

CUSTOMER PREFERENCES TOWARDS BLINKIT SERVICES: A CASE STUDY IN SALCETE TALUKA

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DECLARATION BY STUDENT

I hereby declare that the data presented in this Project report entitled, “Customer Preferences Towards Blinkit Services: A Case Study In Salcete Taluka” is based on the results of investigations carried out by me in the Discipline of Commerce at Rosary College of Commerce & Arts, Navelim under the Supervision of Asst. Prof. Namrata Haldankar and to the best of our knowledge, it has not previously formed the basis for the award of any diploma or degree by this or any other University. Further, I understand that Goa University will be not be responsible for the correctness of observations / experimental or other findings given in the project work. It is also declared that this document is our original work and free of any plagiarism.

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CERTIFICATE BY PROJECT SUPERVISOR

This is to certify that the project report “Customer Preferences Towards Blinkit Services: A Case Study In Salcete Taluka” is a bonafide work carried out by Ms. Bibi Zaara Shaikh, Ms. Dikshita Naik, Ms. Rizel Teresa Silva, Ms. Rochell Fernandes and Ms. Sanjana Shaji under my supervision in the Discipline Bachelor of Commerce, at Rosary college of Commerce & Arts. To the best of my knowledge, it has not previously formed the basis of the award of any degree or diploma by this or any other College/University. This work also complies with the requirements of Similarity index.

Asst. Prof. Namrata Haldankar

Date: 28 Februray 2026

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ABSTRACT

This project examines customer behavior, satisfaction, and usage patterns on the Blinkit platform. A survey of 168 respondents revealed that the majority are young adults, predominantly students, and mostly female, with most households belonging to lower-income groups. The study highlights that Blinkit's main strength lies in its fast and reliable delivery, which is highly valued for urgent needs, emergencies, late nights, or unfavorable weather. Convenience, dependable packaging, and smooth operations further enhance user satisfaction, while pricing, promotions, and product variety play a secondary role in influencing customer decisions.

The findings indicate that most users are relatively new to the platform, access it weekly, and intend to continue using it, reflecting strong loyalty. However, product availability and inconsistent promotional offers were identified as areas needing improvement. Based on these insights, the study recommends improving inventory management, offering consistent promotions, maintaining competitive pricing, introducing loyalty programs, and expanding marketing to reach older users and promote underutilized product categories.

Overall, Blinkit is perceived as a convenient, time-saving service that effectively meets urgent customer needs. Its instant delivery promise remains the key factor driving preference and satisfaction, establishing it as a trusted and essential platform for modern consumers.

Keywords: Blinkit, customer preferences, customer behavior, customer satisfaction, delivery speed, convenience, product availability, promotions, loyalty, e-grocery platform, time-saving service, user engagement

CHAPTER 1: INTRODUCTION

1.1 INTRODUCTION

Consumer behaviour has upgraded significantly in the digital age as technology continues to advance at a rapid pace, particularly in retail and online shopping. One thing that's really changing the game is quick commerce (q-commerce). It's a rapidly growing part of online shopping that's all about getting everyday essentials to customers super fast. By prioritizing speed, convenience, and efficiency, q-commerce has transformed the way consumers shop and meet their daily needs.

Among all the q-commerce Blinkit is one of India's leading ultra-fast quick commerce platform, known for delivering groceries, fresh produce, electronics, and daily essentials within 10 - 20 minutes. It was originally launched as Grofers in 2013, the company rebranded to Blinkit in 2021, focusing on instant deliveries. It offers a wide range of products, from groceries and daily essentials like fresh fruits, vegetables, dairy, meats, spices, snacks, and beverages to personal care, baby care, pet supplies, electronics, home goods, and even flowers, all accessible through its app for quick, doorstep delivery.

1.2 OBJECTIVES OF THE STUDY

1. To determine the factors that shape customer preferred by Blinkit services.
2. To examine the level of satisfaction customers have with Blinkit services.
3. To assess customer's loyalty and their repurchase behaviour patterns.
4. To evaluate the challenges customer's encounter while using Blinkit.
5. To analyse the efforts of promotional strategies on customer decisions regarding Blinkit.

1.3 RESEARCH METHODOLOGY

This study tries to establish consumer preferences towards Blinkit services through primary data and secondary data in Salcete Taluka.

THE PRIMARY SOURCE OF INFORMATION

This primary data was collected through a structured questionnaire comprising open ended and close ended questions which was personally prepared and administered to 168 respondents. Because of limited time and feasibility issues the information was collected through an online survey. These questions were designed to capture respondents preferences regarding delivery speed, product availability, customer services etc.

THE SECONDARY SOURCE OF INFORMATION

Secondary data is collected from online academic research papers, journals, articles, reports, websites and books. These materials provided supporting information and insights from earlier studies on consumer preferences towards Blinkit services.

1.4 SCOPE OF THE STUDY

This study aims to examine customer preferences towards Blinkit services in Salcete Taluka. It focuses on understanding customers usage patterns, level of satisfaction, loyalty and factors influencing their choice of quick commerce services. The study also analyses customer awareness, sources of information, challenges faced while using the service and overall perception of service quality, pricing, delivery speed and convenience. In addition, the research provides insights into customer expectations and areas for improvement to enhance service performance. Primary data for the study was collected using google forms to achieve the research objectives.

1.5 CHAPTERISATION SCHEME

The project consist of 5 chapters

Chapter 1: Introduction

It includes introduction of the topic, objectives of the study, scope of the study, research methodology.

Chapter 2: Literature Review

It comprises of literature review as per the objectives of the study.

Chapter 3: Theoretical perspective

It includes general information pertaining to Blinkit such as evolution of Blinkit app and its history in India, features, objectives, advantages and disadvantages of this app, Blinkit marketing strategy , their competitors, challenges faced by them and its revenue model of Blinkit .

Chapter 4: Data Analysis

It Deals with data analysis conducted on the topic “Customer Preferences Towards Blinkit Services: A Case Study In Salcete Taluka”.

Chapter 5: Findings, Conclusion, limitations and Suggestions

It includes findings of the study, conclusion and suggestions.

CHAPTER 2: LITERATURE REVIEW

2.1 Bohra et al. (2023) conducted a study to analyze the impact of Blinkit on consumer behaviour and consumption patterns. The study highlighted that the introduction of Blinkit marked a significant shift in customers' purchasing behaviour, influencing how groceries are bought and consumed. The research used both primary and secondary data. Primary data was collected through a questionnaire survey, while secondary data was obtained from online reports and news sources. The sample focused mainly on individuals above 30 years of age and married consumers. Descriptive statistics and t-test analysis were used for data interpretation. The findings revealed that Blinkit has the potential to significantly disrupt the traditional grocery shopping system by offering convenience and time efficiency.

2.2 Rahul Sagar (2023) studied customer satisfaction towards Blinkit, an e-commerce retail company, with the objective of identifying key factors influencing satisfaction such as delivery speed, product availability, payment modes, and customer service. The study was based on primary data collected from 112 respondents in Noida using a structured questionnaire and followed a descriptive research design. The research also analyzed Blinkit's competitive position using tools like SWOT analysis and Porter's Five Forces. The findings showed that Blinkit has gained a strong market position due to its fast delivery, wide product range, multiple payment options, and flexible return policies. However, the study highlighted the need for improvement in customer service to enhance overall customer satisfaction and maintain a competitive advantage.

2.3 Angum Wangsa and Dr. Shalini Srivastav (2023) examined the digital marketing strategies of Blinkit after its rebranding from Grofers. The study focused on evaluating the impact of Blinkit's digital marketing efforts on public engagement and consumer behaviour, with special emphasis on its ultra-fast 10-minute delivery model. The research adopted a quantitative approach using survey methods for primary data collection. The findings revealed that Blinkit's strong online presence, personalized advertisements, flash sales, and user-friendly digital platform have made purchasing easier and more convenient for customers. The study concluded that Blinkit's digital marketing strategies

significantly influence consumer behaviour, enhance brand trust, and improve conversion rates.

2.4 Dr. Rachita Ota et al. (2024) conducted a study on consumer preferences and usage patterns of Blinkit, focusing on customer expectations, satisfaction levels, and service quality. The study evaluated electronic service quality across dimensions such as efficiency, order fulfillment, system availability, and privacy. It also examined usage patterns among urban consumers and identified factors influencing the adoption of Blinkit over competing platforms. The research adopted an empirical research design and collected primary data through a structured questionnaire from urban respondents familiar with Blinkit's services. The findings highlighted the importance of convenience, time efficiency, and reliable service quality in driving Blinkit's adoption among urban consumers. The study provided strategic insights into Blinkit's strengths and areas requiring improvement, offering recommendations to enhance user experience, customer loyalty, and competitiveness in the quick-commerce market.

