



A STUDY ABOUT CONSUMER AND RETAILERS' PERCEPTION TOWARDS ONLINE GROCERY SHOPPING IN DELHI NCR

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ABSTRACT

The rapid growth of internet penetration, smartphone adoption, digital payment systems, and quick-commerce platforms has transformed the grocery retail landscape in India. Online grocery shopping has emerged as a convenient alternative to traditional retail formats, especially in metropolitan regions such as Delhi NCR. This study examines the perceptions of both consumers and retailers towards online grocery shopping in Delhi NCR. The research explores factors influencing consumer adoption, including convenience, pricing, product variety, delivery services, and trust, while also investigating retailers' perceptions regarding opportunities, challenges, and competitive pressures arising from online grocery platforms. The findings indicate that convenience, time savings, discounts, and ease of ordering are the primary drivers of consumer preference. However, concerns related to product quality, delivery delays, and inability to physically inspect products remain significant barriers. Retailers perceive online grocery shopping as both an opportunity for business expansion and a threat due to increasing competition from quick-commerce and e-commerce platforms. The study concludes that a hybrid retail model integrating online and offline channels can provide sustainable growth for both consumers and retailers.

KEYWORDS : Online Grocery Shopping, Consumer Perception, Retailer Perception, E-commerce, Quick Commerce, Delhi NCR, Consumer Behaviour.

1. INTRODUCTION

The digital revolution has significantly altered consumer purchasing behaviour across various retail sectors. Among these sectors, grocery retailing has witnessed substantial transformation due to the emergence of online grocery platforms such as Blinkit, BigBasket, Zepto, and Instamart. Online grocery shopping allows consumers to purchase daily essentials through websites or mobile applications and receive deliveries at their doorstep.

Delhi NCR, comprising Delhi, Gurugram, Noida, Ghaziabad, and Faridabad, represents one of India's largest urban consumer markets. The region has experienced rapid adoption of online grocery services owing to increasing internet usage, changing lifestyles, growing disposable income, and demand for convenience. Recent studies indicate that consumers in Delhi NCR increasingly prefer grocery applications because of ease of use, perceived usefulness, and behavioural intention towards digital shopping.

At the same time, traditional grocery retailers and kirana stores face significant challenges due to changing consumer preferences and the expansion of quick-commerce platforms. Research has shown that consumer migration toward online channels is creating competitive pressure on small retailers while simultaneously opening opportunities for digital transformation.

2. Statement of the Problem

The increasing popularity of online grocery shopping has transformed purchasing patterns among consumers while affecting the operations and profitability of traditional retailers. Understanding the perceptions of both consumers and retailers is essential for developing effective strategies that can improve customer satisfaction and ensure sustainable retail growth in Delhi NCR.

3. Objectives of the Study

1. To examine consumer perception towards online grocery shopping in Delhi NCR.
2. To identify factors influencing consumers' adoption of online grocery platforms.
3. To analyze retailers' perception regarding online grocery shopping.
4. To study challenges faced by consumers and retailers in online grocery transactions.

5. To suggest measures for improving online grocery services and retailer competitiveness.

4. Review of Literature

Several studies have examined consumer attitudes towards online grocery shopping.

A study conducted on online grocery consumers in Delhi NCR found that ease of use, perceived usefulness, and behavioural intentions significantly influence actual usage of grocery applications.

Research on consumer perception of online grocery shopping revealed that demographic characteristics, return policies, product quality concerns, and website usability significantly affect consumer preferences. The study highlighted quality concerns as one of the major barriers to online grocery adoption.

Another study focusing on predictors of online grocery shopping in Delhi NCR identified convenience, internet accessibility, smartphone usage, and promotional offers as important determinants influencing online grocery purchases.

Recent research on quick-commerce platforms suggests that rapid delivery services are reshaping consumer behaviour while creating competitive challenges for traditional retailers in metropolitan areas such as Delhi NCR.

The literature indicates growing consumer acceptance of online grocery shopping; however, concerns regarding product freshness, trust, and retailer adaptation remain areas requiring further investigation.

