

**DR. KRISHAN KUMAR**

**BPS Women university, India**

## **IMPACT OF CONSUMER DECISION MAKING STYLE ON ONLINE GROCERY PURCHASING IN INDIA**

### **Abstract:**

Impact of Consumer Decision Making Style on Online Grocery Purchasing in India

### **ABSTRACT**

Online shopping has witnessed a big change in the life of consumers and subsequently become more popular than physical store shopping because it is home based shopping that make life easy and comfortable. Online grocery shopping is a new concept for Indian consumers. Therefore, only a few studies have been conducted on consumer response towards online purchase of grocery products. The objective of the study is to examine consumer's intention towards online grocery shopping, based on the model theory of planned behavior originated by Ajzen in 1991. Descriptive research design has been used and the area of study is NCR & the state of Haryana (India). Primary and secondary data have been used for drawing results and total number respondents are 280 selected on the basis of convenience sampling techniques. The population sample used for this study includes those consumers who have some prior experience of buying products online. This study primarily examines some factors that affect consumers' intention to buy groceries online like attitude, subjective norms, perceived behavior control and intention to purchase online. The results reveal that consumer attitude and perceived behavior control are the most significant factors for creating positive consumer intention towards online grocery shopping.

### **Keywords:**

Key words: Online grocery shopping, consumer behavior, perishable goods

**JEL Classification:** M31