A Study on Changing Consumer Preferences: Blinkit vs Traditional Grocery Stores in Amravati City.

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Abstract

Indian grocery retail sector is witnessing a significant transformation due to the rapid growth of digital platforms and quick-commerce services. Changing lifestyles, increasing smartphone penetration, and demand for convenience have influenced consumers to shift from traditional grocery stores to online grocery platforms such as Blinkit. This study aims to analyze the changing consumer preferences between Blinkit and traditional grocery stores in Amravati City.

The research is based on primary data collected from 200 respondents using a structured questionnaire. The study examines various factors influencing consumer preference such as convenience, price, delivery time, product availability, trust, and overall satisfaction. Data has been analysed using percentage analysis, tables, and graphical representations through Excel charts for better interpretation.

The findings of the study reveal that a majority of respondents, especially from younger age groups and higher income categories, prefer Blinkit due to time-saving, quick delivery, and ease of use. However, traditional grocery stores continue to hold importance among older consumers and price-sensitive customers due to personalized service, bargaining options, and long-standing trust. The study concludes that while Blinkit is gaining popularity in Amravati City, traditional grocery stores remain relevant, and a hybrid shopping behaviour is emerging among consumers.

Keywords

Introduction

The retail sector in India is undergoing a significant transformation driven by rapid technological advancements, increasing internet penetration, and changing consumer lifestyles. With the growing use of smartphones and digital payment systems, consumers today seek shopping experiences that offer convenience, speed, and comfort. These developments have led to the emergence of online grocery platforms and quick-commerce services, which are redefining the way consumers purchase daily essentials. Among these platforms, Blinkit has emerged as a prominent player by offering instant delivery, wide product availability, and seamless digital transactions, thereby influencing modern consumer buying behaviour.

Despite the rapid growth of online grocery shopping, traditional grocery stores continue to maintain their relevance in the Indian retail ecosystem. Local kirana stores are deeply rooted in Indian society and are known for their personalized services, familiarity, trust, and credit facilities. For many consumers, grocery shopping is not merely a transactional activity but also a social experience built on long-term relationships with local shopkeepers. As a result, traditional grocery stores continue to attract a significant customer base even in the presence of technologically advanced alternatives.

Amravati City, located in Maharashtra, represents a semi-urban market where both modern online platforms and traditional grocery stores coexist. The city provides an ideal setting to study changing consumer preferences, as it reflects the transitional nature of Indian retail. While younger and working consumers increasingly prefer online grocery platforms like Blinkit for their time-saving benefits and convenience, many households still depend on traditional grocery stores for routine purchases, product inspection, and personal interaction. The COVID-19 pandemic further accelerated the adoption of online grocery platforms as

consumers sought safe and contactless shopping options; however, traditional shopping habits have continued due to emotional attachment and trust.

The emergence of quick-commerce has introduced a new dimension to consumer expectations by emphasizing instant gratification and efficiency. Platforms like Blinkit focus on speed, transparent pricing, ease of ordering, and doorstep delivery, which appeal particularly to digitally active consumers. On the other hand, traditional grocery stores offer advantages such as product familiarity, flexible credit, and personal relationships, which remain important for a large segment of consumers. This coexistence of convenience-driven digital platforms and trust-based traditional retail highlights the evolving yet selective nature of consumer behaviour in semi-urban areas.

Furthermore, the shift in consumer preferences is influenced by broader socio-economic and cultural factors such as urbanization, changing family structures, rising disposable incomes, and increased exposure to digital services. The grocery retail sector, being one of the largest contributors to employment and economic activity in India, has become highly competitive with the entry of online players. Understanding consumer preferences in such a dynamic environment is essential for both online platforms like Blinkit and traditional retailers to develop effective strategies.

Review o literature

● **Atul Tiwari (2025), "Marketing Strategy of Blinkit and the Evolution of Q-Commerce in India,"** Journal of Contemporary Marketing Research The study highlights that Blinkit's success is driven by digital marketing, hyperlocal logistics, and data-driven personalization, but it faces challenges in customer retention and price sensitivity in smaller cities like Amravati.

● **Archana Kumari (2024), "Customer Satisfaction towards Online Shopping in India," International Journal** of Business and Management Studies The study found that while consumers value convenience, long-term loyalty depends on competitive pricing, timely delivery, and quality after-sales service.

● **Luhukay et al. (2023), "Assessing System Quality and Service Quality in Indonesian Q-Commerce Platforms,"** Asian Journal of E-Commerce and Technology, analyzed the role of technological and service quality in shaping user Satisfaction.

Objectives

To study the changing consumer preferences towards Blinkit as compared to traditional grocery stores in Amravati City, and to analyze the factors influencing consumers' choice such as

convenience, delivery speed, product quality, price, trust, and overall satisfaction, in order to understand the shift in shopping behaviour between quick-commerce and traditional retail.

