

A Study of Consumer Awareness in BOPS (Buy Online Pick Up in Store) Adoption among Urban Shoppers in Chennai

Alice Debra Eden

Research Scholar,

Department of Commerce,

Madras Christian College

East Tambaram,

Chennai- 59.

Dr. T. Shirley Devakirubai

Associate Professor,

Department of Commerce,

Madras Christian College,

East Tambaram,

Chennai- 59.

Abstract

Buy Online Pick Up in Store (BOPS) is a shopping method where you pay for an item through a website or app and then go to the physical store to collect it yourself instead of waiting for home delivery. The BOPS is been implemented in few shops in Chennai city like Decathlon, Zara, Reliance Smart, Croma, Starbucks etc. in name called “Click & Collect”. So, this researcher paper focuses on the consumer awareness in BOPS adoption in Chennai city. The research method used is convenience sampling in systematic questionnaire with the respondent of 100 out of 150, application using for analysis is Jamovi. This research shows that is convenience helps in adoption of BOPS, is customer consciousness about the environment impact by using BOPS, what are behavior and intention towards BOPS and what are the expectation towards BOPS. Furthermore, suggestion about BOPS implementation in shop and to promote BOPS among the customer in Chennai city. The conclusions provide valuable interest of the consumer which can helps shops in Chennai to implementing the BOPS.

Keywords: BOPS, Customer, Chennai, Digital Convenience, Consumer Request, Risk Management, Inventory Management, Strategies, Promotion, Shops, Retail.

I.INTRODUCTION

India's retail sector is undergoing a shift that promotes a combination of digital convenience with physical presence. Buy Online, Pick Up in Store (BOPS), also referred to as Click and Collect, is an unexpected development in omnichannel methods that bridges the gap between traditional retail and e-commerce. Although digital convenience is growing in urban areas, BOPS is not an extra service. As part of the expanding omnichannel approaches, it is an essential strategy utilized in retail establishments to save delivery costs and boost customer flow. These omnichannel methods, especially in crowded urban environments handle major problems like last-mile shipping, product lack of clarity, and shipment delays.

The rapid growth of smartphones and broadband connectivity in India has a foundation for urban consumption. Adopting BOPS, however, is associated with customer awareness, and perceived value is dependent on factors including the standards of performance, trust, and ease of use. Chennai is a significant metropolis and retail hub with a distinct population for analyzing trends. Customers in the city love the shopping experience at malls and are well-versed in digital technology. Customer awareness of BOPS in Chennai city is discussed in this paper because BOPS is not fully implemented in the shopping experience and very few stores have it.

Objective of the Study

- To identify the primary convenience drivers that influence the adoption of BOPS among urban shoppers in Chennai.
- To evaluate the level of environmental consciousness among Chennai consumers
- To examine the impact of Chennai's urban logistics on the consumer's decision to pick up in store.
- To assess the Green Gap by measuring the difference between a consumer's intent to be sustainable and their actual behavior.
- To determine the effectiveness of incentives in shifting consumer preference from home delivery to sustainable in-store collection.

Review of Literature

(Kusuda, 2022) The impact of online and in-store purchases on consumer behavior and retailer profit is covered in the article. The goal is to investigate the impact of BOPS, which enables customers to pay for products online and view their inventory before visiting a store, enabling them to pick up the item in-store. In fact, this reduces the amount of time and energy spent travelling or waiting for the merchandise in the store. An analytical mathematical model on merchants with physical stores and internet channels was used by the researcher. The results of the

study show that consumers visit physical stores when delivery costs are greater and that using BOPS helps merchants cut down on customer wait times and pickup hassles, which benefits businesses. Retailers employ the tactic that home delivery is the best option for consumers who live far from the shop, and they encourage customers who are passing by or nearby to utilize the BOPS technique to reduce time and effort at the store as well as to save money on shipping. The study comes to the conclusion that BOPS is a potent informative tool that connects online and physical stores in addition to being a convenience to the consumer.