2.5 Prof. Manjunath et al. (2024) conducted a study to examine brand awareness and customer satisfaction towards Blinkit's online grocery services in the Bangalore South region. The study used both primary and secondary data, with primary data collected through a well-structured questionnaire and secondary data obtained from journals, articles, books, and websites. Convenient sampling was adopted, and tools such as percentage analysis and chi-square tests were used for data analysis. The research analyzed demographic and socio-economic factors, awareness levels, and key determinants influencing consumers' choice of Blinkit. The findings indicated a high level of awareness and overall customer satisfaction with Blinkit's online grocery delivery services in the region.

2.6 Kaur and Singh (2024) analysed the emerging phenomenon of quick commerce, which is characterised by ultra-fast delivery services, typically within 10–20 minutes. The study focused on major quick commerce platforms such as Zepto, Ola Dash, Blinkit, and Zomato, which promise rapid delivery of essential goods within a very short time frame. The research examined the competitive dynamics among these platforms and their growing influence on consumer purchasing behaviour. The findings of the study revealed that Blinkit led the quick commerce race during the period between 1st and 22nd

November 2023. The study further identified that the rapid growth of quick commerce is driven by a combination of factors, including changing consumer expectations, increasing demand for speed and convenience, technological advancements, and rising urbanisation. The research concluded that quick commerce is reshaping the retail ecosystem by meeting the evolving needs of modern consumers and is expected to play a significant role in the future growth of the ecommerce sector in India.

2.7 Atul Tiwari et al. (2025) examined the marketing strategy of Blinkit in the rapidly changing Indian retail and delivery sector. The study highlights that changing consumer lifestyles and the growing demand for instant services have accelerated the growth of quick commerce in India. Blinkit formerly known as Grofers has emerged as a major player by focusing on speed, convenience, and customer-oriented services. The research used both primary and secondary data, and analysis was supported through graphical tools such as graphs and pie charts. The study offers valuable insights into how Blinkit has successfully positioned its brand in the market through effective marketing strategies. However, it also points out certain limitations, including strong competition from platforms like Swiggy Instamart, which may influence customer switching. Overall, the study concludes that Blinkit has developed a strong brand image, but for long-term growth, it should emphasize customer retention and regional expansion strategies.

2.8 Aman Kumar et al. (2025) studied the impact of quick commerce on consumers with special reference to Blinkit. The study explains the shift from traditional retail shopping to online and quick commerce platforms over the last decade. It highlights that consumers prefer quick commerce services due to convenience, time efficiency, and fast delivery, often within 30 minutes. The research used both primary and secondary data, with primary data collected through questionnaires. Data analysis was done using tables and pie charts for better understanding. The findings show that quick commerce has significantly changed the shopping behavior of urban consumers in India, and platforms like Blinkit have improved customer convenience by providing doorstep delivery within minutes.

2.9 R. Suresh et al. (2025) conducted a study that provides a comprehensive understanding of consumer behaviour and customer satisfaction in the context of quick commerce platforms such as Blinkit and Zepto. The research examines how individuals

increasingly rely on online fast grocery services due to factors such as convenience, time-saving benefits, and ultra-fast delivery. The study reveals that customers prefer quick commerce platforms that help save time, offer frequent discounts, and ensure the availability of safe and fresh products. Both primary and secondary data were used to achieve the research objectives related to customer behaviour and satisfaction levels. For primary data collection, structured questionnaires were administered, and tools such as simple percentage analysis and chi-square tests were employed for data analysis. The findings were presented using tables and pie charts to simplify interpretation and improve clarity. The study concludes that the success of quick commerce platforms is largely driven by their fast delivery services, affordable pricing, and good-quality products. Overall, the research highlights the growing importance of speed, reliability, and value in shaping customer satisfaction and influencing consumer behaviour in the quick commerce sector.

2.10 Banerjee and Upadhyay (2025) conducted a comparative study on consumer perception of product quality in the quick commerce sector with reference to Blinkit and Zepto. The study examined how quick commerce has transformed the e-commerce industry by offering ultra-fast deliveries, typically within 10 to 30 minutes, catering to the needs of modern consumers seeking quick access to essential products. The research used both primary and secondary data. Primary data was collected through a structured questionnaire, while secondary data was obtained from academic journals, research papers, online resources, and published reports. The findings highlighted that product quality plays a crucial role in shaping consumer perceptions, with factors such as freshness, packaging, and delivery handling having significant influence. The study concluded that maintaining consistent product quality is essential for customer satisfaction and competitiveness in the quick commerce market.

2.11 Shaikh and Thakur (2025) examined the transformation of the Indian retail sector driven by the rapid growth of quick commerce platforms. The study aimed to analyse the key factors influencing consumer adoption of quick commerce services in India. Data was collected from 100 respondents using a structured questionnaire through simple random sampling. The researchers adopted a descriptive research design and a quantitative approach to understand consumer behaviour towards quick commerce. The study focused on primary data collected through online questionnaires distributed via

email and social media platforms. The findings of the study highlighted the rapid expansion and increasing popularity of quick commerce services across different segments of society. It was observed that consumers are increasingly shifting from traditional retail formats to quick commerce platforms due to benefits such as convenience, time-saving delivery, ease of access, and attractive discounts. The study concluded that quick commerce has significantly influenced purchasing behaviour and has become an important component of the evolving Indian retail landscape.

2.12 Kanishka Goel and Dr. Pooja Sharma (2025) conducted a study on quick commerce and customer retention with special reference to Blinkit and Zepto. The research aimed to examine whether delivery speed and heavy discounts are sufficient to build customer loyalty and to analyze the impact of quick-commerce strategies on customer retention. The study used secondary data along with customer feedback to assess factors such as pricing, discounts, delivery speed, service consistency, product quality, and customer support. The findings revealed that while customers strongly prefer fast delivery and affordable pricing, long-term retention is also influenced by consistent service quality and effective customer support. The study highlights that multiple factors together contribute to sustaining customer loyalty in the highly competitive quick-commerce sector.

2.13 Ismath Rahman A. & Dr. Lavanya M.R. (2025) conducted a study to examine the difficulties faced by customers while using Blinkit's services. The study focused on key factors such as delivery delays, product unavailability, inconsistent pricing, and poor customer service. A descriptive research design was adopted to assess customer satisfaction with Blinkit's quick delivery service and to identify the major challenges encountered by users while using the platform. Data were collected from both primary and secondary sources. The findings revealed that most users became aware of Blinkit through social media and that the majority of customers are young students. Overall, the results indicate that customers are generally satisfied with the services provided.

CHAPTER 3: THEORETICAL PRESPECTIVE

3.1 INTRODUCTION TO BLINKIT

Blinkit is one of India's prominent companies operating in the quick commerce industry, which focuses on delivering groceries and daily essentials within a very short time. Essential like milk, dairy products, fresh fruits, snacks and personal care products. The company was founded in 2013 by Albinder Dhindsa and Saurabh Kumar with the aim of making everyday shopping faster and more convenient for urban consumers. Blinkit is headquartered in Gurgaon, Haryana, and functions as a technology-driven platform that connects customers with nearby fulfillment centers through its mobile application. The organization is structured around a network of dark stores, delivery partners, and digital systems that enable rapid order processing. Over the years, Blinkit has developed and used proprietary operational technologies and brand trademarks to support its services. After becoming part of the Zomato group, the company strengthened its market presence. Currently, Blinkit operates in more than 28 cities across India, making it a key player in the growing quick-commerce market.

3.2 OBJECTIVES OF BLINKIT

1. To deliver groceries and essentials quickly.
2. To provide customers with convenience through app- based shopping.
3. To offer products at affordable prices.
4. To ensure a wide variety of daily essentials in one place.
5. To build customer trust with geo reliable and timely service.

3.3 FEATURES OF BLINKIT

1. Instant delivery: Blinkit's primary feature is its hyper- local quick commerce model.
2. Extensive product Range: The platforms offer wide range of product selection to its users.
3. Live order tracking: The user can track their order that they have ordered till the product reaches their door step.
4. Payment options: There are various payment options for the customer or the users of Blinkit to do their payments such as UPI, cards etc.

3.4 ADVANTAGES AND DISADVANTAGES OF BLINKIT

ADVANTAGES OF BLINKIT

1. Super fast delivery

Blinkit promises delivery in minutes (often 10-15 min), saving time compared to traditional shopping.

2. Convenience anytime

You can order groceries and essentials directly from the app without going out, it is useful for busy people or emergencies.

3. User-friendly app

The app is simple to navigate, with live tracking and easy search it is even helpful even for non-tech users.

4. Wide product range & offers

Blinkit offers a variety of products from daily groceries to snacks and personal care, plus discounts and cash back deals.

5. Supports local economy

It partners with local stores and suppliers, giving smaller businesses online reach and creating jobs for delivery partners.

DISADVANTAGES OF BLINKIT

1. Limited service area

Blinkit is mostly available in big cities and urban localities. Many towns still aren't covered.

2. Higher costs & fees

Some items can be more expensive than local markets, and delivery or surge fees may apply, especially on small orders.

3. Quality & reliability issues

Users sometimes report missing items, poor freshness of perishables, incorrect deliveries, or late arrival thus reducing trust.

4. Profitability & sustainability problems

The business model has high logistics and operational costs, making long-term profitability difficult without deep discounts.

