

A Study On Consumer Preference On Buying Online Groceries And Vegetables

Miss.Shreya Shirawalkar &Dr.Rashmi Sreejit Nair

Associate Professor School of Management, Dr. D.Y. Patil University Navi Mumbai, Maharashtra, India

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ABSTRACT

Consumers used to go to markets to buy groceries and vegetables, however the growing significance of the internet has caused a change in customer tastes. People are increasingly choosing to purchase consumables and greens online, which is reducing the appeal of conventional brick and mortar purchasing. Consumers are attracted to the diverse range of goods accessible through online food and veggie stores, which can be viewed from anywhere and at each and every time, regardless of origin or business hours. The main benefits of doing your grocery buying online are ease and time savings. Based on main data sources, the research article sought to investigate the effect of internet grocery shopping on gender as well as customer perceptions. The purpose of the research was to cast light on the increasing tendency of internet grocery shopping and its effect on various parts of consumers' lives. Understanding the role of gender and customer perceptions in online grocery buying allows retailers and marketers to tailor their products to better meet the requirements and desires of their intended audience.

KEYWORDS: *Consumer preference, groceries and vegetables, online shopping, age group, gender, buying behavior*

