

# To Analyze Customer Satisfaction Towards E-commerce Retail Company (Blinkit)

RAHUL SAGAR

Department of Management, School of Business,  
Galgotias University, Greater Noida India

**Abstract-** Customer satisfaction is the subject of investigation in this research paper towards Blinkit, one of the e-commerce retailing leaders, which deals in online grocery delivery in India. Examining the effect of different variables that affect satisfaction, such as speed of delivery, availability of products, payment mode and customer service, the study focuses on the analysis of data obtained due to 112 respondents in Noida. As the findings indicate, Blinkit has mastered the art of providing quick delivery and convenience in payment, but certain issues are present in the area of after-sales support and maintaining stock availability. The paper has analyzed the competitive advantage and growth potential of Blinkit in the dynamic e-commerce environment using such frameworks as Porters Five Forces and SWOT analysis. The paper ends with some strategic suggestions on how Blinkit can improve its service quality, customer stickiness, and penetration in the markets, with the view of assisting the organization maintain its competitive edge in the booming digital retail industry.

**Keywords-** Customer Satisfaction, E-commerce, Blinkit, Delivery Speed, Payment Options, Customer Service, Porter's Five Forces, SWOT Analysis, Online Grocery, India

## I. INTRODUCTION

The immediate development of online technologies and the popularization of smartphones have led to a profound change in the retail sphere in almost all countries of the world, and e-commerce has become one of the leading forms of buying goods and services. This has been especially incredible in India, where rising internet penetration, government phenomena, such as Digital India, and shifting consumer habits are driving forces. The time saving, product range, pricing and convenience of the e-commerce sites has changed the shopping patterns of consumers drastically. The online grocery delivery is one of the sectors in the e-commerce platform that has experienced massive growth due to its urgent and convenient services brought by urbanization.

Blinkit, previously called Grofers, has positioned itself as a major participant in the Indian online grocery sector because it offers on-demand delivery of daily needs in various cities. The business model of the company is focused on speed, variety of the products, and convenience of the customers. With the increasing competition with other organizations such as BigBasket, Zepto, and Amazon, customer satisfaction will be of paramount importance to the continued growth of Blinkit. Knowing the determinants of customer satisfaction and sections that require corrections is therefore crucial in making sure that the company can address the changing consumer demands and cement its positions in the market.

### 1.2 Statement of the Problem

However, in spite of the fast development of Blinkit and its unique delivery system, the issues connected with customer satisfaction still exist. Poor after-sales service, occasional delays in delivery, inconsistent product availability are matters that have been complained by both customers and industry watchers. These issues put customer retention and loyalty at risk, and they are critical in the e-commerce industry, which is extremely competitive as the costs of switching to a customer is very low. Since Blinkit is planning to scale up its operations in the country and globally, it should conduct a detailed study on the elements of customer satisfaction so that it can understand the gaps and develop informative improvement strategies. This gap is filled by the study as the authors systematically explore the subject of customer experience, customer satisfaction rates, and their effect on the competitive advantage of Blinkit.

### 1.3 Study objectives

The main aim of conducting the research is to understand and study the customer satisfaction regarding the e-commerce services of Blinkit in respect to the Blinkit services dimension which include speed of delivery, availability of products, convenience in paying, and customer service. The particular objectives are:

To determine the level of overall satisfaction of the Blinkit customers in the city of Noida.

To establish the key drivers of customer satisfaction with regard to online grocery delivery.

To determine whether the marketing and services strategies of Blinkit are effective in customer attraction and retentions.

To understand the problems encountered by the customers on the platform of Blinkit.

To make strategic suggestions regarding the improvement of customer experience and operational performance.

### 1.4 Research Questions

The research questions of this study are the following:

Which factors are critical in the determination of customer satisfaction with the online groceries of Blinkit?

What impacts do Blinkit delivery and payment system have on perception and loyalty of the customers?

What are the general problems faced by customers on using Blinkit, and how do they impact the level of satisfaction?

