

EXPLORING CONSUMER ONLINE GROCERY SHOPPING PERCEPTION

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ABSTRACT

With the fast development of information and logistics technology, many consumers are shopping online for grocery. This leads to the rise of online grocery platforms. Literature has shed light on formalizing consumer online shopping experiences; yet few studies focus on consumer changing sentimental and behavioral patterns in online grocery shopping. This study focuses on online consumer reviews from an online grocery platform and investigates what consumers value from their reviews. Theoretical and practical implications and future research discussions are presented.

Keywords: Online consumer reviews, consumer satisfaction, platform operations