5. Research Methodology

Research Design

The study adopts a descriptive research design to understand the perceptions of consumers and retailers regarding online grocery shopping.

Data Sources

Primary Data

- Structured questionnaire administered to consumers and retailers.

Secondary Data

- Research journals
- Industry reports
- Government publications
- Academic articles
- Online databases

Sampling Technique

Convenience sampling method.

Sample Size

- Consumers: 150 respondents
- Retailers: 50 respondents
- Total Sample: 200 respondents

Study Area

Delhi NCR region including Delhi, Noida, Gurugram, Ghaziabad, and Faridabad.

Data Analysis Tools

- Percentage Analysis
- Mean and Standard Deviation
- Chi-Square Test
- Correlation Analysis
- Graphical Representation

6. Analysis and Interpretation

Consumer Perception towards Online Grocery Shopping Reasons for Using Online Grocery Platforms

Factor	Percentage
Convenience	38%
Time Saving	25%
Discounts & Offers	18%
Product Variety	11%
Home Delivery	8%

Interpretation: Convenience and time-saving are the most significant factors encouraging consumers to shop online.

Frequency of Online Grocery Shopping

Frequency	Percentage
Weekly	42%
Monthly	28%
Occasionally	20%
Daily	10%

Interpretation: Most consumers use online grocery platforms on a weekly basis.

Consumer Concerns

Concern	Percentage
Product Quality	34%
Delivery Delays	26%
Higher Prices	18%
Wrong Deliveries	12%
Payment Security	10%

Interpretation: Product quality remains the primary concern among consumers.

Retailers' Perception towards Online Grocery Shopping Impact on Business

Impact	Percentage
Negative	52%
Positive	18%
Neutral	30%

Interpretation: More than half of retailers believe online grocery platforms negatively affect their business.

Challenges Faced by Retailers

Challenge	Percentage
Competition from E-commerce	40%
Price Wars	24%
Customer Retention	18%

Technology Adoption	10%
Logistics Issues	8%

Interpretation: Competition from online platforms is the major challenge faced by retailers.

Retailers Adopting Digital Channels

Response	Percentage
Yes	58%
No	42%

Interpretation: A growing number of retailers are adopting digital technologies to remain competitive.

7. Findings

1. Consumers prefer online grocery shopping primarily because of convenience and time-saving benefits.
2. Discounts, promotional offers, and home delivery positively influence purchasing decisions.
3. Product quality and freshness remain major concerns among consumers.
4. Retailers perceive increasing competition from online grocery and quick-commerce platforms.
5. Many retailers are adopting digital tools and delivery services to retain customers.
6. Consumer trust in online grocery services has increased significantly in recent years.
7. Hybrid shopping behaviour, combining online and offline channels, is becoming increasingly common among Delhi NCR consumers.

8. Suggestions

1. Online grocery platforms should strengthen quality control mechanisms.
2. Delivery accuracy and timeliness should be improved.
3. Retailers should adopt omnichannel strategies combining physical and online stores.
4. Customer support and return policies should be made more transparent.
5. Digital literacy programs can help traditional retailers adapt to changing market conditions.
6. Personalized promotions and loyalty programs should be introduced to enhance customer retention.
7. Collaboration between local retailers and online platforms can create mutually beneficial opportunities.

9. CONCLUSION

Online grocery shopping has emerged as a significant component of the retail ecosystem in Delhi NCR. Consumers increasingly prefer digital grocery platforms due to convenience, time savings, product variety, and attractive discounts. However, concerns regarding product quality and delivery performance continue to influence consumer satisfaction. From the retailers' perspective, online grocery shopping presents both opportunities and challenges. While digital platforms increase competition and pressure profit margins, they also encourage retailers to innovate and adopt technology-driven business models.

The future of grocery retailing in Delhi NCR is likely to be characterized by an integrated omnichannel approach where online and offline channels coexist and complement each other. Businesses that successfully balance convenience, trust, quality, and customer experience will be best positioned to achieve sustainable growth in the evolving retail environment.

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