a significant relationship between the level of the customer Satisfaction of Taikee's billing and invoicing and the level of the Customer Satisfaction of the Brand Taikee™.

It is also discovered that there is a significant relationship between the customer's overall Experience with Taikee's Payment Process and the level of the Customer Satisfaction of the Brand Taikee™. The following are the basic expectations of the respondents from a B2B E-Commerce service dealer like Taikee™: Integrity in relationship and transactions, having more varieties and assortment of products at competitive price level, having better quality of products and timely delivery.

IX. SUGGESTIONS

The following suggestions are made for improving the customer satisfaction, expectation and experience towards Taikee so that it will be the most sought-after B2B E-commerce company: Taikee™ should advertise in various online platforms to create awareness and gain popularity among the potential customers as quickly as possible. It should forge a symbiotic relationship with other popular regional as well as national brands in the form of an enduring partnership that ultimately lead to win-win situation for both the partners. Taikee™ should avoid dealing with its suppliers purely on profit motives, instead of that, it should try to forge a long term relationship with its suppliers that lead to creation of more value that may be born out of that long term relationship. This value ultimately can be passed on to customers. Taikee™ should single-mindedly focus on creating more awareness about its presence in the B2B E-commerce space not only among potential customers but also among the general public. This will lead to further expansion of its market reach. Taikee should consider reducing the minimum order amount limit to some extent as it is really helpful to small shop owners. Expanding the operating area to various other cities would be another option to widen its market reach. This will also enhance its familiarity across the country. Introducing beneficial credit system, by taking into account credit needs of various sections of customers, can help Taikee to clinch more deals from small and big retailers.

X.CONCLUSION

Taikee™ as a B2B E-commerce platform has gained a huge popularity and customer base, in a short time, which is actually a remarkable achievement. Like many other brands, it does have its own flaws which can be easily rectified if they start addressing those flaws in earnest. With a kind of highly motivated, talented and young employee team at their disposal it is assured that they can achieve pinnacle of success on a sustainable basis. Given the fact that Taikee being a young company in this largely untapped B2B E-commerce market, it does not have to face much competition like B2C online retailing. This research has uncovered many saliences of Taikee™. It has already started to enjoy huge popularity among its customers. The way in which it interacts with its customers enables it to win over the hearts of the customers. Its offers, credit policy, dealings with its customers, product lines and payment process have already set the standards in the market that give a solid competitive edge to Taikee™ over other players in this B2B E-commerce market in India.

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