

# The Impact of Quick-Commerce on Traditional Kirana Stores in Greater Noida: A Competitive Analysis

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## ABSTRACT

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## INTRODUCTION

India's retail sector is undergoing a major shift with the rapid rise of quick commerce (Q-commerce) a fast-paced model that delivers groceries and daily essentials within just 10 to 30 minutes. Platforms like Blinkit, Zepto, and Swiggy Instamart have quickly gained popularity, especially in metro cities and urban neighbourhood. By using hyperlocal dark stores, gig workers, and advanced digital systems, these platforms are able to fulfil orders at lightning speed.

But this isn't just about faster shopping it signals broader changes in how people live, work, and consume. Q-commerce has seen tremendous growth, expanding from around ₹2,500 crore in FY21 to ₹25,000 crore in FY24, and is expected to hit ₹3.3 lakh crore by 2030 (Economic Times, 2024).

Even with the rapid growth of quick commerce, India's 1.3 crore kirana stores still handle more than 92% of the country's grocery sales, according to Datum Intelligence (2024), known for their personal service, community ties, and credit flexibility, these small stores are now facing real challenges. Nearly 46% of Q-commerce users say they've reduced their dependence on kiranas, and more than 82% have shifted at least a quarter of their grocery spending to digital platforms. This transition is causing estimated losses of ₹10,600 crore annually for kirana store owners (Datum Intelligence, 2024).

Q-commerce platforms benefit from several strong advantages AI-powered inventory systems, live delivery tracking, steep discounts through direct brand deals, and the ability to meet impulse purchases instantly. On the other hand, almost 90% of kirana stores still run manually, without digital billing, inventory software, or a delivery setup. This has widened the digital gap in retail, where success is increasingly driven by speed, technology, and data.

While some kiranas are trying to adapt taking orders via WhatsApp, accepting UPI payments, or partnering with franchise models like Seven Heaven many remain at risk in this fast-changing environment. The Q-commerce boom isn't just changing how people shop it's also raising important questions about fairness, job conditions, sustainability, and the future of small businesses.

This study aims to explore these dynamics in depth, looking at how ultra-fast digital delivery is affecting traditional stores, and what steps can be taken to create a more balanced and inclusive future for India's retail ecosystem.

## Research questions

The research questionnaire had following questions.

1. How often do you shop for groceries and essentials through apps like Blinkit, Zepto, or Instamart?
2. What factors influence your choice to shop online instead of from a local kirana store?
3. Have you reduced visits to local kirana or grocery stores since you started using online delivery apps?
4. Do you think e-commerce apps are negatively affecting local shopkeepers and kirana stores?
5. Would you prefer to support local stores if they offered similar digital convenience (e.g., delivery, online payment, offers)?
6. Do you compare the prices of products between local kirana stores and online apps like Blinkit or Zepto before making a purchase?
7. In your opinion, should the government or private sector help kirana stores go digital?
8. Would you be willing to pay a little extra to buy from a local store rather than an app?

## Research objectives

- To analyze the changing shopping behavior of Indian consumers and their preference for quick-commerce over traditional kirana stores.
- To identify the key challenges faced by kirana store owners due to the competition from platforms like Blinkit, Zepto, and Swiggy Instamart.
- To compare the advantages and disadvantages of kirana stores and quick-commerce platforms in terms of pricing, convenience, and service quality.
- examine the role of digital transformation and supply chain efficiency in shaping the future of kirana stores.
- To explore the impact of government initiatives like ONDC in helping kirana stores integrate digital solutions and enhance their competitiveness.

## Literature review

Quick commerce is rapidly changing the way people shop for groceries in India, and local kirana stores are starting to feel the pressure. According to Datum Intelligence, only a small fraction (6–8%) of Q-commerce orders represent new demand; most simply shift business away from kiranas and supermarkets. This trend is driven largely by consumers' growing preference for speed, ease, and better prices through app-based platforms. A 2024 PwC India report reveals that half of metro shoppers prioritize fast delivery over price or variety, while over half of consumers in smaller towns hunt for deals. Gen Z shoppers especially rely on social media (like YouTube and WhatsApp) for discovering products, and they often choose cash-on-delivery an indicator of the ongoing strength of trust in established purchase methods. However, concerns persist that around 42% of shoppers avoid purchasing health and wellness products online due to fake reviews. Industry reports from Kearney India, JM Financial, and media outlets such as CNBC TV18 and Vantage have warned of mounting challenges for Q-commerce platforms rising delivery costs, overworked delivery staff, shrinking profit margins, and greater infrastructure strain. Some dark stores operating within residential neighborhoods have come under ethical and regulatory scrutiny, raising concerns about zoning violations, noise, and disruption to daily life. Investigative online explorations show that companies like Zepto and Blinkit have attracted massive investment and revenue, yet remain unprofitable driven by aggressive expansion strategies. Meanwhile, kirana closures are accelerating, and retailers grapple with outdated supply chains, narrow margins, and a technological lag. Efforts to modernize are underway. Initiatives like Seven Heaven are helping kirana owners upgrade to modular formats, invest in technology and digital payments breathing new life into over 400 stores so far. Quick commerce platforms aren't just sticking to groceries anymore they're expanding into fast fashion, launching new brands, and even offering express meal deliveries to tap into a wider range of consumer needs. Despite all this, big questions remain: Can these players turn sustainable profits? Will customers still stick around