What is the effectiveness of blinkit promotional and service strategy in customer retention in the light of increasing competition?

What shall Blinkit do to be a better competitor and improve customer satisfaction?

### 1.5 Significance of the Study

The results of the present research are of great importance to various stakeholders. To the management of Blinkit, customer feedback will help in improving service delivery, marketing, and operational strategy hence customer retention and expansion of the business. From a scholarly point of view, the research is part of the increasing scholarly literature on customer satisfaction with e-commerce in emerging economies and especially the online grocery market, which is still scarcely investigated. It can also help policymakers and industry analysts to realize the expectations and issues of consumers; therefore, they can create a supportive environment to enhance the development of e-commerce. Finally, the study serves as a basis of more investigations on digital retailing innovations and Indian customer behavior.

### 1.6 Scope and Limitation

The given study is devoted specifically to the analysis of the functioning of Blinkit in the city of Noida, which represents the Indian urban market of online grocery shopping. The survey will focus on the customers that engaged the services of Blinkit in the past six months to make the responses relevant. Although the study tries to encompass all elements of customer satisfaction, it could only cover such dimensions of the services as delivery, payment, product availability, and customer support. Such aspects as pricing strategies, analysis of the competitor, and technological infrastructure are mentioned only within the scope of their influence on customer satisfaction.

Some limitations are recognised. The research is based on self-reported information that the researchers obtained with the help of questionnaires and this data can be prone to biased responding. Although the sample size is sufficient to get some initial knowledge, it might not be a complete indication of the whole customer population in all the cities where Blinkit is operational. Also, due to the dynamic nature of e-commerce, there is a possibility that the findings would require occasional revision to make them topical. In spite of these shortcomings, the study has useful findings that can be used by Blinkit in its decision-making process and future research in this area in aerospace engineering.

## II. LITERATURE REVIEW

The dynamism in the e-commerce business has radically transformed retailing sectors in most of the economies globally, including the emerging market like India. Digital-specific marketing practices have become more important than ever before, as companies fight over consumers that are increasingly becoming technologically conversant. According to Gilmore (2001) and Eps Govers and Go (2008), innovative marketing among the small and medium enterprises (SMEs) has been based on the concepts of uniqueness, newness, and unconventionality as a way of differentiating their products or services in the competitive markets. It especially applies to e-commerce companies whose values can be differentiated by

means of digital customer experience, prices, and promotion programs, which influence consumer loyalty directly. Kapoor (2009) also adds that the sphere of the marketing strategy study widely encompasses the strategic choices of firms, and subsequently, this involves the use of internet-based technologies to effective customer relationship management (CRM) and marketing communications. As stated by Godin and Holzner (2008), the significance of the combination of the internet-based technologies and CRM to strengthen the corporate image and boost the efficiency of the business processes is hard to overestimate, and this statement is valid with regards to the Blinkit company, in particular, since the company is fast growing. In that regard, e-marketing would not only reduce the expenditure but would also give the chance to increase the sales and enhance the interaction with the customer. Internet Based Technologies (IBTs) can be used to ensure the integrated marketing approach by integrating the advantages of the digital promotion with the advanced customer data analytics (Godin & Holzner, 2008). This would be paramount in industries like the online grocery delivery business where consumer demand and competition are shifting fast and require constant innovation and adaptation.