5. Customer support & service gaps

Complaints sometimes take time to resolve, and real-person support can be limited, frustrating users.

3.5 BLINKIT'S MARKETING STRATEGY

1. Brand Positioning

Blinkit rebranded itself from Grofers to better emphasize its key strength—ultra-fast delivery. The slogan “Let’s Blink It” is catchy, easy to remember, and connects well with its target audience. This rebranding has helped Blinkit improve brand recall, as the name clearly reflects its promise of lightning-quick service, similar to the blink of an eye. Along with the new name, Blinkit also reshaped its brand image. While Grofers was mainly seen as a grocery delivery app, Blinkit has positioned itself as a comprehensive quick-commerce platform that offers much more than just groceries like fresh fruits, vegetables, dairy products, snacks, beverages, personal care items, household essentials, medicines, stationery, and even small electronics.

2. Data-Driven Targeting and Personalization

Blinkit makes extensive use of customer data such as purchase history, location, and search behavior to recommend relevant products. These personalized suggestions help guide user towards impulse purchases. The platform also offers customized promotions and discounts. For example, customers who frequently buy skincare products may receive special offers or discounts on newly launched beauty items, making the shopping experience more relevant and engaging.

3. Social Media Engagement

Blinkit follows a simple yet effective social media strategy by creating relatable, trendy, and thought provoking content. The brand actively uses memes, challenge reels, customer reviews, and delivery partner stories to connect with users. This approach helps Blinkit build a strong sense of community and keeps the audience engaged across social platforms.

3.6 COMPETITORS OF BLINKIT

Blinkit faces tough competition from several quick-commerce players like Swiggy Instamart, Zepto, Big Basket, Dunzo daily, Flipkart minutes, Amazon fresh that also promise groceries in minutes.

1. Swiggy Instamart uses Swiggy’s massive food-delivery network to offer a wide range of daily essentials.

2. Zepto focuses on ultra-fast 10-minute deliveries from its warehouse model.
3. Big Basket's BB now uses the extensive Big Basket supply chain for a broader product selection and reliable 30-minute services.
4. Dunzo Daily, backed by Reliance, delivers groceries, medicines and more from local stores.
5. Flipkart Minutes uses Flipkart's e-commerce infrastructure to bring items fast from its own stores.
6. Amazon Fresh also enters with same-day delivery powered by Amazon's logistics. All these apps are competing for the same "instant grocery" crowd that Blinkit targets.

3.7 CHALLENGES FACED BY BLINKIT

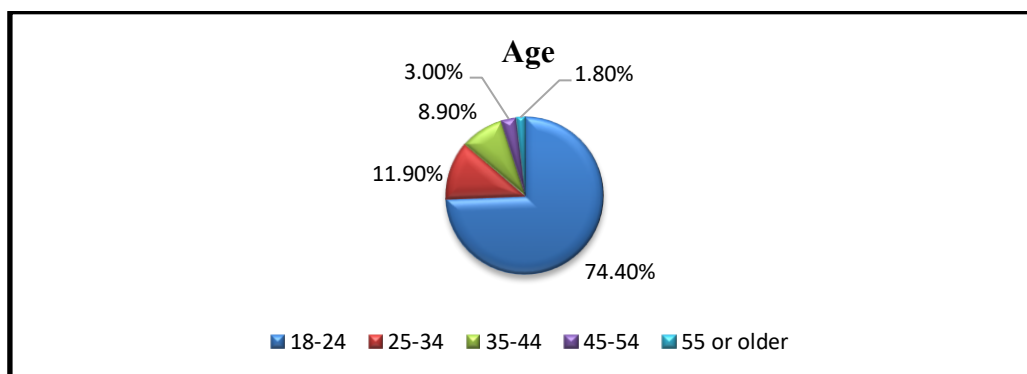
1. Quality and freshness: - This is one of the common issues faced by any grocery service industry. Customer's complaints about the quality and freshness of products delivered by Blinkit.
2. Delivery delays: - Blinkit has faced criticism for delays in delivery like many other online deliveries especially during peak demand times. This had lead to customer dissatisfaction.
3. Price differences: - This case occurs when the prices shown on the website /app does not match the checkout prices leading to disputes
4. Wrong or missing items: - Customers often get wrong or missing items leading to customer dissatisfaction.
5. Expired stock: - There have been cases where customers receiving expired stock leading to customer dissatisfaction.

CHAPTER 4: DATA ANALYSIS

The chapter focuses on the survey conducted on Customer preferences towards Blinkit services in Salcete Taluka. For the purpose of collecting data a detailed questionnaire was prepared and a total 168 respondents from Salcete Taluka were approached through the survey. The data collected was tabulated keeping in context the objectives of the study. It was suitably analysed by calculating percentages. This chapter gives details analysis and interpretation of the primary data collected.

4.1 THE AGE OF THE RESPONDENT

Age	Percentage of Respondents
18-24	74.40%
25-34	11.90%
35-44	8.90%
45-54	3.00%
55 or older	1.80%
Total	100%

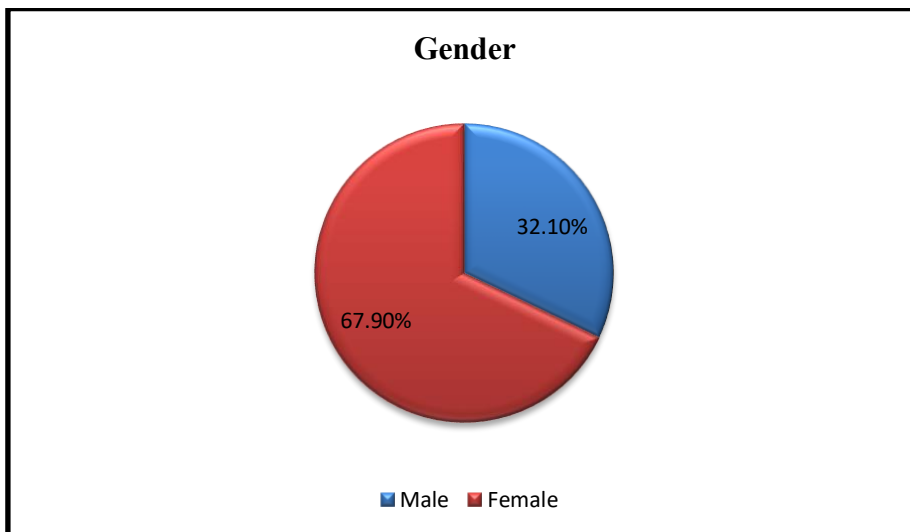


Source: Primary data

The above Figure No. 4.1, Illustrates that the majority of the 168 respondents surveyed, specifically 74.4% (125 respondents), belong to the 18–24 years age group. This is followed by a smaller segment of 11.9% (20 respondents) in the 25–34 years category and 8.9% (15 respondents) in the 35–44 years category. Respondents aged 45 years and above represent the smallest portion of the sample, accounting for only 4.8% (8 respondents).

4.2 GENDER OF THE RESPONDENTS

Gender	Percentage of Respondents
Male	32.10%
Female	67.90%
Total	100%

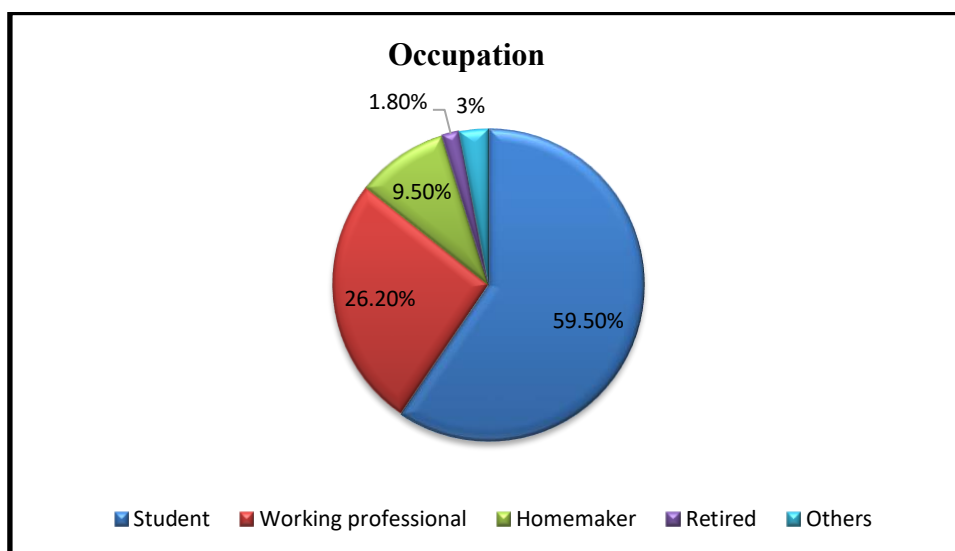


Source: Primary data

As shown in Figure No. 4.2, the survey captured a diverse range of responses based on gender. Out of the total sample, a significant majority of 67.90% (114 respondents) are Female, while 32.10% (54 respondents) are Male. This distribution is visually represented in the accompanying pie chart, where the larger segment clearly shows the dominance of female participants in the study.