when the heavy discounts go away? And can India find a balance between ultra-fast convenience, ethical labor practices, and safe food standards? In essence, traditional kiranas, delivery platforms, and tech-savvy consumers are locked in a high-stakes crossover. The outcomes will shape the future of retail, employment, regulation, and digital behavior on a national scale.

## Understanding the Shift in India's Retail Culture

India's local shop culture from kirana stores to small grocery, medical, and stationery outlets has always been deeply embedded in the social and economic lives of people. These small businesses aren't just places where people buy their daily essentials; they are trust-based ecosystems built on relationships, familiarity, and convenience. Shopkeepers know their customers by name, offer informal credit during tough times, and often even deliver on call without apps or extra charges.

But the last few years have seen a massive transformation in how people shop, especially in urban and semi-urban areas. With the rise of e-commerce and quick-commerce platforms like Blinkit, Zepto, Instamart, Big Basket, and others, consumers are now placing orders from their smartphones and getting products delivered within minutes all without stepping out of their homes.

This change, while seemingly convenient for consumers, has disrupted the traditional business models of small shopkeepers. They are facing a noticeable drop in footfall, shrinking profit margins, and a growing struggle to retain loyal customers who once preferred the "nukkad ki dukaan" over large retailers.

What's worse is that most of these local store owners are not equipped to compete. They lack the technical skills, digital infrastructure, or marketing budgets that large e-commerce platforms have. And yet, they form a huge part of India's informal economy and are responsible for providing jobs, building local economies, and maintaining social ties in communities.

This study dives into this growing imbalance between digital convenience and traditional retail. It aims to understand:

- What's driving consumer behavior toward app-based shopping?
- How badly are small shops being affected?
- Are shopkeepers trying to fight back and if yes, how?
- And what can be done to protect and uplift these vital but vulnerable businesses?

The goal is not to paint e-commerce as the enemy but to explore how both worlds can co-exist, and how small businesses can be empowered, rather than erased, by technology.

## Key literature insights

- **Loss of footfall:** Regular customers are now turning to apps for small and large purchases.
- **Price competition:** Kirana shops can't match the deep discounts offered by platforms funded by big investors.
- **Technology gap:** Many shopkeepers are not digitally literate or comfortable with mobile apps, digital payments, or online marketing.
- **Limited infrastructure:** They often lack inventory management tools, delivery personnel, or visibility on Google Maps or delivery platforms.

According to a report by the Retailers Association of India (2022), over **87%** of kirana shop owners felt their business had been negatively impacted by online grocery apps, especially post-pandemic.

## Research methodology

To understand how quick-commerce platforms like Blinkit and Zepto are transforming local retail in India, especially in Greater Noida, this study adopted a mixed-method approach blending numbers with real voices on the ground.

## 1. Why a Mixed-Method Approach?

This research wasn't just about collecting data it was about hearing real stories, observing trends, and drawing meaningful connections. By combining quantitative surveys with qualitative interviews and focus groups, the study aimed to capture the human side of changing shopping habits and the business side of local disruption.

## 2. Who Was Studied?

- **Consumers** – 50 individuals from urban and semi-urban areas, active users of grocery apps like Blinkit, Zepto, and Instamart.
- **Retailers** – 40 kirana shop owners and small retailers in Greater Noida directly experiencing the shift in customer behavior.

## 3. Tools and Techniques Used (Data collection)

### Online Consumer Survey

A structured questionnaire (via Microsoft Forms) was shared through WhatsApp and social media. It asked people about:

- How often they use quick-commerce apps
- Why they prefer online shopping over visiting stores
- If they'd support kiranas if similar convenience was offered

### In-Person & Phone Interviews with Retailers

These were semi-structured, allowing shopkeepers to speak freely about:

- Decline in customer footfall and sales
- How discount wars with apps are hurting them
- Their coping strategies if any

### Case Studies & Field Observations

Select examples were used to show what adaptation looks like (or doesn't) in real time some kirana owners are using WhatsApp and UPI, others feel helpless.

