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A Study on Consumer Preference towards Online Grocery Shopping In Delhi NCR

Mohd Kamran Khan

MBA Candidate, School of Business Galgotias University, Greater Noida, U.P, India

ABSTRACT: Internet and information technology have made tremendous contribution for businesses transformation witnessed nowadays all over the world this have given a birth to e commerce which encompasses several pre purchases and post purchases activities leading to exchange of products or services or information over electronic systems such as the internet at the other telecommunication networks analysing the competitive advantage of e commerce it is observed that e transactions for developing country like India e commerce offer the considerable opportunities of growth e commerce leads to a boons for the current economic the down terms as the India e commerce markets is worth about rs 60000 crore in 2013 about 80% of this is travelled related Airline tickets, Railways tickets, hotels booking online mobile recharge online grocery shopping etc.

I. INTRODUCTION

Growing interest by consumers to point to click there way through nearly all accepts of daily life has fuel the internet economy to develop service and sale products and online even in areas that were once the sole domain traditional business such as grocery stores and pharmacies business that sell consumer product online have been coin as e tailers and as e grocers stores in the case of online grocery retailers some of the reasons why an increasing no of consumers by groceries online are common to all internet purchases including the better prices larger selection convenience and time saving home delivery of item purchased online is appearing to those for whom going a out to shop is difficult for various reasons such as physical disability the need to care small children's lack of adequate or convenient transportation and or a busy life style

II. LITERATURE REVIEW

It is difficult venture and these challenges make investors more cautions while evaluating such initiatives "Singhal opf SAIF Partners , explains that the it is difficult for the investors to invest in these type of business where the market is extremely fragmented .such a venture can only survive on repeat purchased and that's what one needs to targets. If a company knows what it needs to stock, how much it needs to stock and where it needs to deliver, the business will become simpler to manage and run. The firms needs to find a strong value propositions and target market to survive in the market the business should target the satisfied consumer to create repeat purchases. Also inventory management should be applied to these organizations it will enable them to what it needs to stock, how much it needs to deliver, this will allow to operates smoothly.

III. RESEARCH METHODOLOGY

This research follows a descriptive design to explore consumer preferences for online grocery shopping in the Delhi NCR region. Data was gathered using a structured questionnaire from 20 participants selected through convenience sampling the respondents included students, professionals and homemakers. The collected data was analysed using basic statical tools like percentage and charts to understand major influencing factors such as ease of use, pricing and delivery efficiency.

IV. DATA COLLECTION AND ANALYSIS

The data analysis of the study on customer preference towards online grocery shopping in Delhi NCR reveals significant insights . most respondents are young's adults aged 18-35 , with working professionals forming the largest group of users.blinkit and Big basket are the most preferred platformed due to their convenience and quick delivery . key motivating factors include time-saving, attractive discounts and the ease of home delivery . about 76.7% of



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respondents reported satisfaction with online grocery services. However challenges such as poor product quality , delivery delays and inadequate return policies persist.

V. DISCUSSION

The study indicates the convenience , time savings, and promotional offers are the primary drivers influencing customer preference. Platforms like blink it and Big basket have established strong uses bases due to their reliable services and faster delivery options. however despite high satisfactions levels, challenges such as inconsistent product quality , delivery delays, and limited return policies remain concerns. These issue can impact customer retention if not addressed effectively . the finding suggests that while consumers are adapting to digital shopping habits, their expectations regarding services standard are also rising. Additionally , demographic factor such as age, income, and occupations influence shopping behaviour and platforms selection.to stay competitive, online grocery providers must focus on quality assurance , personalized experiences and efficient logistics . overall the shift in consumer behaviour marks a positive trend towards digital retail, but demands continuous service enhancement.

VI. CONCLUSION

The study conclude that online grocery shopping is rapidly becoming a driven by factors such as convenience, time efficiency and attractive discounts. Young workings professionals and student from the majority of users, with platform like blink it and Big basket leading in popularity. While overall satisfactions levels are high , concerns regarding product quality , delivery delays , and return policies persist.

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