E-commerce firms competitive dynamics are determined by various forces such as prices, quality of service, logistics and customer satisfaction. A number of studies have recorded the decisive role played by customer satisfaction on business sustainability and developments in digital retail. According to Petrovic (n.d.), consumer behavior is not simple in online environment and it depends on factors like trust, convenience and perceived value. The factors that determine satisfaction with e-commerce include effective customer service, ease of transaction and timely delivery (Arnould & Wallendorf, 1994). The involvement of strategic partnerships and use of technology is also very essential. Dedrick and Kraemer (2002) and Sturgeon (2002) note that companies that have implemented electronic forms of transaction and coordination in the supply chain management save on time and cost, which in the end results in customer satisfaction due to the reliability of delivery and consistency in the customer service. The Indian scenario In India, the e-commerce industry has been growing exponentially in the last few years and has resulted in a compounded annual growth rate in revenues that have grown to about \$139 billion in 2012-13 as compared to revenues of about \$15 billion in 2007-08 due to rising internet connectivity and mobile penetration. This fast rate of growth means that companies such as Blinkit have to keep on changing the marketing and operational strategies as a way of staying ahead of the competition. There is also the literature regarding the challenge of mergers and acquisition in the context of e-commerce where a small portion of the transactions achieves the estimated synergies, and the essence of strategic implementation and customer retention in the course of the expansion (Practical Guide for Merger and Acquisition, 2009). These data point to the importance of Blinkit striking the right balance between expansion plans and ensuring high customer satisfaction levels in the long term.

## III. RESEARCH METHODOLOGY

The approach that will be taken in this study is a systematic research that aims at exploring the level of customer satisfaction with e-commerce services of Blinkit by using both quantitative and qualitative research methods. The study adheres to descriptive research design as it tries to establish consumer perception, experience and satisfaction level

through primary data gathered through the users of Blinkit service in the city of Noida. The main data collection tool was a structured questionnaire that included closed-ended and Likert-scale questions that would help to provide detailed information about the delivery speed, product availability, convenience of payment, customer service, and the general satisfaction level. The quantitative approach based on a survey was determined by the necessity to have a measurable and comparable data that could be used to represent the attitudes of the representative sample of the customer base of Blinkit. The sampling method was convenience, whereby 112 respondents were identified based on the following criteria: they had to have used the services offered by Blinkit actively in the past six months to ensure that the feedback obtained was relevant and recent. This sampling method has been adopted because it is feasible, considering time and resource limitation, although it is aware of the compromise in the generalization outside the geographical coverage of the study. The primary research was backed up with secondary data in the form of academic journals, industry reports, company publications, and market reports that helped in providing background information and e-commerce and marketing patterns at large that Blinkit operates in and competes with other players in the market. Ethical considerations were applied when collecting data as the respondents were guaranteed of confidentiality and that their participation was voluntary, hence encouraging them to be honest and give dependable answers. The obtained data were thoroughly analyzed with the help of statistical tools, which allowed producing frequency distributions, percentages, and cross-tabulations, due to which the demographic variables were interpreted in conjunction with the satisfaction indicators in a sophisticated manner. The survey also included qualitative comments that were analyzed to define common themes and problems to provide the quantitative results with a contextual meaning. Moreover, models like Porter Five Forces and SWOT analysis were incorporated to study industry positioning and strategic strengths and weaknesses of Blinkit and hence relating the satisfaction results obtained with competitive business forces. In respect to limitations, the research design recognises the presence of respondent bias in the self-reported surveys and how the study is restricted to Noida geographically, thus possibly failing to appreciate national differences in consumer behaviour. Nevertheless, triangulation of the primary and secondary data collected with the help of mixed-methods approach contributes to the increased validity of the study and allows to obtain a complete image of determinants of customer satisfaction in the online grocery market that experiences significant changes. On the whole, such an approach allows conducting a strong evaluation of the service performance of Blinkit through the lens of a consumer and facilitates the creation of practical suggestions to enhance customer experience and operational efficiency.

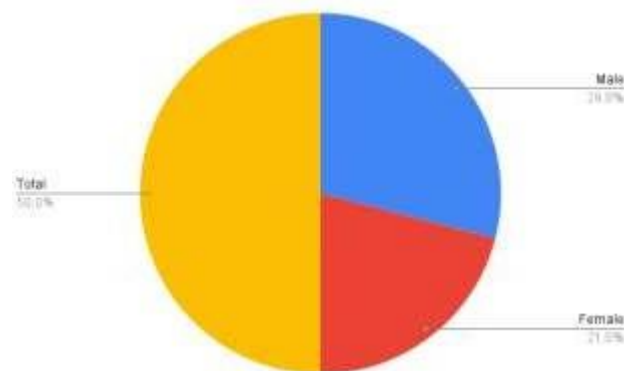
#### IV. DATA ANALYSIS AND INTERPRETATION