### Focus Group Discussions

Small, informal group talks with customers and shopkeepers to uncover unfiltered, everyday opinions about the rise of instant delivery and the fading charm of local shops.

## 4. Why These Methods?

- **Exploratory research** helped in digging deeper into an ongoing shift one that is still evolving.
- **Descriptive research** gave a snapshot of real, measurable changes in shopping behavior.
- **Causal comparison (limited use)** was done by contrasting areas with high and low app usage to understand whether e-commerce really leads to fewer kirana visits.

## 5. Sampling Strategy

- **Convenience sampling** for consumers, using online distribution channels.
- **Purposive sampling** for shopkeepers selected from areas where quick commerce was active.

This dual sampling ensured that data came from those directly experiencing the digital shift either as enthusiastic app users or as worried local retailers.

## Identify, Research, and Collect Ideas

## II. IDENTIFY, RESEARCH AND COLLECT IDEA

The research identifies three critical themes:

1. **Consumer Shift to Q-commerce:** Urban consumers today are placing a higher value on convenience, app-exclusive discounts, and the promise of lightning-fast delivery. Even though they're aware that quick-commerce platforms often charge extra whether through delivery fees, handling costs, platform commissions, advertising markups, or late-night service surcharges they rarely mind. These added costs are often small enough to go unnoticed, especially when weighed against the comfort of skipping a store visit. In a fast-paced urban lifestyle, where time is scarce and convenience is king, people are increasingly willing to trade a little extra money for a lot less effort.
2. **Kirana Store Disruption:** Kirana owners report sales drops, customer loss, and emotional stress due to heightened competition. Many of them even tried to sacrifice their profits by providing free and quick delivery services to the people who are living nearby to their location and even after that they faced huge losses due to consumer's obsession with quick commerce platforms.
3. **Digital Divide:** While young and tech-savvy retailers adopt basic digital tools, older or less-educated shopkeepers face challenges in adapting.

The literature also underscores the non-price dimensions of Q-commerce brand visibility, data-driven marketing, and operational scale that amplify competitive pressure.

## III. WRITE DOWN YOUR STUDIES AND FINDINGS The research employed a mixed-method design:

- **Quantitative Survey:** Conducted with 50 consumers via Microsoft Forms, capturing frequency of app usage, reasons for preference, and support for local shops.
- **Qualitative Interviews:** 40 kirana owners in Greater Noida were interviewed regarding business impact, digital adoption, and coping strategies.

### Findings:

- 42% of consumers shop daily via Q-commerce apps; 52% have reduced kirana visits.
- 95% of kirana store owners report sales decline; most blame discounts and convenience.
- Only 2.5% of kirana owners use WhatsApp or digital outreach.
- Emotional responses include helplessness, frustration, and fear of obsolescence.
- Consumers are open to returning to kirana stores if they modernize.

## IV. RESULTS OR FINDINGS The study shows:

- **Behavioral Change:** Consumers value time over money. Even with higher prices, the appeal of instant delivery dominates.

- **Trust vs. Tech:** Kirana stores still hold consumer trust, but lack the digital efficiency demanded by today's shoppers.
- **Digital Adaptation:** Kiranas using delivery and UPI retain more customers.
- **Structural Imbalance:** Q-commerce platforms benefit from supply chain advantages, exclusive deals, and marketing capital that kiranas can't access.

### Questionnaire design

Two questionnaires were made for this survey. One was made from Microsoft forms for the regular customers or users of online e-commerce apps and another one was made for kirana store owners.

### Customer survey questionnaire had following sections:

#### Section 1: Demographics

- Name
- Gender
- Age
- Level of education
- Occupation
- Monthly income

#### Section 2: Shopping behavior and preferences

- Frequency of shopping via apps like Blinkit, Zepto, Instamart
- Factors that influence online shopping rather than visiting stores.
- Asking users that whether they will promote kirana stores if same offerings are given by them?
- Do they compare prices between kirana shops and apps?
- Do they still visit their local store as often as before?

#### Section 3: Opinion-based

- Asking the users to give their views on government support to kirana store owners to safeguard their interests.
- What they value when they shop online (like price, convenience, personal service and trust, etc.)
- What can be done to help small stores stay competitive?

