

**A STUDY ON CONSUMER PERCEPTION TOWARDS JIO MART
ONLINE GROCERY SHOPPING WITH REFERENCE TO
CHENNAI CITY**

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ABSTRACT

The adoption of e-commerce has registered a constant growth in the last quarter of 2020. Due to the upsurge of the pandemic, there were many restrictions laid down by the government in order to break the virus chain thus people's physical movement was restricted thus creating a big revolution in the digital world. In spite of this hectic situation Jio mart has given a trial and created a major difference in the competitive world of e-commerce. As people have entered the world of digitalization, they started online grocery shopping because the physical movements of people were arrested due to the pandemic. This study aims at understanding the consumer perception of Jio Mart online grocery store. Data had been collected with the help of a structured questionnaire circulated among 100 respondents in the city of Chennai. Percentage analysis was used to study the demographic profile of the respondents in Chennai city. Friedman's test is used to rank the factors considered while online grocery shopping. A Chi-square test was used to identify the impact of demographic profile on buyers' behavior.

KEYWORDS: *E-commerce, consumer perception, Pandemic, Online grocery shopping, Digitalization.*