The chapter will entail an elaborate presentation, analysis, and interpretation of the primary data that will be obtained using questionnaires distributed to 112 respondents within the Noida city. The demographics profiled in the analysis include the customer behavior in regard to online grocery services provided by Blinkit and key satisfaction indicators. The chosen tables are the key points which demonstrate the customer demographics, frequency of shopping and satisfaction with the services provided by Blinkit which would

give an effective idea about the customer preferences and perceptions.

**Table 1: Gender-wise Distribution of Respondents**

	Number of Respondents	Percentage (%)
Male	65	58
Female	47	42
Total	112	100



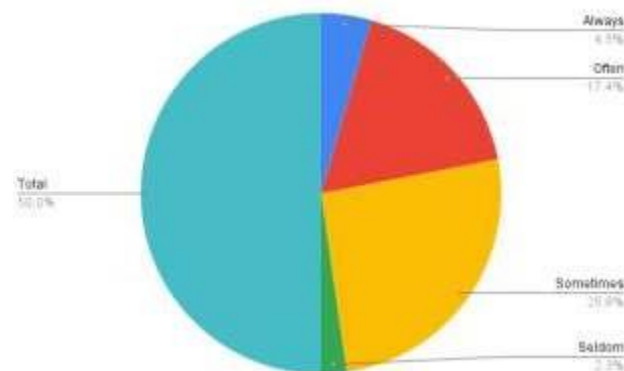
**Graph 1: Gender-wise Respondents (Pie Chart)**

*Interpretation:*

Gender breaks show that there is a slightly higher number of male respondents (58 per cent ) than female respondents (42 per cent ). This shows that males are slightly more likely to be into online grocery shopping using Blinkit among the population that is surveyed. Nevertheless, this difference is not significant, and it can be concluded that males and females are equally involved in buying products via e-commerce, which indicates the equalization of the market and the universality of the services provided by Blinkit.

**Table 2: Frequency of Online Grocery Shopping**

	Male Respondents	Female Respondents	Total Respondents
Always	6	4	10
Often	23	16	39
Sometimes	34	25	59
Seldom	3	1	4
Never	0	0	0
Total	66	46	112



**Graph 2: Frequency of Online Grocery Shopping (Bar Chart)**

*Interpretation:*

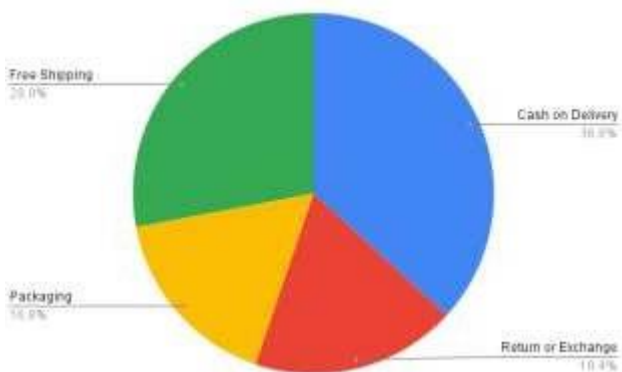
Most respondents (52%) do their shopping online



occasionally, which means that they have a moderate yet steady exposure to the platform provided by Blinkit. The majority of the combined group of the constant and frequent users reaches 44%, indicating a considerable amount of standing customers who make use of Blinkit to cater to their grocery requirements. The minimal proportion of the “seldom” shoppers (4%) and the lack of the “never” respondents indicate that awareness and usage of Blinkit are prevalent among the interviewed population. This fact highlights the possibility of turning occasional users into regular shoppers with the help of the improved service and promotion techniques.