### Kirana store survey have following questions:

1. Personal information (Name, address of the shop, phone number and gender).
2. Asking them reasons behind customer shift towards online shopping.
3. Do online apps discounts affect their sales?
4. What steps they have taken to promote their business?
5. By what percentage their monthly revenue has declined since the rise of e-commerce apps?

### Data analysis and findings

#### RQ1: Has quick commerce changed consumer behavior?

#### Finding:

Yes, without a doubt. Many consumers now treat apps like Blinkit and Zepto as their go-to for groceries. In fact, 42% shop daily, and another 30% shop a few times a week making these apps part of everyday routines. People prefer to skip traffic, avoid queues, and get what they need in minutes. This marks a clear shift from traditional monthly or weekly bulk



shopping to quick, on-demand orders. The traditional kirana store isn't out of the picture completely but it's no longer the first choice for many.

### **RQ2: Are kirana stores seeing reduced footfall and sales due to Q-commerce?**

#### **Finding:**

Yes, heavily. 95% of kirana store owners interviewed said they've seen a decline in sales since quick commerce apps gained popularity. Footfall has dropped sharply, and regular customers are choosing the comfort of online shopping instead. Many store owners shared that even loyal buyers now mention getting better prices or delivery options on these apps. Sales revenue has dropped by up to 20% for most, with some experiencing even sharper declines. This shows a clear disruption in their day-to-day business.

### **RQ3: Is pricing the main reason for this shift, or does convenience matter more?**

#### **Finding:**

It's a mix of both, but price seems to edge out slightly. About 75% of store owners believe their customers are attracted to heavy discounts offered on apps. On the consumer side, almost 48% said they always compare prices, and another 40% compare sometimes. That's nearly 9 out of 10 shoppers making price a part of their decision process. However, convenience like fast delivery and not having to step outside was also a top reason, especially among working individuals and students. So while discounts are the bait, speed and ease seal the deal.

### **RQ4: Can going digital help kirana stores compete?**

#### **Finding:**

Yes, but it's still early. A few kirana stores have started offering free home delivery (42.5%) or occasional discounts (55%). However, only one shop used WhatsApp or digital tools actively. Those who have tried digital methods seem to retain more customers but the majority still struggle with the knowledge gap and lack of resources. Most owners admitted they are open to change but simply don't know where to begin. This shows that with training and support, digital tools can make a real difference.

### **RQ5: Is the impact of quick commerce the same across all areas?**

#### **Finding:**

No, it's not. Urban stores are feeling the pressure the most, especially in tech-savvy and fast-paced areas like Greater Noida. Most of the 40 interviewed retailers said they're losing customers every day. But a couple of stores in less-connected or more rural areas haven't felt the heat yet. Even consumers in cities acknowledge that kiranas still have value 8% said they still prefer local shops, mostly for the personal touch, familiarity, and trust. This suggests that location and community attachment still matter in consumer decisions.

### **Additional Key Findings (Open-Ended Insights):**

- **Speed matters more than ever:** As one shopkeeper put it, "Customers want everything in 10 minutes." Kiranas simply can't match that kind of urgency without digital help. Even if they provide a quick delivery service, they will have to risk their profit margin because of this.
- **Margin pressure:** Owners said, "We cannot match the discounts," and some tried competing, only to lose money.
- **Digital partnerships are seen as a lifeline:** Several store owners expressed interest in joining hands with platforms but said they don't know how or can't afford to do it alone.
- **Consumer habits have evolved:** Many kirana owners feel like they're now competing not just on products but on tech, speed, and user experience.

### **Kirana Store Owner Insights and Interpretations**

**Sales Decline** A striking 95% of the surveyed kirana store owners (38 out of 40) admitted to witnessing a decline in their sales. This overwhelming response clearly shows that the arrival of e-commerce and quick-commerce platforms has not

just disrupted but actively dented the revenue flow of traditional retailers. Many shopkeepers feel that customers are no longer walking in as often as they used to, and some expressed a sense of helplessness in competing with the speed and offers of these apps. The 2 shopkeepers who reported no impact were from locations where digital commerce hasn't yet fully penetrated possibly rural or less connected areas suggesting that geography still plays a role in buffering some businesses from the digital tide.

### Promotion Strategies

When asked how they try to retain or attract customers, the strategies varied but leaned towards simple, cost-effective methods. 42.5% (17 out of 40) said they offer free home delivery, which shows an effort to match at least one of the key advantages of quick-commerce platforms. 22 store owners (55%) said they rely on discounts and offers to lure footfall, attempting to compete on price. Surprisingly, only one store uses WhatsApp as a tool to promote or communicate an indication that digital communication and marketing strategies are still underutilized in this space. Overall, these methods reveal a willingness to adapt, but also a lack of resources or know-how to do it at scale.

