

# Impact of Consumer Buying Behaviour Towards Online Shopping (Blinkit)

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## ABSTRACT

The growth of online shopping platforms has fundamentally changed how consumers shop in recent years. Blinkit has become one of the top providers of Quick Commerce Services as a result of the instant gratification, ease of shopping (due to technology), and ability to deliver quickly. This research project examines the relationship between consumer purchasing behaviour and online shopping specifically focusing on Blinkit. A structured questionnaire was used to collect data from 100 respondents and secondary data was collected from recent journal articles and research papers. Methods of analysis included simple percentage analyses, Chi square test, ANOVA and average score analysis. The results show that convenience, time, fast delivery, and availability of products are the primary motivations for consumers selecting Blinkit. The present study aims to examine consumer buying behaviour towards online shopping with special reference to Blinkit. The study aims to understand the factors that influence consumers to choose Blinkit and to examine how their purchasing behaviour has changed with the availability of quick commerce services. The findings reveal that convenience, time-saving, fast delivery, and easy availability of products play a major role in influencing consumers to prefer Blinkit. The results also indicate that Blinkit has positively affected consumer shopping habits and reduced the need for traditional shopping. Overall, the study highlights how quick commerce platforms like Blinkit are shaping modern consumer buying behaviour.

**Keywords:** *Online Shopping, Quick Commerce, Consumer Buying Behaviour, Blinkit, Fast Delivery*

## INTRODUCTION

Online shopping has revolutionized the traditional retail system by enabling consumers to purchase products anytime and anywhere through digital platforms. The evolution of ecommerce into quick-commerce has further accelerated changes in consumer buying behaviour. Blinkit, formerly known as Grofers, represents this transformation by delivering essential goods within minutes using hyperlocal logistics and dark-store models. In online shopping, factors like ease of use, speed of delivery, pricing strategies, trust, and service quality influence consumer purchasing decisions. The development of quick commerce has further transformed online shopping by focusing on instant delivery of essential goods. Consumers today expect fast service and immediate satisfaction, especially for daily-use products. Blinkit, formerly known as Grofers, is a leading example of this change. It provides quick delivery through the use of advanced technology, nearby warehouses, and efficient delivery networks. Understanding consumer buying behaviour towards online shopping is important for businesses to improve their services and meet customer expectations. Understanding consumer buying behaviour towards online shopping is important for businesses to improve their services and meet customer expectations

## STATEMENT OF THE PROBLEM

Despite the rapid adoption of online shopping platforms like Blinkit, variations exist in consumer preferences, satisfaction levels, and perceived challenges. The rapid growth of online shopping and quick commerce platforms has changed the way consumers purchase daily essentials. With the increasing demand for convenience and fast delivery, platforms like Blinkit have become popular among consumers. Although Blinkit offers quick service and easy access to products, consumer buying behaviour varies based on factors such as convenience, pricing, delivery speed, trust, and product availability. Consumers may also face certain problems such as delivery issues,

pricing concerns, or app-related difficulties, which can affect their satisfaction level. Therefore, this study seeks to analyze the impact of consumer buying behaviour towards online shopping with special reference to Blinkit. The study aims to identify the factors influencing consumer preference, measure satisfaction levels, and understand the challenges faced by consumers while using Blinkit. The findings of this study will help in understanding consumer expectations and provide useful insights for improving quick commerce services.

## **SIGNIFICANCE OF THE STUDY**

The importance of this study lies in its relevance to multiple stakeholders involved in the online retail ecosystem. It helps online retail firms understand the changing preferences, expectations, and buying patterns of consumers in a rapidly evolving digital marketplace. The findings of the study are useful for advertisers and marketers in designing effective promotional, marketing, and pricing strategies that align with consumer behaviour

## **OBJECTIVES OF THE STUDY**

1. To analyze the demographic profile of the respondents
2. To know the source of awareness of the respondents towards Blinkit
3. To discover the factors influencing consumer preference towards Blinkit

## **RESEARCH METHODOLOGY**

Research methodology refers to the systematic way in which the study is conducted to achieve the research objectives. It explains the methods used for data collection, sampling, tools of analysis, and limitations of the study.

### **Research Design**

The study adopts a descriptive research design, as it aims to understand consumer buying behaviour and satisfaction toward Blinkit online shopping services. This design helps in describing the characteristics, preferences, and perceptions of consumers using the platform.

### **Source of Data**

The study is based on both primary and secondary data.

### **Data Collection Method**

#### **• Primary Data**

A structured questionnaire was used to collect primary data from Blinkit users to understand their buying behaviour and satisfaction toward Blinkit online shopping services.

#### **• Secondary Data**

The sources of secondary data will be Journals, Articles, Company reports, Previous studies

**Area of the Study :** The study was conducted among online consumers using Blinkit services in Coimbatore city , Tamil Nadu

**Sampling Technique and Sample Size Sampling Technique:** Convenience sampling in research the respondents were selected from regular users of Blinkit. Preference was given to consumers who are influenced by opinions and feedback shared through reviews, social media platforms, and personal communication.