4.3 OCCUPATION OF THE RESPONDENTS

Occupation	Percentage of Respondents
Student	59.50%
Working professional	26.20%
Homemaker	9.50%
Retired	1.80%
Others	3%
Total	100%

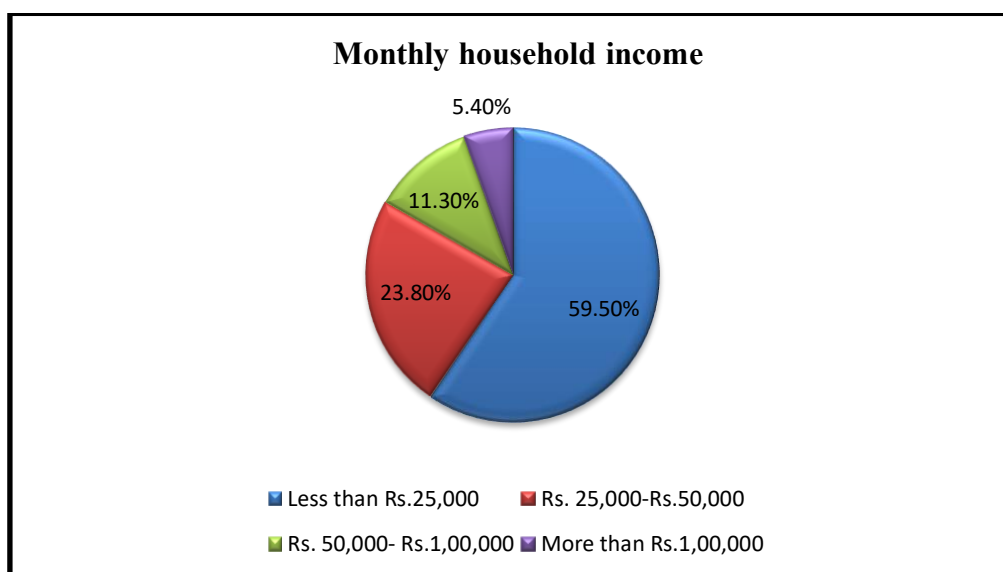


Source: Primary data

As shown in Figure No. 4.3, a total of 168 people participated in the survey. The data reveals that Students make up the largest group, representing 59.5% (100 respondents) of the total. The second-largest group is Working Professionals at 26.2% (44 respondents), followed by Homemakers at 9.5% (16 respondents). The remaining 4.8% (8 respondents) are spread across other categories such as Retired, Seafarers, Teachers, Executives, and the Unemployed.

4.4 MONTHLY INCOME OF THE RESPONDENTS

Monthly household income	Percentage of Respondents
Less than Rs.25,000	59.50%
Rs. 25,000-Rs.50,000	23.80%
Rs. 50,000- Rs.1,00,000	11.30%
More than Rs.1,00,000	5.40%
Total	100%

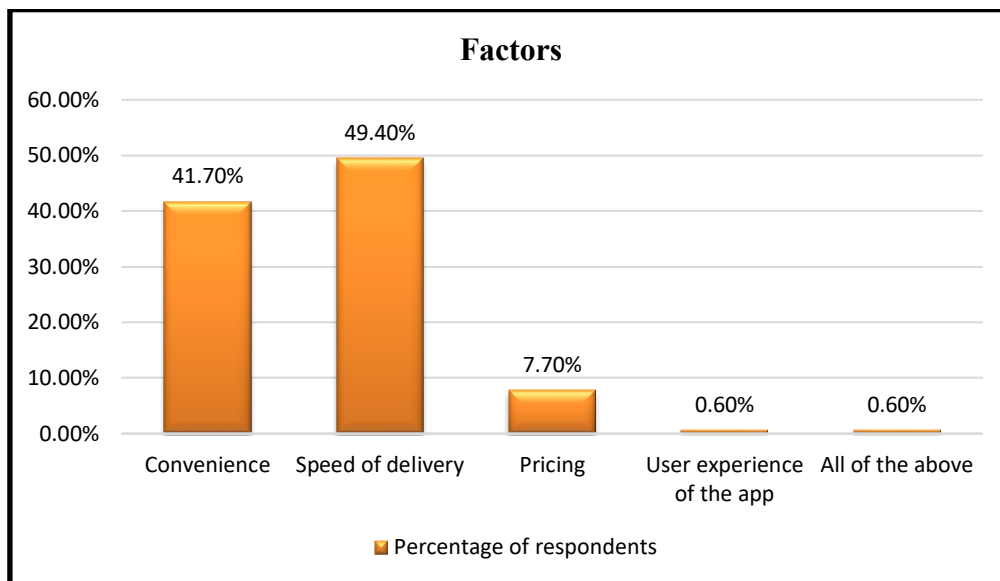


Source: Primary data

The above Figure No. 4.4, indicates that the majority of the 168 respondents, accounting for 59.5% (100 respondents), have a monthly household income of less than ₹25,000. This is followed by 23.8% (40 respondents) who earn between ₹25,000 and ₹50,000, while a smaller segment of 16.7% (28 respondents) falls into the higher income brackets.

4.5 FACTORS INFLUENCING

Factors	Percentage of Respondents
Convenience	41.70%
Speed of delivery	49.40%
Pricing	7.70%
User experience of the app	0.60%
All of the above	0.60%
Total	100%

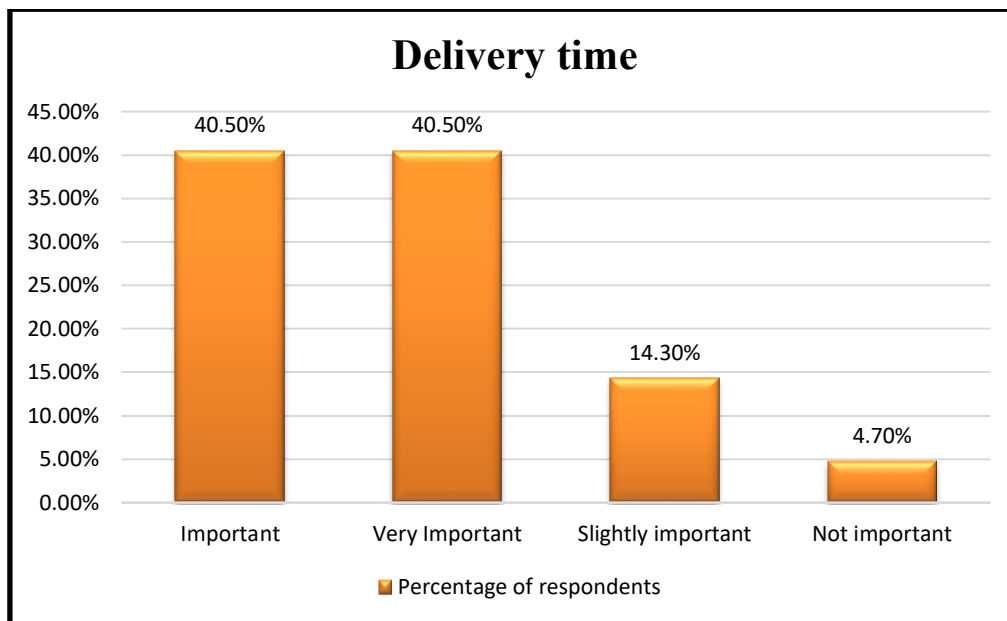


Source: Primary data

As shown in Figure No. 4.5, the survey identifies what matters most to customers when choosing Blinkit. Speed of Delivery is the top priority, with 49.40% (83 respondents) selecting it as their main reason for using the service. Convenience follows closely behind at 41.70% (70 respondents). In contrast, factors like Pricing (7.70%), User Experience (0.60%), and "All of the above" (0.60%) play a much smaller role.