(Mudjahidin et al., 2022) The purpose of BOPS services at coffee shops is discussed in this article. Coffee shops are embracing BOPS to improve service efficiency and decrease wait times as a result of the digital transformation. This study applies the Individual Model, often known as the diffusion of innovation or technology acceptance model, to examine consumer behavior. Structural Equation Modelling (SEM) is the method used to analyze the data. There are a number of variables, including the advantages of BOPS, how BOPS fits into the customer's lifestyle, challenges in implementing the service, and worries about online buying and security. Customers like the service and the fact that they can acquire the product without having to wait in queue, according to the data. The shop must build customer trust and service performance, and this service fits in with the client's easily navigable routines. According to the paper's conclusion, BOPS is a practical and essential tactic for coffee shops looking to enhance efficiency and quality while lowering technical issues. This will effectively increase consumer engagement with the internet for ordering.

(MacCarthy et al., 2019) The study focuses on BOPS's top performance borders, which tackle operational issues and provide the store with the greatest service potential for the chosen resource option. Customers, especially walk-in shoppers, have an issue because they use the exact same paths as order pickups. The product picking believe that the store's logistics are ineffective. Throughout the day, there is shifts in demand for orders placed online. According to the study's findings, the store's picking rate ensures that 95% of orders are prepared on schedule. The consumer requests an extension of the store's order picking time limit, triggering a request for staff support. Increases in service levels will result from the daily growth in customer orders. Retailers can change customer promises, upgrade their store design, or add more employees. The study comes to the conclusion that in order to ensure that in-store customers are unaffected by these changes, businesses must make realistic claims about the time and distribution of resources, such as hiring more employees during peak hours.

(Zhang et al., 2025) The effects between online shoppers who pick up in the store and those who purchase online and have the goods assembled in-store are the main topic of this paper. Only furniture and electronics in retail establishments will be the subject of the researcher's investigation of BOAS and BOPS, with a focus on the elements that influence profit, customer behavior, and sustainable development. The results show that BOAS or BOPS raise the price online instead of offline, and the retailer frequently modifies the pricing with the wholesalers to make money by selling it at a low price in omnichannel. One method of successfully implementing BOAS is for customers to purchase the product at the store rather than have it transported to their homes. The study comes to the conclusion that while BOAS is not a solution that is universal the product's operating costs must be reduced to enable online buyers to acquire it. The study recommends that the management provide the store's assembly service as part of an environmentally friendly strategy since it will save money on shipping if the product has been reserved in advance.

(Shi et al., 2018) The study examines the positive effects of BOPS pre-order for the store while taking product returns into account. The results of this research show that the researchers have created a two-period game theoretical model with both informed and uninformed consumers. Additionally, it specifies that pre-orders at the retail shop are accepted for price drops and that the required inventory level must meet the demand from internet-based pre-orders and walk-in customers. Because the BOPS strategy is typically far more profitable for the store and the pre-order data aids in forecasting and matching supply with demand, the return impact of the strategy can be favorable. The study comes to the conclusion that, even when stores are handling returns of products, managers should choose to use BOPS combined with the pre-order system, which is a more effective tool for managing risks and inventory control.

(Lin et al., 2021) The research study focuses on decisions made about quality and price in the BOPS supply chain. The chain of supply with a single supplier and one retail is examined by the researchers using the Stackelberg game theory model. Only in the store, just online, and BOPS channel are the three distinct selling strategies. The results of the research show that BOPS can be advantageous to both manufacturers and retailers, and that by removing shipping costs, BOPS improves product quality. BOPS can be controlled by the typical shop experience, and it helps the retailer reduce operating expenses, which benefits society. The study leads to the conclusion that when the store uses BOPS, the producer may improve product quality and lower handling costs, ensuring that both parties profit. Reducing shipping expenses by having the consumer pick up the delivery in person is a strong BOPS technique.