### Revenue Decline

Despite the reported sales drop, most kirana stores seem to be experiencing what could be considered moderate revenue losses. A majority 82.5% (33 out of 40) reported that their revenue declined by less than 20%. Another 6 respondents indicated a more serious loss in the 20–40% range. Only one shop claimed to have faced no revenue loss at all. These figures suggest that while quick-commerce is eating into their profits, many stores are still surviving perhaps due to loyal customers or the lack of app penetration in certain pockets. However, the fear is that this situation may worsen if quick-commerce continues to scale aggressively.

### Customer Shift Reasons

The question of why customers are moving away from kirana stores paints a very clear picture. A substantial 75% (30 out of 40) attributed this shift to the heavy discounts offered by e-commerce platforms. Another 5 respondents cited the wider product range, while 3 mentioned convenience, and 2 pointed to cashback and reward schemes. These responses reflect a common thread: today's consumers are not only price-sensitive but also experience-driven. Kirana stores, which traditionally depended on locality and relationships, are now competing against platforms that offer instant gratification on multiple fronts cost, selection, and rewards.

### Price Comparisons by Customers

Kirana store owners are well aware of their customers' changing habits. 27 out of 40 (or 67.5%) said that customers actively compare prices with online apps before making a purchase. An additional 6 said it happens sometimes, and 7 said rarely. This is a critical insight it shows that local buyers are now digitally aware and influenced, even if they aren't fully transitioned to online platforms. For kirana stores, this presents both a challenge and an opportunity: understanding the need to stay competitive on pricing, while also potentially using digital tools to highlight their own value proposition.

### Biggest Challenges

When asked about their most pressing difficulties, a dominant 75% (30 out of 40) said their biggest struggle is simply losing customers. The rest voiced concerns that go beyond immediate sales 8 respondents said understanding technology is a major hurdle, while 2 mentioned managing finances. These insights underscore how the pressure is twofold: not only are these shopkeepers fighting to stay relevant with their customers, but many are also grappling with a steep learning curve just to participate in the digital economy. The challenge isn't just commercial it's also technical and emotional.

### General Sentiment & Interpretation:

Almost every kirana store owner expressed strong frustration with the rise of quick-commerce platforms, often describing them as “unfair,” “unsustainable,” and “harmful to small businesses.” Their concerns reflect a growing sense



of vulnerability, especially in urban areas where the competition is fiercest. While many kiranas are making an effort to adapt offering home deliveries or focusing on personal customer service they still face major disadvantages. Most struggle to match the speed, discounts, and tech-driven convenience of apps, leaving them feeling squeezed out of a system that seems designed against them.

## CONCLUSION

The world of Indian retail is evolving and fast. This study set out to understand how the rise of e-commerce apps like Blinkit, Zepto, and Instamart is impacting the local heroes of everyday shopping: kirana stores and small retailers. Through a combination of consumer surveys and interviews with shopkeepers, the findings reveal something clear consumer behavior is changing. People today, especially in cities, want speed, ease, and digital convenience. Apps have made grocery shopping something you can do in your pajamas, and it's hard for any physical store to compete with that kind of comfort. But on the other side, local store owners are struggling. Some are trying to go digital, offering delivery or using WhatsApp. But many are unsure how to start, or simply can't afford it. They're not against change they just need help making that change possible. This isn't just a retail problem it's a social one. Kirana stores are part of the community. Losing them would mean losing local jobs, relationships built over years, and the support system many people rely on in emergencies. The conclusion is simple: e-commerce is here to stay, but kirana stores must not be left behind. With the right tools and support, both can exist and even thrive together.

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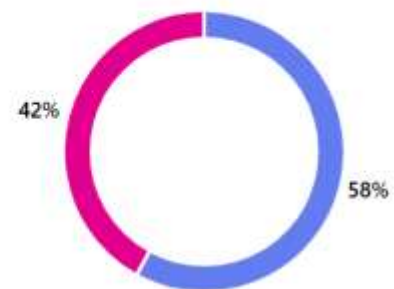
### APPENDICES

#### SURVEY FINDINGS

##### Gender

2. What is your gender?

Woman	29
Man	21
Non-binary	0
Prefer not to say	0



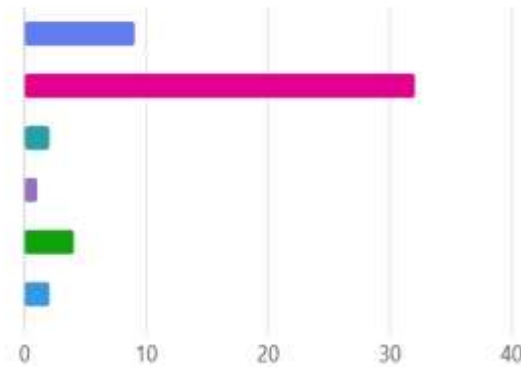
##### Interpretation

The survey consists of mostly women amounting to **58%** (pink) out of total respondents which was 50, the remaining **42%** are men (blue).