4.6 DELIVERY TIME

Responses	Percentage of Respondents
Important	40.50%
Very Important	40.50%
Slightly important	14.30%
Not important	4.70%
Total	100%

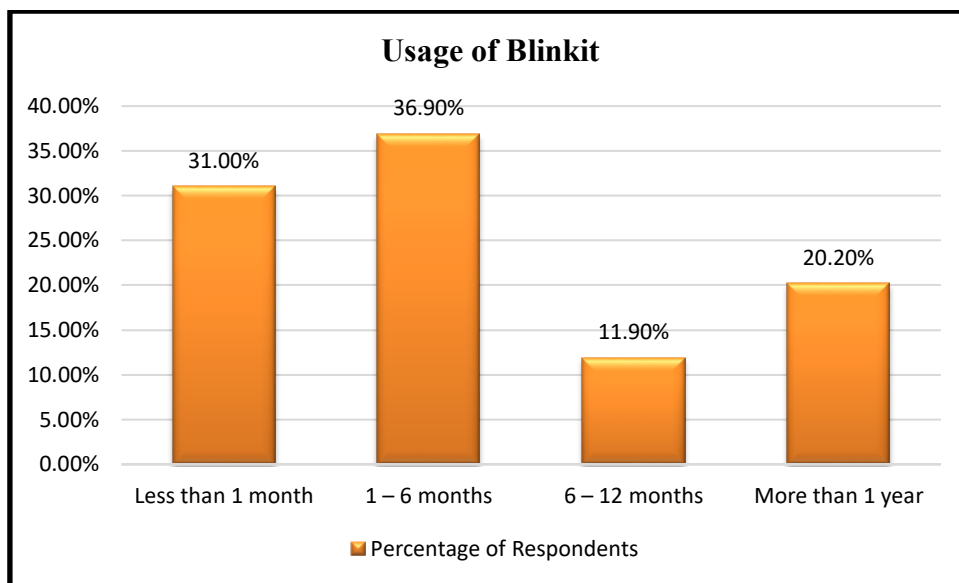


Source: Primary data

According to Figure No. 4.6, delivery time is a critical factor for the vast majority of users. The data shows that 40.50% (68 respondents) believe delivery time is important, and an equal 40.50% (68 respondents) consider it very important. Combined, a total of 81% (136 respondents) of respondents view speed as a high priority. In contrast, only 14.30% (24 respondents) of participants felt it was slightly important, and a very small minority of 4.80% (8 respondents) stated that it was not important at all.

4.7 USAGE OF BLINKIT

Duration	Percentage of Respondents
Less than 1 month	31.00%
1 – 6 months	36.90%
6 – 12 months	11.90%
More than 1 year	20.20%
Total	100%

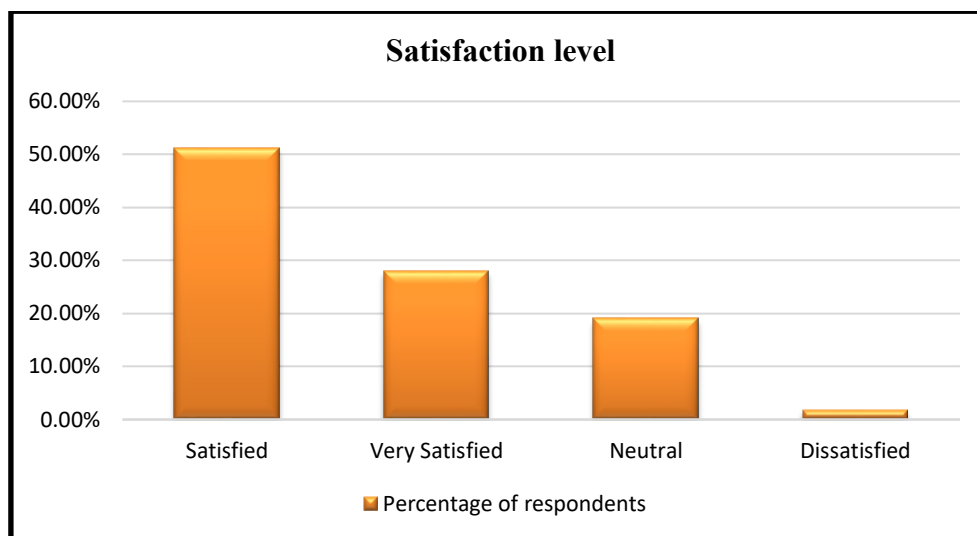


Source: Primary data

According to the survey data revealed in the above Figure No. 4.7, the duration of Blinkit usage varies among the respondents. The largest group, representing 36.9%, has been using the service for 1 to 6 months. This is followed closely by 31% of respondents who are relatively new users, having used the service for less than 1 month. Additionally, 20.2% of the participants have been using Blinkit for more than a year, showing a significant group of loyal customers. The smallest group, at 11.9%, consists of those who have used the platform for 6 to 12 months.

4.8 SATISFACTION LEVEL

Satisfaction level	Percentage of Respondents
Satisfied	51.20%
Very Satisfied	28.00%
Neutral	19.00%
Dissatisfied	1.80%
Total	100%

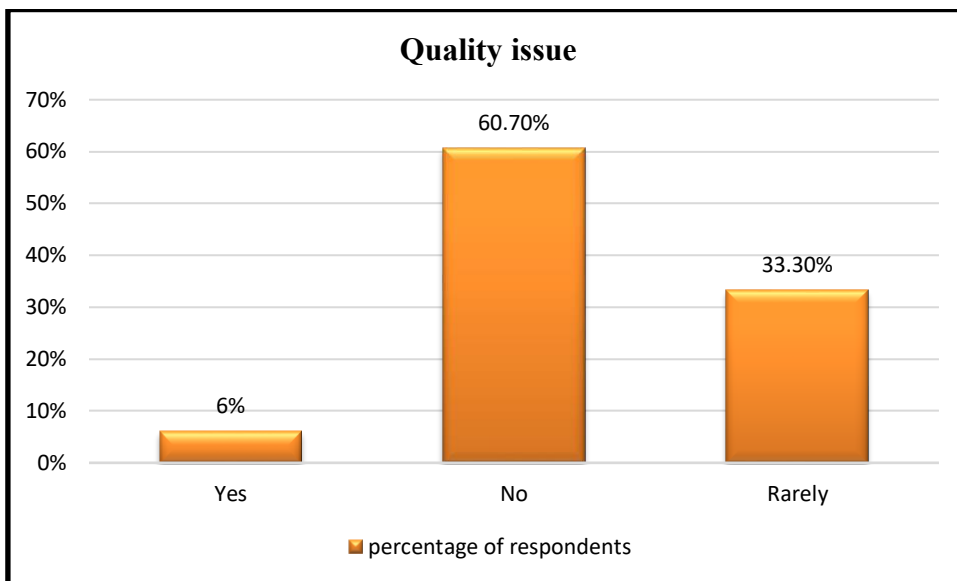


Source: Primary data

As illustrated in Figure No. 4.8, the majority of respondents are pleased with the services provided by Blinkit. Over half of the participants, 51.20% (86 respondents), reported being satisfied, while an additional 28% (47 respondents) stated they were very satisfied. This results in a high combined satisfaction rate of nearly 80%. In contrast, only a very small minority of 1.80% expressed dissatisfaction. Furthermore, 19% of the respondents gave a neutral response, suggesting that while the current service meets expectations for most, there is still room for Blinkit to improve and convert these neutral users into satisfied customers.

4.9 QUALITY ISSUE

Responses	Percentage of Respondents
Yes	6%
No	60.70%
Rarely	33.30%
Total	100%

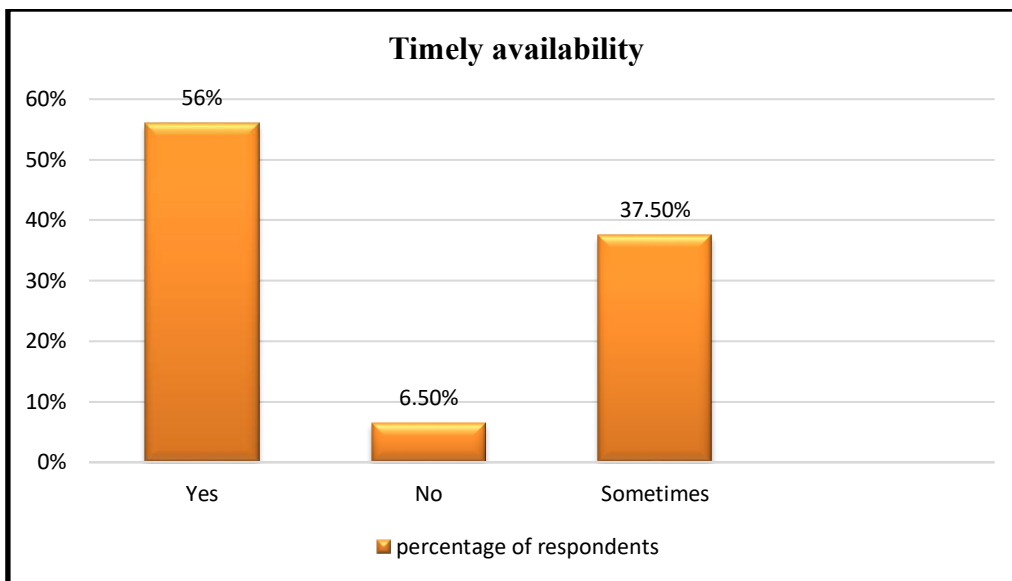


Source: Primary data

The above Figure No. 4.9, illustrates that a significant majority of Blinkit consumers, specifically 60.7% (102 respondents), did not face any product quality issues. This is followed by 33.3% (56 respondents) who reported that such issues occurred only rarely. Meanwhile, a small minority of 6.0% (10 respondents) indicated that they have experienced quality problems.

