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## INDIAN CONSUMER'S PERCEPTION TOWARDS ONLINE GROCERY SHOPPING

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### Abstract

The new Indian consumers are hard working professionals. That time has passed when they go personally at grocery market for buying grocery items or other daily needs items for their home. With the facility of internet becoming accessible, online shopping has become convenient for everyone. It is most beneficial for those consumers who have not time to go personally at grocery store to buy their daily needs items, but can place their order at online grocery stores website while working in their office. The online grocery stores provide you home delivery services and you receive your ordered items in easy way without any hassle. Caught in the city's fast pace, tedious commuting and long working hours, many people don't have the time to buy groceries or would like to avoid the chore. The research paper deals with the study of Indian Consumer's perception towards to online grocery shopping.

**Keywords:** Consumer Perception, Online Grocery Stores, Internet, Purchasing Power, E-Commerce.

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