

Consumer Perception Towards Online Grocery Stores in Delhi NCR

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Abstract: *The online grocery sector has undergone rapid transformation, especially in the wake of the COVID-19 pandemic. Consumers increasingly prefer online grocery platforms due to their convenience, competitive pricing, and safety benefits. This study investigates consumer perceptions towards online grocery stores in the Delhi NCR region. Data was collected through a structured survey involving 100 respondents and analyzed to identify key influencing factors, satisfaction levels, challenges, and future intentions. Results indicate that convenience, time-saving, and price advantages are major motivators, while concerns over product quality, delivery efficiency, and transaction security remain challenges. The study concludes with practical recommendations for enhancing customer experiences and building long-term loyalty.*

Keywords: Online Grocery, Consumer Behaviour, Digital Retail, COVID-19 Impact, Customer Satisfaction, E-commerce Adoption