4.10 TIMELY AVAILABILITY

Responses	Percentage of Respondents
Yes	56%
No	6.50%
Sometimes	37.50%
Total	100%

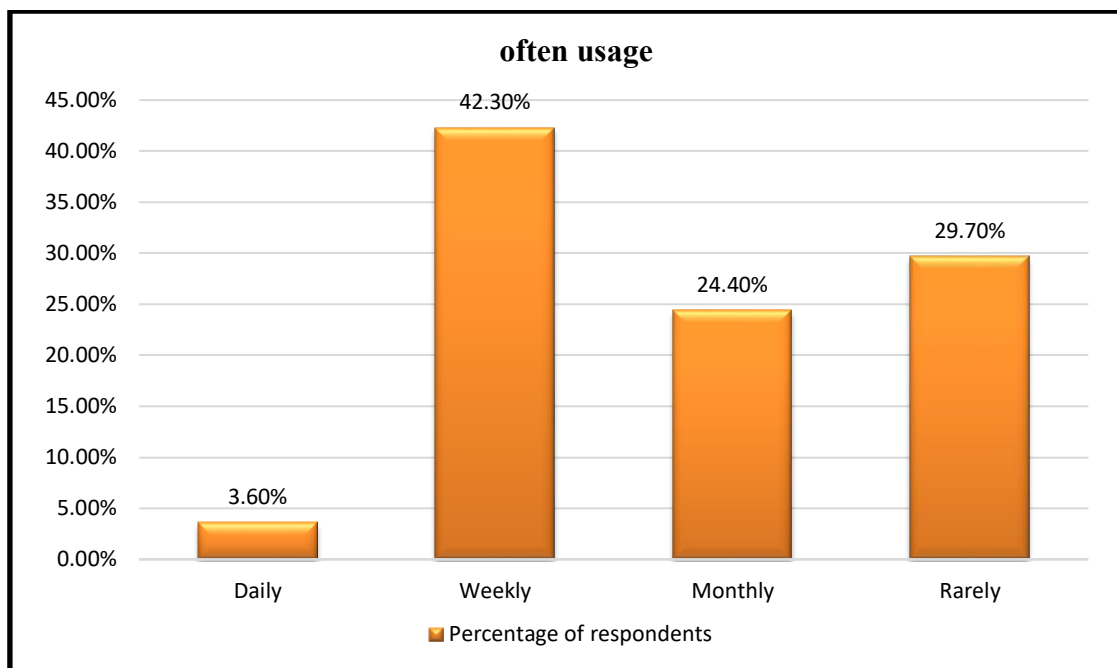


Source: Primary data

The above Figure No. 4.10, shows that more than half of the 168 respondents, specifically 56.0% (94 respondents), stated that products are consistently available on time on Blinkit. Approximately 37.5% (63 respondents) felt that availability is only sometimes timely, while a small fraction of 6.5% (11 respondents) reported experiencing delays.

4.11 OFTEN USAGE OF BLINKIT

Usage	Percentage of Respondents
Daily	3.60%
Weekly	42.30%
Monthly	24.40%
Rarely	29.70%
Total	100%

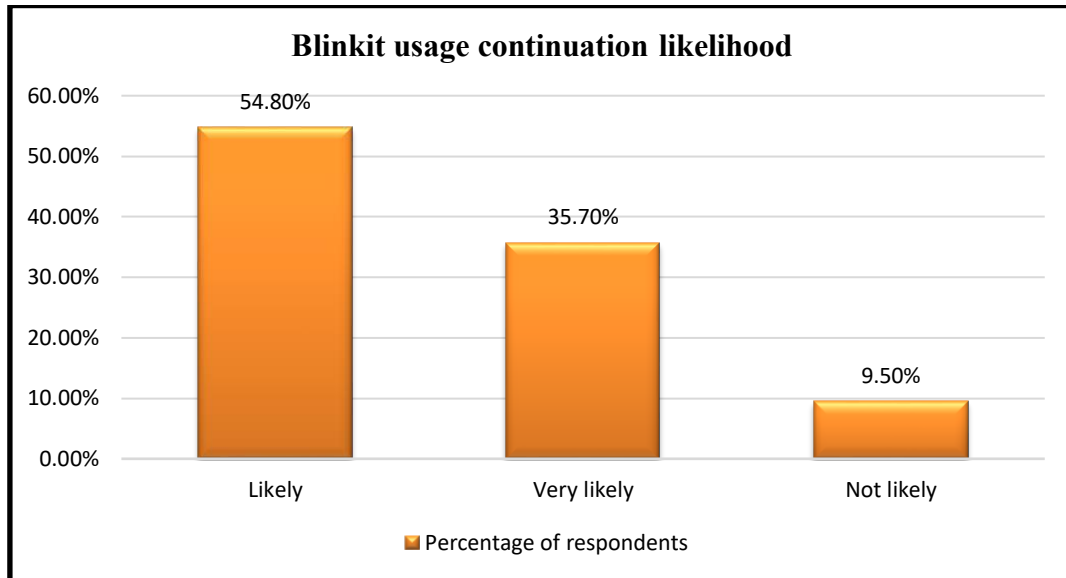


Source: Primary Data

The above Figure No. 4.11 represents the usage frequency of Blinkit among the 168 respondents surveyed. It is observed that the highest proportion of users, accounting for 42.3% (71 respondents), access the platform on a weekly basis. This is followed by 29.8% (50 respondents) of respondents who use the service rarely, while 24.4% (41 respondents) represent monthly users, indicating a moderate level of engagement. The smallest segment consists of daily users, who comprise only 3.6% (6 respondents) of the total sample.

4.12 BLINKIT USAGE CONTINUATION LIKELIHOOD

Blinkit usage continuation likelihood	Percentage of Respondents
Likely	54.80%
Very likely	35.70%
Not likely	9.50%
Total	100%

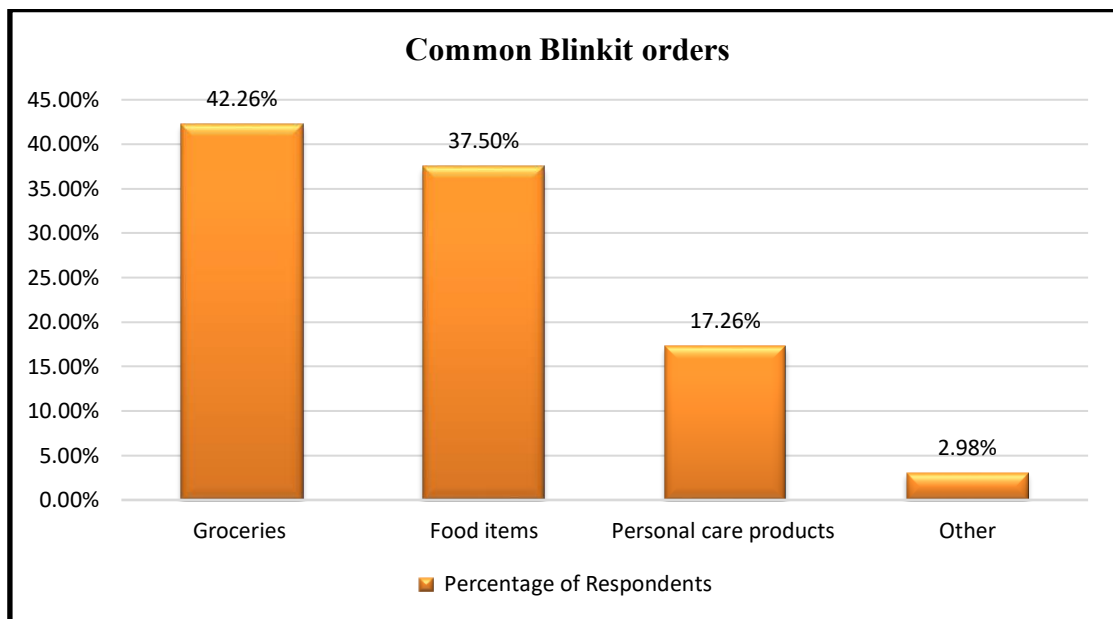


Source: Primary Data

The Figure No .4.12 presents the sentiment of 168 respondents regarding their future intent to use Blinkit. The data indicates a high level of customer satisfaction and platform loyalty, with a combined 90.5% (152 respondents) of the sample expressing a positive inclination toward continued usage. Specifically, 54.8% (92 respondents) of respondents are likely to continue, while 35.7% (60 respondents) are very likely, showcasing strong market acceptance. Conversely, a small minority of only 9.5% (16 respondents) indicated they are not likely to continue using the service.