### **Sample size:**

Sample size of the paper is 100 respondents

### **Period of the Study**

November 2025 to February 2026

### **Statistical Tools Used**

- Simple Percentage Analysis
- Average Score Analysis
- Chi-Square Test

**LIMITATIONS OF THE STUDY**

This study has a few limitations that must be acknowledged. The research is based on responses collected from only 100 participants, which may not completely reflect the opinions of a larger population. Since the data depends on individual perceptions and experiences, the responses may be influenced by personal bias. In addition, limited time did not allow the researcher to cover a broader geographical area. Therefore, the results of this study are mainly applicable to Blinkit and other similar quick-commerce platforms and cannot be generalized to all online shopping services.

**REVIEW OF LITERATURE (LAST 5 YEARS)**

**Putri et al. (2024)<sup>1</sup>** The study examined how service quality, store atmosphere, and customer satisfaction influence consumer loyalty in retail environments. Findings highlighted that efficient service and customer satisfaction significantly affect repeat purchase behaviour, which is equally applicable to online platforms like Blinkit where service speed and satisfaction play a crucial role

**Bohra et al. (2023)<sup>2</sup>** This research analysed the impact of Blinkit on consumer behaviour and consumption patterns. The study concluded that convenience, pricing, and fast delivery strongly influence consumer buying behaviour, leading to frequent and impulse purchases on online grocery platforms

**Malviya (2025)<sup>3</sup>** An empirical study on quick-commerce in Indore revealed that Blinkit dominates the market due to its time-saving nature and ability to fulfil urgent consumer needs. The study emphasized that consumer buying behaviour has shifted towards smaller, frequent purchases due to instant delivery models

**Mukhopadhyay (2023)<sup>4</sup>** This research used the Push-Pull-Mooring framework to study consumer switching behaviour from traditional e-commerce to quick-commerce. The findings indicated that ease of use, low efficiency in traditional platforms, and instant delivery significantly influence consumer migration to platforms like Blinkit

**Soum Suvra Das (2020)<sup>5</sup>** The study focused on inventory management and customer satisfaction in online grocery platforms. It concluded that product availability, freshness, and delivery efficiency strongly impact consumer trust and buying behaviour in online shopping environments.

**DATA ANALYSIS & INTERPRETATION**

The data for the study were collected through Google Forms and analyzed using Simple Percentage Analysis, Average Score Analysis, and the Chi-Square Test. These statistical tools were used to understand consumer buying behaviour and the level of satisfaction toward Blinkit online shopping services. The analysis mainly focuses on factors influencing purchase decisions, awareness about Blinkit, satisfaction levels of consumers, and the problems faced by users while using the quick-commerce platform.

**TABLE 4.1 – PERSONAL PROFILE OF THE RESPONDENTS (Percentage analysis)**

Personal profile	Particulars	No. Of respondents	Percentage %
Gender	Male	54	54
	Female	44	44
	Prefer not to say	2	2

Age	18-25	63	63
	26-35	24	24
	36-45	10	10
	Above 45	3	3
	Higher secondary	7	7
Education Qualification	Undergraduate	58	58
	Postgraduate	25	25
	Diploma	10	10
Area of Residence	Rural	18	18
	Urban	62	62
	Semi-urban	20	20
	Student	80	80
Occupation	Homemaker	9	9
	Business/self employed	11	11
Monthly Income	Below 15000	27	27
	15001-25000	38	38
	25001-50000	24	24
	Above 50000	11	11