(Li et al., 2025) According to the report, the retailer's the BOPS and live streaming commerce performance are two online promotion channels: interactive livestreaming and traditional e-commerce. The efficiency of BOPS has been examined in the paper using both channels. According to the study's findings, the methods include providing pickup for conventional and live streaming orders, as well as for traditional online orders only. Lower operating costs result from BOPS's effectiveness in conventional and live streaming orders. Because of shorter delivery wait times, the researcher indicates that BOPS retailers occasionally charge higher costs. The study comes to the conclusion that providing pickup for a live stream viewer is effective, that conventional ordering through BOPS is far more potent, and that people watching finds livestreams delightful. Because pricing and pickup availability immediately impact each other's success, BOPS and livestreaming shouldn't be handled independently

Research Gaps

In previous research, we have found that several studies done on BOPS in benefit to the retailer and manufacture, operational issue, inventory management, specifically on the grocery retail and coffee shop, promotional strategies, comparing BOPS and livestreaming, picking behavior, towards sustainable in BOPS and the study has been done in different countries so the paper focuses on consumer awareness in BOPS (Buy Online Pick Up In Store) adoption among urban shoppers in Chennai.

Research Methodology

In this study, a systematic questionnaire is being applied. The sample was collected by means of convenience sampling. The data was gathered using the Google Forms platform. The survey was distributed to about 150 individuals, 100 of whom answered. The responses on BOPS were from the general people. The survey has both multiple-choice and Likert scale items. The Analysis tools which is used by the researcher is Jamovi and the hypothesis tests is done on Independent T-Test, One sample T-Test, Chi-Square and ANOVA.

Data Analysis and Results
Descriptive Statistics

Table 1
Demographic Profile of Respondents (N = 100)

Name	Category	Percentage
Age	18 - 24	40
	25 - 34	45
	35 - 44	6
	45 - 54	9
Gender	Male	34
	Female	66
Educational Qualification	High School	1
	Under Graduate	32
	Post Graduate	52
	Other	15
Frequency of Online Shopping	Daily	2
	Weekly	34
	Monthly	17
	Rarely	47

The demographic profile of respondents Table1 shows a majority of the gender distribution are from female (66%) and rest are male (34%). The majority of participate age were between 25-34 (45%) and next majority of participate age were between 18-24 (40%). In terms of education, 52% were postgraduate and followed by 32% were undergraduate. In terms of frequency of online shopping rarely used were 47%, weekly used were 34%, monthly used were 17% and daily used were 2%.

Independent Samples T – Test

Hypothesis

H0: There is no relationship between gender and who actual have BOPS adoption behavior and intention

H1: There is relationship between gender and who actual have BOPS adoption behavior and intention

Independent Samples T-Test			
	Statistic	Df	P
Behavior	-0.934	98.0	0.352
Intention	-1.501	98.0	0.137
Sig: 5% Level			
Source: Computed			

Interpretation

According to Independent T-Test Sample results analyze the significance relationship between gender and who actual have BOPS adoption behavior and intention. The null hypothesis suggests there is no relationship between gender and who actual have BOPS adoption behavior and intention. In the analysis, the p-value is above 0.05 with value such 0.352 in Behavior and 0.137 in Intention which indicates that there is no relationship between gender and who actual have BOPS adoption behavior and intention.

Inference

The Independent T-Test Sample results show no significance relationship between gender and who actual have BOPS adoption behavior and intention as p-value are greater than 0.05.

ANOVA

Hypothesis

H0: There is no difference among age and impact on BOPS.

H1: There is difference among age and impact on BOPS.

One-Way ANOVA (Welch's)				
	F	Df1	Df2	P
Impact on BOPS	0.793	3	19.1	0.513

Interpretation

According to ANOVA results analyze the significance relationship between difference among age and impact on BOPS. The null hypothesis suggests there is no difference among age and impact on BOPS. In the analysis, the p-value is above 0.05 with value 0.513 which indicates that there is no difference among age and impact on BOPS

Inference

The ANOVA results show no significance difference among age and impact on BOPS as p-value are greater than 0.05.