4.13 COMMON BLINKIT ORDERS

Items	Percentage of Respondents
Groceries	42.26%
Food items	37.50%
Personal care products	17.26%
Other	2.98%
Total	100%

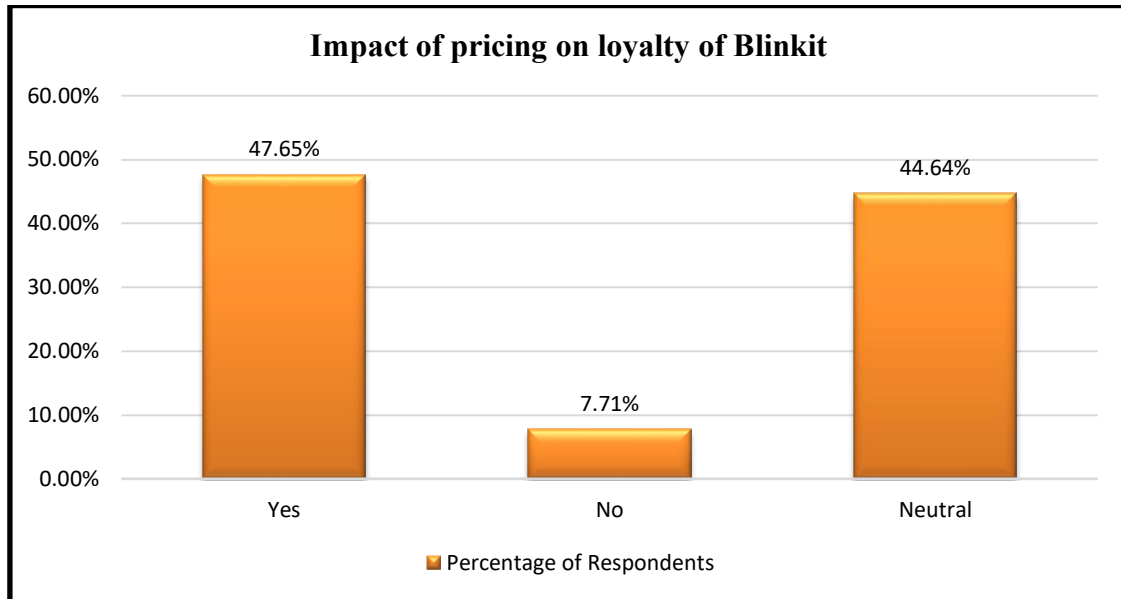


Source: Primary Data

As shown in the above Figure No. 4.13, Groceries are the most popular items purchased, making up 42.26% of the total 168 responses. Food items follow closely behind at 37.50%. Together, these two categories account for nearly 80% of all orders, showing that they are the main reasons why people use the platform. In contrast, Personal Care products represent a smaller portion of the demand at 17.26%, while Other items make up only 2.98 % of the total

4.14 IMPACT OF PRICING ON LOYALTY TO BLINKIT

Impact of Pricing	Percentage of Respondents
Yes	47.65%
No	7.71%
Neutral	44.64%
Total	100%

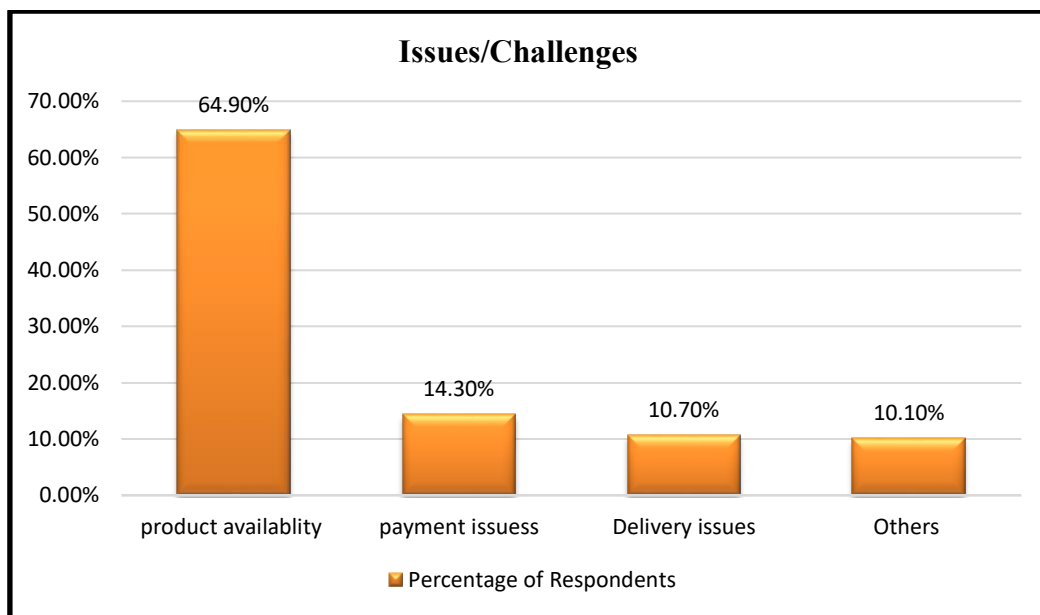


Source: Primary Data

According to Figure No. 4.14, pricing plays a significant role in customer loyalty. A majority of the respondents, 47.65% (80 people), stated that pricing directly impacts their loyalty to Blinkit. Meanwhile, 44.64% of the participants remained neutral, suggesting they might be influenced by other factors like convenience or delivery speed. Only a small minority of 7.71% indicated that pricing does not affect their loyalty at all.

4.15 ISSUES / CHALLENGES

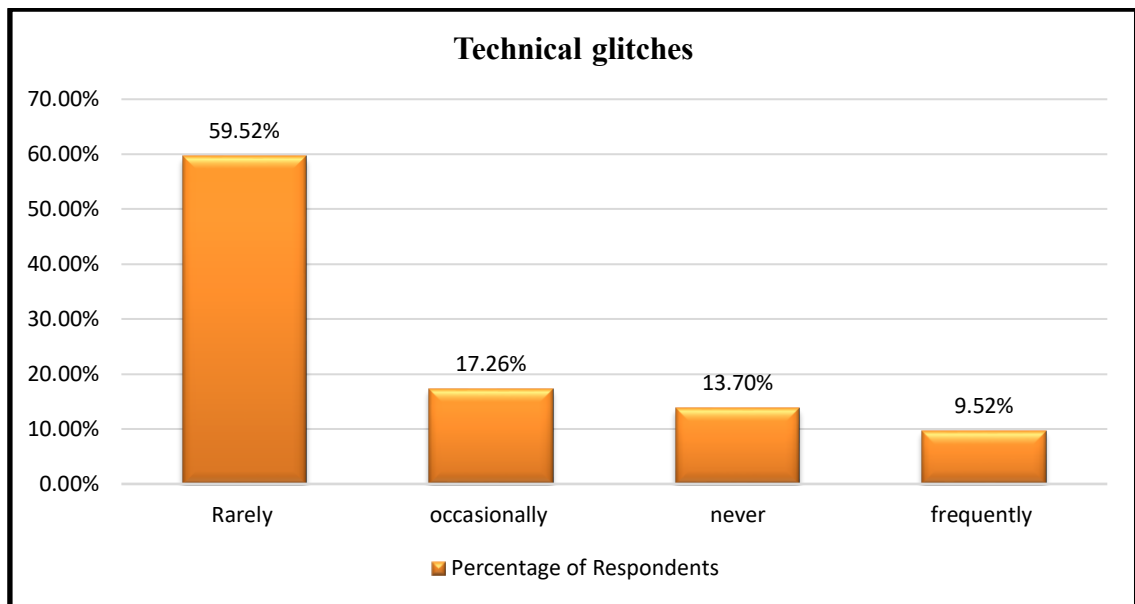
Issues/ Challenges	Percentage of Respondents
Product availability	64.90%
Payment issues	14.30%
Delivery issues	10.70%
Others	10.10%
Total	100%

**Source: Primary Data**

According to Figure No. 4.15, the survey identifies the main problems users experience while using the platform. The most significant issue is "Product Availability," which accounts for the vast majority of complaints at 64.90% (109 responses). This is followed by "Payment Issues" at 14.30% (24 responses) and "Delivery Issues" at 10.70% (18 responses). All other minor issues combined make up the remaining 10.10% of the total.

4.16 TECHNICAL GLITCHES

Technical Glitches	Percentage of Respondents
Rarely	59.52%
Occasionally	17.26%
Never	13.70%
Frequently	9.52%
Total	100%

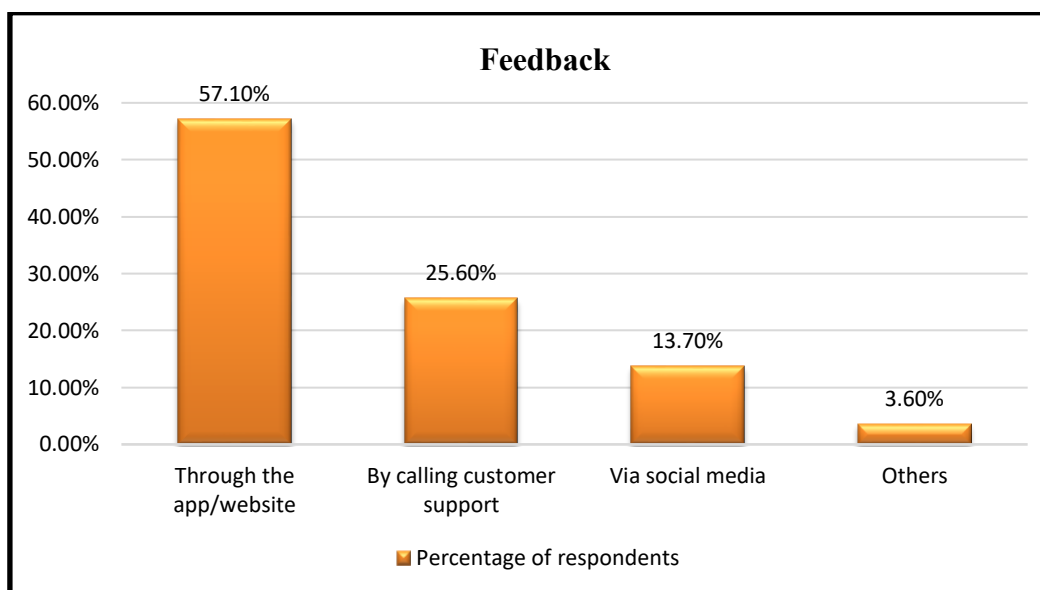


Source: Primary Data

As shown in Figure No. 4.16, the majority of respondents do not face technical issues on a regular basis. Specifically, 59.52% (100 respondents) reported that they experience glitches rarely, while 17.26% (29 respondents) experience them occasionally. A smaller group of 13.70% (23 respondents) stated that they never face any technical problems. Only a small minority of 9.52% (16 respondents) reported facing glitches frequently.