Source: Primary data

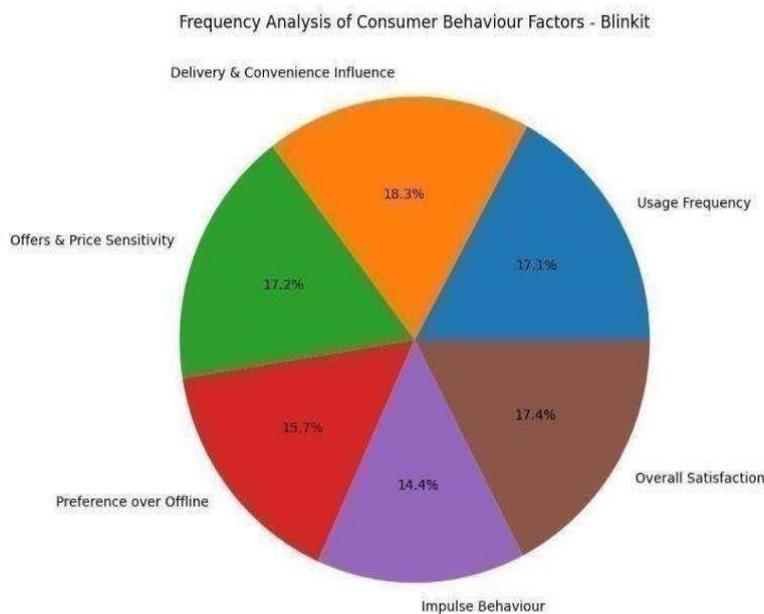
## INTERPRETATION

According to the frequency analysis, the strongest influencing behavioral factor was how frequently Blinkit users use the platform for essential and grocery purchases due to its fast delivery and high convenience. Attention to offers, discounts, and price-related benefits also scored highly, indicating that consumers are price-sensitive and actively respond to promotional strategies offered through quick-commerce platforms. The data further shows that consumers prefer Blinkit over offline purchasing, reflecting a behavioral shift toward digital consumption driven by ease of use and time-saving advantages. A moderate amount of impulsive purchases and shifts in purchasing patterns were observed, indicating that instant delivery and availability may encourage unplanned purchases. Blinkit successfully meets user expectations regarding service quality, product availability, and delivery speed, as evidenced by the significantly high overall satisfaction score. In summary, Blinkit’s consumer behaviour dynamics are strongly influenced by convenience, speed, and value-based incentives, which collectively contribute to high usage frequency and positive satisfaction outcomes. Blinkit effectively meets user expectations in terms of service quality, product availability, and delivery speed, as reflected in the high overall satisfaction score

**Table 4.2 Frequency Analysis of Consumer Behaviour Factors**

Particulars	Average Score	Interpretation
Frequency of Using Blinkit	4.18	Very Frequently
Influence of Fast Delivery & Convenience	4.48	Very High
Attention to Offers, Discounts & Price	4.21	Always
Preference of Blinkit over Offline Purchase	3.85	High
Impulse Purchasing & Change in Buying Behaviour	3.52	Sometimes
Overall Consumer Satisfaction	4.26	Very Satisfied

**Chart 4.1 Frequency Analysis of consumer behaviour factors – Blinkit**



**Table 4.3 Chi-square Analysis – Age and overall Impact of Consumer Buying Behaviour towards Online Shopping**

**Null Hypothesis (H<sub>0</sub>):**

There is no significant relationship between the personal factors of the respondents and the overall impact of negative word-of-mouth on consumer buying behaviour towards Blinkit. There is no significant relationship between the personal factors of the respondents and the overall impact of negative word-of-mouth on consumer buying behaviour towards Blinkit.

**Alternative Hypothesis (H<sub>1</sub>):**

There is a significant relationship between the personal factors of the respondents and the overall impact of negative word-of-mouth on consumer buying behaviour towards Blinkit.

S. No	Personal factors	Chi-square value	Significance value	Results (S/NS)
1	Age	10.842	0.018	S
2	Gender	1.962	0.374	NS
3	Education level	3.557	0.314	NS
4	Area of residence	3.229	0.353	NS
5	Occupation	5.006	0.287	NS

**Interpretation**

The chi-square test indicates that Age and Occupation have a significant association with consumer buying behaviour towards Blinkit at the 5% significance level. This implies that different age groups and occupational categories show differing purchasing intentions and behavioral patterns in quick-commerce platforms. Other personal factors such as Gender, Education, Area of Residence, and Monthly Income do not significantly influence buying behaviour in this context.

**Findings**

- Gender composition of respondents - The study found that a majority of the respondents were male (54%)

- Age profile of respondents - Most of the respondents (63%) belonged to the age group of 18-25 years
- Educational qualification - The majority of respondents were undergraduates (58%)
- Area of residence - A significant proportion of respondents resided in urban areas (62%)  
Income level of respondents - Most respondents (38%) belonged to the income group of ₹15,001–₹25,000
- Frequency of purchasing branded products - The high average score of 4.48 shows that respondents Very High prefer Fast Delivery & Convenience
- Alternative hypothesis - The study reveals that age is the only personal factor that significantly influences the impact of negative word-of-mouth on consumer buying behaviour towards Blinkit. Other variables such as gender, area of residence, educational qualification, and income level do not show a significant influence on the overall impact of negative word-of-mouth.

## **SUGGESTIONS**

Based on the findings, the study suggests that Blinkit can further enhance consumer satisfaction and market strength by optimizing its promotional and pricing strategies to appeal to price-sensitive consumers. Problems with stockouts would be reduced and a consistent user experience would be supported if product availability was improved and inventory control was strengthened. Subscription-based models, loyalty rewards, and reduced delivery fees for frequent users may encourage long-term habitual usage and increase retention. Enhancing product quality checks, particularly in grocery and fresh produce categories, would address occasional consumer concerns and improve perceived value. Since age and occupation significantly influence consumer behaviour, Blinkit can adopt targeted marketing strategies, especially toward students, working professionals, and high-usage segments. Given the increasing adoption patterns observed outside of major cities, expansion into semi-urban markets may provide additional growth opportunities. Through digital engagement campaigns, encouraging positive word-of-mouth could bolster trust and attract new users. Lastly, integrating frictionless payment systems, AI-driven offers, and personalized recommendations would improve platform usability and encourage impulsive purchases, fostering long-term customer loyalty and giving quick-commerce a competitive edge.

## **CONCLUSION**

The study concludes that consumer buying behaviour towards online shopping is significantly influenced by convenience, speed of delivery, ease of use, and service quality. Blinkit has successfully capitalized on these factors, leading to high consumer preference and satisfaction. However, challenges such as delivery charges and product quality concerns still exist. By addressing these issues, Blinkit can further strengthen customer loyalty and sustain its competitive position in the quick-commerce market.

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