##### Age

### 3. How old are you?

< 18	9
18 - 25	32
26 - 35	2
36 - 45	1
46 - 55	4
> 55	2



#### Interpretation

The age chart shows that maximum number of users to use these online shopping platforms are mostly young people including students and adults.

Around **18%** respondents (blue) are above 18 years and **64%** are the major respondents (pink) to this survey and they fall in between the age group of 18 – 25.

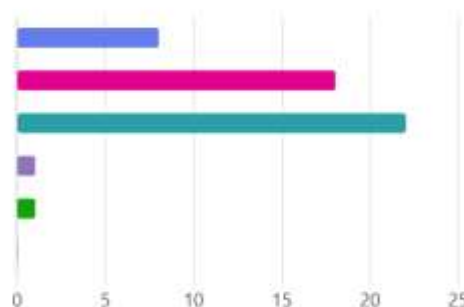
The rest **4%** respondents (teal) fall between 26 – 35 and **2%** (purple) under 36 – 45 and **8%** (green) lie under 46 – 55 mainly consisting senior citizens and the rest **4%** (light blue) fall after the 55 years of age group falling under the very senior citizen category.

The above interpretation shows that mostly user or respondents to reply on the survey consists of young and adult population who are likely to shop from the online platforms.

#### Education

### 4. What is the highest level of education you've completed?

High school	8
Bachelor's degree	18
Master's degree	22
Doctorate degree	1
Prefer not to say	1
Other	0



#### Interpretation

According to the above chart **16%** of the respondents (blue) are in high school, the other **36%** (pink) are the ones who are having a bachelor's degree.

Majority of the respondents (teal) are master's degree holder estimated as **44%** out of total respondents i.e. 50.

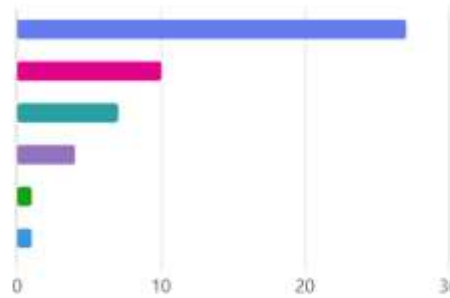
The rest **2%** (purple) are having a doctorate's degree and the other **2%** (green) have not mention their education level or were not willing to.

This shows that people who are having a bachelor's and master's degree are the one who are mostly educated respondents and are aware of technological shifts and trends and are also tech-savvy.

## Occupation

5. Your occupation?

Student	27
Working Professional	10
Business Owner	7
Homemaker	4
Retired	1
Prefer not to say	1



## Interpretation

Majority of the respondents are **54%** who are in school (highlighted as **blue**).

The rest **20%** (highlighted as **pink**) are working professionals and **14%** are business owners (highlighted as **teal**).

**8%** of them are homemakers (**purple**) and the rest **2%** are retired (**green**) and another **2%** falls have not mentioned their occupation and thus falls under “prefer not to say” section (**light blue**).

## Monthly income

6. Monthly Income (in ₹)

Less than ₹10,000	20
₹10,000–₹25,000	6
₹25,001–₹50,000	8
₹50,001–₹1,00,000	8
Above ₹1,00,000	5



## Interpretation

According to the survey response **43%** of the major respondents (highlighted as **blue**) are having an average monthly income less than rupees **10,000**. This section mainly comprises of young and adults mostly students who might be depending upon parents for monthly expenses.

**17%** of the respondents (highlighted as **teal**) in the chart above are having a monthly income of rupees 25,001 – 50,000 and exactly **17%** of the same respondents highlighted as **purple** are earning rupees 50,001 – 1,00,000 monthly.

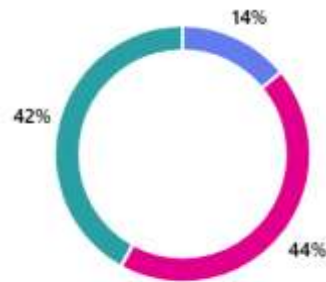
**13%** of the respondents are the ones earning rupees 10,000 – 25,001 and are (highlighted as **pink**).

