

Dissertation Report on
**“Study of consumer behavior towards eGrocery store
and formulating an operational model”**

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CERTIFICATE FROM THE INSTITUTE

This is to certify that the Project Report titled “**Study of consumer behavior towards eGrocery store and formulating an operational model**” is a bonafide work carried out by Mr. Ritesh Kumar Jha of MBA 2012-14 and submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 in partial fulfillment of the requirement for the award of the Degree of Masters of Business Administration.

Signature of Guide

Place:

Date:

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DECLARATION

I, Ritesh Kumar Jha, student of MBA 2012-14 of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 declare that Dissertation Report on “**Study of consumer behavior towards eGrocery store and formulating an operational model**” submitted in partial fulfillment of Degree of Masters of Business Administration is the original work conducted by me.

The information and data given in the report is authentic to the best of my knowledge.

This Report is not being submitted to any other University for award of any other Degree, Diploma and Fellowship.

Ritesh Kumar Jha

Place:

Date:

ACKNOWLEDGEMENT

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I hope that I can build upon the experience and knowledge that I have gained and make a valuable contribution towards marketing in any industry in coming future.

Ritesh Kumar Jha,
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Signature

EXECUTIVE SUMMARY

Information technology have made tremendous contributions for business transformation witnessed nowadays all over the world. This has given birth to E commerce which encompasses several pre purchase and post purchase activities leading to exchange of products or service or information over electronic systems such as the internet and the other Telecommunication networks.

Analyzing the competitive advantage of E-Commerce it is observed that E-Commerce enables simpler, faster and efficient business transactions. For developing country like India, E-Commerce offer considerable opportunity for growth. E-commerce leads to a boon for the current economic downturn. As India's e-commerce market is worth about \$ 16 billion in 2013-14. About 80% of this is travel related (airline tickets, railway tickets, hotel bookings, online mobile recharge etc.). Online retailing comprises about 15%. India has close to 10 million online shoppers and is growing at an estimated 40-45% per annum. The rapid growth of e-commerce in India is being driven by greater customer choice and improved convenience.

Project was undertaken to determine whether online grocery shopping will be beneficial to the user with respect to questionnaire which will be analyzed in three parts. The project will first study the attitude of customers towards online shopping, also determining the factors which influence the consumer to purchase goods and service.

The second part of the project will depict the attributes of online shopping influencing the purchase decision by the respondent. It will also determine the issues regarding the online shopping.

The third part of the project determines the purchase decision with respect to grocery. It will determine the place preference of grocery shopping with respect to price, quality, variety, proximity and offers/ discounts.

The project will also recommend the business operational plan.

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