

A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS ONLINE GROCERY SHOPPING

A project report submitted in partial fulfillment of the requirements for the award of the
Degree of

BACHELOR OF TECHNOLOGY

In

COMPUTER SCIENCE AND ENGINEERING

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AVANTHI INSTITUTE OF ENGINEERING & TECHNOLOGY

(Approved by AICTE, New Delhi & Permanently affiliated to JNTUGV)

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MAKAVARAPALEM, NARSIPATNAM,

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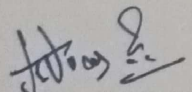
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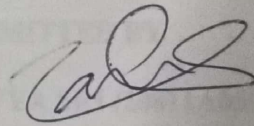
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CERTIFICATE

This is to certify that the project entitled "A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS ONLINE GROCERY SHOPPING" in partial fulfillment for the of degree of Bachelor of Technology in COMPUTER SCIENCE AND ENGINEERING, at AVANTHI INSTITUTE OF ENGINEERING AND TECHNOLOGY, MAKAVARAPALEM, VISAKHAPATNAM is an bonafied work carried out by K.N D NAVYA SRI (20811A0553), I. RAMA LAKSHMI (20811A0544), B.RAMYAGANGA (20811A0514), K.CHAITANYA (21815A0507), M.SAI CHAKRAVATHI (20811A0559) under the guidance and supervision during 2023-2024.


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ABSTRACT

The Digital Grocery Platform simplifies the shopping process for your local retailers and you. To ensure a seamless login experience, create a profile and peruse an extensive assortment of categorized products, ranging from dairy and fresh veggies to pantry essentials. For a simple checkout, add products to your cart with a tap and select from safe online payment methods. You can stay informed about delivery with real-time order tracking. The program gives local providers the flexibility to create an online presence by giving them the ability to create seller profiles. They may easily add, amend, and remove things from their online store as needed. Features like coupons and special offers help draw in more clients, while high-quality photographs and transparent pricing guarantee that their products are displayed professionally. In order to efficiently fulfill and distribute orders, the app also offers order status tracking. Local stores benefit from streamlined operations and a larger client base while you have fresh food delivered directly to your doorstep through an easy-to-use platform. Everyone benefits from it.

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