The rest **11%** of the respondents (highlighted as **green**) are the ones earning above rupees 1,00,000 monthly.

**Would you be willing to pay a little extra to buy from a local store rather than an app?**

15. Would you be willing to pay a little extra to buy from a local store rather than an app?

Yes	7
Maybe	22
No	21



### Interpretation

44% of respondents (represented in pink) answered “Maybe”, showing that a large group is open to supporting local kirana stores but their decision likely depends on factors like how much extra they’d have to pay, the service experience, or product availability.

42% (shown in teal) said “No”, meaning they are not willing to pay more at local stores. This reflects the strong influence of affordability and value-for-money that apps often provide through discounts, cashback, and convenience.

Only 14% (highlighted in blue) said “Yes”, indicating a smaller but still important segment that is committed to supporting local businesses, even if it means spending a bit more.

This mix of responses shows that while people appreciate the role of local stores, cost and convenience remain the key deciding factors in most purchase decisions today.

### In your opinion, should the government or private sector help kirana stores go digital?

13. In your opinion, should the government or private sector help kirana stores go digital?

Yes	42
No	3
Not sure	5



### Interpretation

A large majority of respondents 84% (shown in blue) believe that either the government or private sector should step in to help kirana stores go digital. This strong consensus highlights how people recognize the challenges small retailers face and see external support as essential for their survival in a tech-driven market.

On the other hand, only 6% (in pink) felt such help isn't necessary, possibly believing that kirana stores should adapt on their own or that the market will sort itself out. Meanwhile, 10% (marked in teal) were unsure, which suggests some

people may not fully understand what “going digital” involves, or they may be uncertain about who should take responsibility government, private players, or the store owners themselves.

Overall, the data reflects a strong public sentiment in favor of giving traditional retailers a boost through digital support, especially in the face of rising quick commerce competition.

### App Usage Frequency:

7. How often do you shop for groceries and essentials through apps like Blinkit, Zepto, or Instamart?



### Interpretation

- A large portion **42%** of the respondents (marked in **blue**) said they shop daily through these apps. This suggests that quick commerce has become a regular part of their everyday routine, possibly due to the convenience and speed these platforms offer.
- 30%** (shown in **pink**) mentioned that they use these apps a few times a week, which indicates a strong but slightly less frequent dependency on them. These users might be balancing between online orders and traditional grocery shopping.
- 12%** (highlighted in **teal**) reported shopping once a week, suggesting they may be doing more planned or bulk shopping through these apps rather than daily or frequent purchases.
- 16%** (represented in **purple**) use the apps occasionally, which could mean they still prefer shopping from local stores most of the time or turn to online platforms only when necessary.

### Top Reasons for Choosing Apps:

8. What factors influence your choice to shop online instead of from a local kirana store?



### Interpretation

- The most common reason chosen by 30 people which makes up 23% (marked in **green**) was home delivery. It’s clear that the convenience of having groceries brought right to the doorstep is a major reason people are shifting towards online platforms.

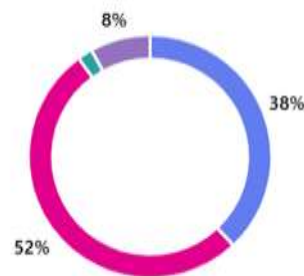


- Convenience and time-saving each selected by each 29 respondents making up 22%, (shown in blue and teal respectively) were also top factors. This shows that for many people, the ability to skip traffic, queues, and travel time makes online shopping a no-brainer.
- Discounts and offers, selected by 26 respondents (in pink), also play a big role. People are naturally drawn to platforms where they can save money through special deals and promotions.
- 13 respondents (highlighted in purple) chose wider product range as a reason, suggesting that access to more brands and options online is another advantage over traditional kirana stores.
- Interestingly, only 2 respondents (light blue) said habit was a reason for shopping online, which implies that for most people, it's not just about routine it's about real, practical benefits.