**Table 3: Customer Ratings of Blinkit Services**

	Excellent	Good	Average	Below Average	Poor	Total Responses
Cash on Delivery	46	45	5	2	2	100
Return or Exchange	23	55	20	2	0	100
Packaging	21	48	25	5	1	100
Free Shipping	35	4	17	12	2	100



**Graph 3: Customer Ratings of Blinkit Services (Stacked Bar Chart)**

#### Interpretation:

The customer satisfaction rating shows the greatest appreciation of the service Cash on Delivery, with 46 and 45 percent of customers surveyed voting it excellent and good, respectively, expressing high confidence in Blinkit payment services. The Return or Exchange policy were rated mainly as good (55%), which means that the customers were satisfied with it yet it could be better. The quality of packaging depicts a mid-level of satisfaction with 21 percent excellent and 48 percent good, hence it can be concluded that packaging is one aspect where Blinkit can work on the quality and consistency of delivery. Free shipping is the next offering with 35 percent of those surveyed grading it excellent, but a significant 12 percent graded it below average, possibly because of minimum purchase requirements to qualify for free shipping. These implications indicate that Blinkit has done well in payment convenience, return policies, but more needs to be done with regard to packaging and delivery cost-structures to increase the overall customer satisfaction.

## V. DISCUSSION

The study discovers important details about digital payment Customer satisfaction One of the notable findings of the analysis of customer satisfaction with the services of Blinkit online grocery business is the identification of several areas that highlight the positive aspects of the company as well as those that should be improved in terms of business operation and marketing strategies. The demographics of the population that suggest the rather even distribution of genders and the overwhelming prevalence of the young adult consumers match the trends observed in the Indian digital economy as a whole, where the millennial and Gen Z clients are powering the development of e-commerce platforms. The given population group is mostly technologically aware, likes comfort, and is very receptive to digital approaches to marketing and promotions, which validates the significance of the focus on quick delivery and payment varieties in Blinkit. The frequency data indicates that though there is a significant proportion of customers who are regular or frequent users, still most of them use the platform on an intermittent basis. This shows a potential that Blinkit can retain more customers and make them use its services on a habitual basis by fixing severe service gaps. Customer rating scores demonstrate that Blinkit has managed to establish a sense of trust in the company due to its solid cash on delivery and convenient return policies which are decisive in the Indian market where trust is one of the key drivers of online buying behavior. Nonetheless, the moderate rating on the packaging and ambivalent views on free shipping show that there are bottlenecks in the operations that can influence customer retention. Inventory management and timely delivery The issue of stock-outs and appropriate delivery time, prevalent in the hyperlocal grocery delivery model, is visible in customer reviews, indicating the importance of effective supply chain and inventory management tools. What is more, the importance of word-of-mouth as one of the key awareness such channels supports the role of customer experience in shaping the brand reputation in the digital era when peer recommendations considerably influence shopping attitudes. The perspectives of Porter Five Forces and SWOT analysis used strategically in the research also help to position Blinkit in a competitive environment full of rivalry, supplier and buyer bargaining powers, and new entrants threats, requiring unceasing innovation and operational perfection. The conclusions indicate that the development and competitiveness of Blinkit is based on how the business can combine customer-focused enhancements with logistics and technology investments that scale. Improvement of user experience via customized services, penetrating the market to the unexplored urban and semi-urban locations, and intensification of after-sales services are the major three aspects that Blinkit needs to focus on to cement its position in the market. All of these discussions point to the fact that customer satisfaction is multidimensional, dependent on the quality of the service, convenience, trust, and efficiency of operations, and that the long-term successful functioning in the Indian e-commerce grocery market can only be achieved through an integrative and dynamic business approach based on consumer knowledge.