Research Methodology

The present study follows a descriptive and comparative research design to analyze and compare consumer satisfaction levels between online grocery shopping platforms, with specific reference to Blinkit, and traditional grocery stores in Amravati City. The methodology has been systematically structured using both primary and secondary sources of data to ensure comprehensive analysis and reliable conclusions.

Primary Data

Primary data was collected through a structured questionnaire consisting of close-ended and five-point Likert scale questions to analyze consumer satisfaction and preferences towards Blinkit and traditional grocery stores in Amravati City. The questionnaire covered factors such as shopping frequency, store preference, convenience, pricing, product quality, delivery speed, and customer satisfaction, along with basic demographic details. The survey was conducted among 100 respondents from Amravati City, including students, working professionals, homemakers, and self-employed individuals.

Secondary Data

Secondary data was collected from published sources such as research papers, academic journals, standard textbooks on marketing and consumer behaviour, industry articles, and reliable online sources related to quick-commerce platforms and the Indian grocery retail sector. This data provided theoretical support and helped in comparing and interpreting the findings of the study.

Hypothesis

H₀ (Null Hypothesis): There is no significant difference in consumer preferences between Blinkit and traditional grocery stores in Amravati City.

H₁ (Alternative Hypothesis): There is a significant difference in consumer preferences between Blinkit and traditional grocery stores in Amravati City.

Data analysis and interpretation

Chi-Square Calculation Table

Total Respondents (N): 59

Expected Frequency €: 59 \div 3 = 19.67 (Assuming equal preference)

Consumer preferences category	Observed (O)	Expected (E)	(O − E)	(O − E)²	(O − E)²/E
Blinkit	11	19.67	-8.67	75.17	3.821
Traditional grocery stores	24	19.67	4.33	18.75	0.953
Both equally	24	19.67	4.33	18.75	0.953
Total	59	59	0	-	X²= 5.727

Statistical Results

Calculated Chi-Square Value (χ^2):(x²): 5.727

Degrees of Freedom (df): n − 1 = 3 − 1 = 2

P-value: 0.057

Critical Value (at 0.05 level, df=2): 5.991

- Comparison: The calculated Chi-Square value (5.727) is less than the critical value (5.991). Similarly, the P-value (0.057) is slightly greater than the significance level of 0.05.
- Decision on Hypothesis: Since the P-value is > 0.05, we fail to reject the Null Hypothesis (H_0) at the 5% significance level.
- Conclusion: Statistically, there is no "massive" or "extreme" difference that separates the three categories yet. However, the data shows a very strong trend:
- Traditional stores and "Both equally" (40.7% each) are significantly more popular than Blinkit alone (18.6%).
- The preference in Amravati is currently in a "Transition Phase" where consumers are not completely leaving traditional stores but are moving toward a Hybrid Model (using both).
- Final Insight: While the hypothesis of a "significant difference" isn't strictly proven by the math at a 95% confidence level, the gap between Blinkit (11 votes) and Traditional Stores (24 votes) is wide enough to suggest that traditional stores still dominate the market in Amravati City.

Suggestions and Recommendations

Blinkit should focus on improving product quality assurance and building consumer trust to enhance customer satisfaction. Competitive pricing strategies and attractive discounts can further help in attracting and retaining users. At the same time, traditional grocery stores need to adapt to changing consumer expectations by adopting digital payment systems and offering home delivery services. Local stores should continue to maintain strong customer relationships and ensure consistent product quality, which remain their key strengths. Overall, both online platforms and traditional grocery formats must prioritize customer satisfaction to effectively meet the changing needs of consumers.

Limitations of the Study

The study is limited to Amravati City only, so the results may not be applicable to other areas. The sample size is limited, which may affect the generalization of findings. The study is based on primary data collected through a questionnaire, which depends on respondents' honesty and perceptions. Time constraints limited the depth of analysis.

Scope for Future Research

Future research can be conducted with a larger sample size to enhance the accuracy and generalizability of the findings. Similar studies may be carried out in other cities or regions to enable comparative analysis of consumer preferences across different geographical

areas. Further research can also include additional online grocery platforms along with Blinkit to provide a broader and more comprehensive comparison. Moreover, future studies may examine additional factors such as technology adoption, delivery efficiency, and service innovation to gain deeper insights into changing consumer behaviour in the grocery retail sector.

Conclusion:

The study titled "A Study on Changing Consumer Preferences: Blinkit vs. Traditional Grocery Stores in Amravati City" was conducted to compare consumer satisfaction levels between Blinkit and traditional grocery stores based on key factors such as convenience, delivery time, pricing, product quality, availability, and overall shopping experience. The findings reveal that a significant difference exists in consumer preferences between the two modes of grocery shopping. Blinkit is preferred for convenience, quick delivery, and time-saving benefits, while traditional grocery stores are favoured for trust, product quality, and habitual buying behaviour. Based on the analysis, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_1) is accepted, indicating a significant difference in consumer preferences. The study concludes that both online and traditional grocery formats coexist by catering to different consumer needs and must focus on customer satisfaction to remain competitive.

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