**Shopping Habits Shift:**

9. Have you reduced visits to local kirana or grocery stores since you started using online delivery apps?

● Yes, significantly	19
● Yes, somewhat	26
● No change	1
● I still prefer local stores	4



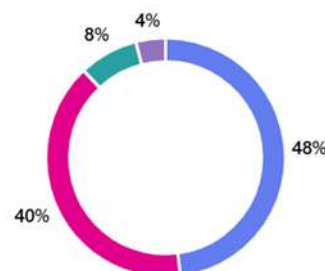
**Interpretation**

- The majority 52% of respondents (highlighted in pink) said they somewhat reduced their visits to local kirana stores. This suggests that while they haven't completely stopped going to local shops, they now rely more on online platforms for regular purchases.
- Another 38% (in blue) stated that they have significantly reduced their visits to kirana stores. For this group, quick-commerce apps have likely taken over most, if not all, of their grocery needs.
- Only 1 person (in teal) said there has been no change in their shopping habits, meaning they continue using local stores as much as they did before.
- Interestingly, 4 respondents (8%, marked in purple) shared that they still prefer local stores, despite the rise of delivery apps. This shows that while online shopping is growing rapidly, there's still a small group that values the traditional kirana store experience possibly for the personal touch, credit options, or trust built over years.

**Price Comparison Behaviour:**

12. Do you compare the prices of products between local kirana stores and online apps like Blinkit or Zepto before making a purchase?

● Yes, always	24
● Sometimes	20
● Rarely	4
● Never	2



### Interpretation

- Nearly half of the respondents (48%, highlighted in blue) said they always compare prices. This suggests that price consciousness is a major factor for many shoppers, and they actively evaluate where they can get the best deal before buying.
- 40% (shown in pink) said they sometimes compare prices, indicating that while price matters, convenience or urgency may sometimes outweigh the need to check every time.
- Only a small number of people 4 respondents (8%, in teal) said they rarely compare prices, and an even smaller group just 2 people (4%, in purple) said they never do. These might be users who prioritize time, trust, or convenience over price, or who consistently use one source for all purchases.
- Overall, this data shows that 88% of users (the “always” and “sometimes” groups combined) are at least somewhat mindful of pricing, reflecting a practical and thoughtful approach to grocery shopping in the age of digital retail.

### Opinion on Local Shops:

11. Would you prefer to support local stores if they offered similar digital convenience (e.g., delivery, online payment, offers)?

Definitely	26
Maybe	14
No	11



### Interpretation

- A majority of respondents 51% (shown in blue) answered “*Definitely*,” indicating a strong willingness to support local kirana stores if those stores offer similar digital conveniences like home delivery, online payment options, or special offers. This shows that many consumers are open to shifting their loyalty back to neighborhood shops if those shops modernize.
- Meanwhile, 27% (in pink) responded with “*Maybe*.” This group reflects a cautious optimism—they’re not against supporting kiranas but may need more assurance in terms of consistent service, price competitiveness, or overall experience before making that switch.
- 22% (in teal) said “*No*,” which highlights a segment that is firmly inclined toward Q-commerce platforms regardless of improvements by local stores. This could be due to habitual convenience, better deals, or perceived reliability.
- Overall, the data suggests that there is meaningful potential for local kirana stores to win back customers but only if they can match the digital ease and efficiency of quick commerce platforms.

### Final thoughts

The survey shows that most users of online grocery apps are young and educated, which helps explain why these platforms are becoming so popular. Convenience, time-saving, and home delivery are the biggest reasons people prefer apps over local kirana stores. Discounts and a wider range of products also attract many users.

While many respondents have reduced their visits to local stores, a small group still values the personal touch and trust those shops offer. Price matters a lot too, most people compare prices before buying and are careful about where they spend their money.

When it comes to supporting local stores, opinions are mixed. Some are willing to pay a little extra, but many prioritize affordability and convenience. Overall, the data suggests that while online apps are growing fast, local kirana stores still hold a place in people's shopping habits.

## KIRANA STORE SURVEY QUESTIONNAIRE

### Personal details:

- Name
- Contact No.
- Shop address
- Gender

### Question 1- Why do you think customers are shifting to online grocery apps?

- Heavy discounts
- Home delivery
- Convenience
- Cashback/rewards

### Question 2- what attracts customers more to these apps than your store?

- Discounts/offers
- Convenience/home delivery
- Wider product range
- Other

### Question 3- Do online apps' discounts affect your sales?

- Yes
- No
- Maybe
- Don't know

### Question 4- How do you currently promote your store to attract customers?

- Word of mouth
- Discount offers
- Home delivery service
- Local WhatsApp groups

### Question 5- By what percentage has your monthly revenue dropped since the rise of e – commerce apps?

- Over 40%
- 20% - 40%
- Less than 20%
- No drop

**Question 6- Do customers compare your prices with online platforms before buying?**

- Always
- Sometimes
- Rarely
- Never

**Question 7- What is your biggest challenge right now?**

- Losing customers to apps
- Managing finances
- Understanding technology
- Stock and supply issues