## VI. CONCLUSION AND RECOMMENDATIONS

The research on customer satisfaction with the e-commerce grocery services of Blinkit comprises useful conclusions and strategic recommendations that can be used in the further development of the company and the excellence of

its operations. The study has clearly demonstrated that Blinkit has managed to establish itself as one of the key players in the fast-growing Indian online grocery market by leveraging key elements of delivery speed, a variety of payment methods, and lenient return policies, which go well with the customer base that is mostly young and digitally engaged. The demographic and behavioral statistics show that there is an increasing receptivity to the idea of e-commerce as a preferable means of shopping, and customers value the capacity of Blinkit to address the convenience and trust necessities. Nevertheless, the paper also reveals the significant weakness in such aspects like the availability of products, the quality of packaging, and structure of shipping costs, which might destroy the customer loyalty and long-term retention in case they are not eliminated in the nearest future. As there is high rivalry between Blinkit and its competitors (both existing and new), the company needs to invest in making its supply chain resilient, use technology to manage its inventory, and make its logistics processes efficient so that timely deliveries can be made to consumers. Also, it will be necessary to enhance the after-sales support and enlarge the customer service potential so that the post-purchase issues could be addressed to develop the long-term trust. The marketing activity must remain concentrated on enhancing the word-of-mouth and referral program, but it is also necessary to expand the scopes of digital advertising campaigns in order to capture the less frequent users and turn them into regular customers. Expansion in terms of strategy into the tier 2 and tier 3 cities is also a huge growth opportunity considering the increasing internet penetration and the shifting consumer preference in these regions. Moreover, to further stood out in a oversaturated market, Blinkit ought to consider novel service attributes like customized shopping, loyalty benefits, and flexible pricing policies. Sustainability (eco friendly packaging, responsible sourcing, etc.) may also result in better brand image among ever more environmentally conscious consumers. To sum up, by ensuring its operational strategies align with shifting customer demands, investing in technological-based efficiencies, and staying customer-centric, Blinkit can further entrench its competitive edge and continue to ride the growth in the Indian e-commerce industry. The analytical findings of the present study will enable the management of Blinkit to optimise their business model, enhance customer satisfaction, and seize the emerging market opportunities in an effective manner.

## REFERENCES

- Arnould, E. J., & Wallendorf, M. (1994). Market-oriented ethnography: Interpretation building and marketing strategy formulation. *Journal of Marketing Research*, 31(4), 484–504.
- Assael, H. (1984). *Behavior and market action*. Kent Publishing Company.
- Belch, G. E., & Belch, M. A. (2001). *Advertising and promotion: An integrated marketing communications perspective* (5th ed.). Irwin/McGraw-Hill.
- Cooper, D. R., & Schindler, P. S. (1999). *Business research methods* (6th ed.). Tata McGraw-Hill Publishing Company Limited.
- Creswell, J. W. (2003). *Research design: Qualitative, quantitative, and mixed methods approaches*. Sage.
- Dedrick, J., & Kraemer, K. L. (2002). Information technology and supply chain coordination: The role of the Internet. *Journal of Business Logistics*, 23(1), 1–28.
- Easterby-Smith, M., Thorpe, R., & Lowe, A. (2002). *Management research* (2nd ed.). Sage.
- Gilmore, A. (2001). *Innovative marketing in SMEs*. [Details unavailable].
- Godin, S., & Holzner, B. (2008). The importance of effective customer relationship management and internet-based technologies in marketing strategy. [Details unavailable].
- Kapoor, S. K. (2009). Marketing strategy special interest group: Domain of marketing strategy research. [Details unavailable].
- Malhotra, N. K. (2005). *Marketing research: An applied orientation* (4th ed.). Pearson Education.
- Petrovic, D. (n.d.). Analysis of consumer behaviour online. Retrieved from [URL unavailable].
- Practical guide for merger and acquisition. (2009). [Details unavailable].
- Remenyi, D., Williams, B., Money, A., & Swartz, E. (1998). *Doing research in business and management*. Sage Publications.
- Saunders, M., Lewis, P., & Thornhill, A. (2003). *Research methods for business students* (3rd ed.). Pearson Education.
- Sturgeon, T. J. (2002). Modular production networks: A new American model of industrial organization. *Industrial and Corporate Change*, 11(3), 451–496.