Chi-Square

H0: There is no association between frequent online shopping and BOPS impact on environment.

H1: There is association between frequent online shopping and BOPS impact on environment.

χ^2 Tests			
Chi Square	Value	Df	P
χ^2	10.9	12	0.536
χ^2 continuity correction	10.9	12	0.536
N	100		

Interpretation

According to Chi-Square results analyze the significance association between frequent online shopping and BOPS impact on environment. The null hypothesis suggests as there is no association between frequent online shopping and BOPS impact on environment. In the analysis, the p-value is above 0.05 with value 0.536 which indicates that there is no association between frequent online shopping and BOPS impact on environment.

Inference

The Chi-Square results show no significance association between frequent online shopping and BOPS impact on environment as p-value are greater than 0.05.

One Sample T-Test

H0: There is no relationship between expectation on effect towards BOPS and Convenience towards BOPS Adoption.

H1: There is relationship between expectation on effect towards BOPS and Convenience towards BOPS Adoption.

One Sample T-Test	Statistic	Df	P
BOPS Adoption	46.9	99.0	<.001
Expectation	44.6	99.0	<.001

Interpretation

According to One Sample T-Test results analyze the significance relationship between expectation on effect towards BOPS and Convenience towards BOPS Adoption. The null hypothesis suggests as there is no relationship between expectation on effect towards BOPIS and Convenience towards BOPS Adoption. In the analysis, the p-value is below 0.05 with value <0.001 which indicates that there is relationship between expectation on effect towards BOPS and Convenience towards BOPS Adoption.

Inference

The One Sample T-Test results show significance relationship between expectation on effect towards BOPS and Convenience towards BOPS Adoption as p-value are smaller than 0.05.

Findings

1. There is no relationship between gender and who actual have BOPS adoption behavior and intention
2. There is no difference among age and impact on BOPS.
3. There is no association between frequent online shopping and BOPS impact on environment.
4. There is relationship between expectation on effect towards BOPS and Convenience towards BOPS Adoption.
5. 40% of respondents are in the age groups of 18-24, 45% of respondents are in the age groups of 25-34, 6% of respondents are in the age groups of 35-44 and 9% of respondents are in the age groups of 45-54
6. 66% of respondents are female and 34% of respondents are male.
7. 1% of respondents are from High School, 32% of respondents are from Under Gradate, 52% of respondents are from Post Gradate and 15% of respondents are from Other
8. 2% of respondent are daily use online shopping method for purchase, 34% of respondent are weekly use online shopping method for purchase, 17% of respondent are monthly use online shopping method for purchase and 47% of respondent are rarely use online shopping method for purchase

Suggestion

- Separate pickup counters.
- Train staff specifically for BOPS handling.
- Set guaranteed pickup ready timeline (2 hrs.).
- QR code based pickup verification.
- Offer instant refunds or store credits.
- Offer loyalty points for BOPS usage.
- Use automation for faster picking.
- Send personalized offers when customer arrive.
- Offer discounts for choosing BOPS over home delivery.

Scope for further research

The further research can be done on the BOPS between awareness and adoption in a specific area, a specific store, or a specific consumer. It can also study consumer privacy, safety, and technical complexity in the platform, as well as the transparency that can emphasize the time-saving benefits of BOPS.

II.CONCLUSION

According to the study's conclusion, there is less consumer awareness of BOPS in Chennai's metropolitan area because people are willing to adopt it because it has a significant effect on customers' trust with the product and service before leave the store. They also concentrate on lowering carbon footprints, which increases store visits also ordering online and pick up in store lead to considering the effect on the environment. The use of Buy Online Pick Up in Store (BOPS) in urban areas has the potential to elevate the experience of shopping and drive cities in the direction of a more sustainable future.

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