

# To Study the Change in Consumer Perception Towards Online V/S Traditional Shopping Special Reference to Grocery

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**Abstract:** *The introduction of e-commerce has significantly changed the retail scene in recent years, especially in the food industry. The purpose of this study is to investigate and contrast consumer opinions on traditional and online grocery buying techniques in Indore city. Understanding customer preferences and views is becoming increasingly important for merchants and governments due to the rapid improvement of technology and the growing popularity of e-commerce platforms. This study aims to shed light on how grocery shopping is changing by performing a thorough examination of the variables impacting customer choices.*

*Using a quantitative survey, the research will look into how consumers view the advantages and disadvantages of online grocery buying compared to traditional supermarket purchasing. The results show that consumers' perceptions of online and traditional grocery shopping differ slightly. While online shopping offers advantages like convenience, variety, and time savings, there are also concerns about product quality, delivery reliability, and personalisation. In order to comprehend how these factors affect customer choices, demographic data like age, income level, and geographic location will also be taken into account.*

*It is expected that the study's conclusions will deepen our knowledge of customer behaviour in relation to grocery shopping and offer insightful information to both traditional and online grocery stores. Gaining insight into consumer views may help grocery retailers create innovative products, better services, and more focused marketing campaigns, all of which will enhance the entire grocery shopping experience for customers.*

**Keywords:** Consumer perception , E-commerce , Convenience, Product quality, Grocery shopping.