4.17 FEEDBACK

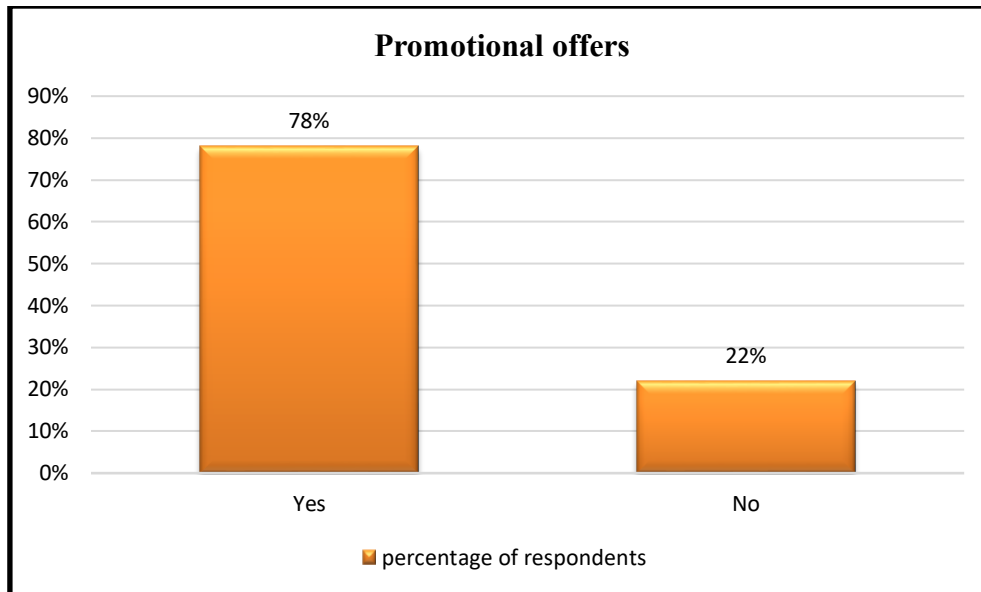
Feedback	Percentage of Respondents
Through the app/website	57.10%
By calling customer support	25.60%
Via social media	13.70%
Others	3.60%
Total	100%

**Source: - Primary source**

As illustrated in Figure No. 4.17, the data shows how customers prefer to communicate their issues to Blinkit. A significant majority, 57.10% (95 respondents), prefer using the App or Website to provide feedback, showing a strong reliance on digital self-service tools. The second most popular method is Calling Customer Support, chosen by 25.60% (43 respondents). Meanwhile, a smaller group of 13.70% (23 respondents) uses Social Media, and only 3.60% (6 respondents) use other channels.

4.18 PROMOTIONAL OFFERS

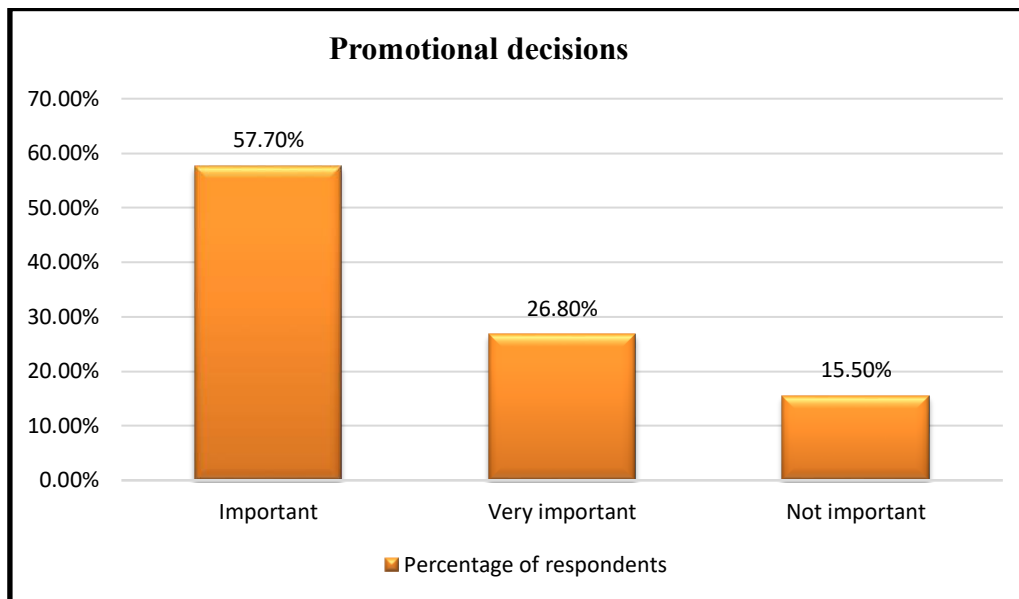
Promotional offers	Percentage of Respondents
Yes	78%
No	22%
Total	100%

**Source: Primary data**

The above Figure No. 4.18, illustrates that a large majority of the 168 respondents, accounting for 78.0% (131 respondents), believe that promotional offers directly influence their decision to use Blinkit. In contrast, only 22.0% (37 respondents) stated that such offers do not affect their choice.

4.19 PROMOTIONAL DECISIONS

Promotional decisions	Percentage of Respondents
Important	57.70%
Very important	26.80%
Not important	15.50%
Total	100%

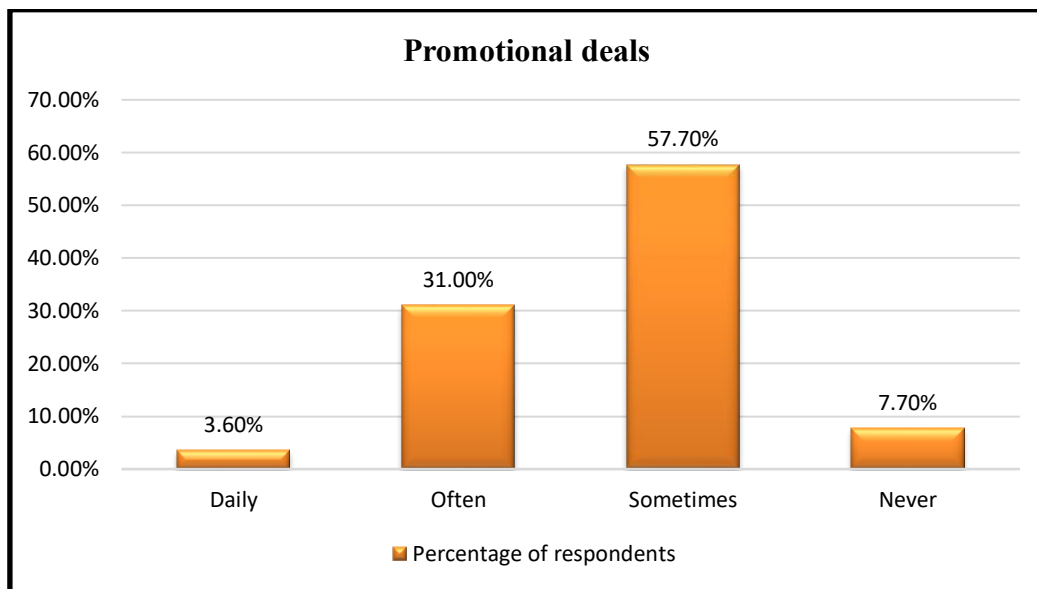


Source: Primary Data

The Figure No. 4.19, represents a significant majority of 57.7% (97 respondents) consider promotions to be an important factor in their decision-making process. Additionally, 26.8% (45 respondents) view promotions as moderately important, suggesting that some form of incentive is relevant to over 84% of the total user base. Conversely, only a small segment of 15.5% (26 respondents) stated that promotions do not play a role in their choice of the platform.

4.20 PROMOTIONAL DEALS

Promotional deals	Percentage of Respondents
Daily	3.60%
Often	31.00%
Sometimes	57.70%
Never	7.70%
Total	100%

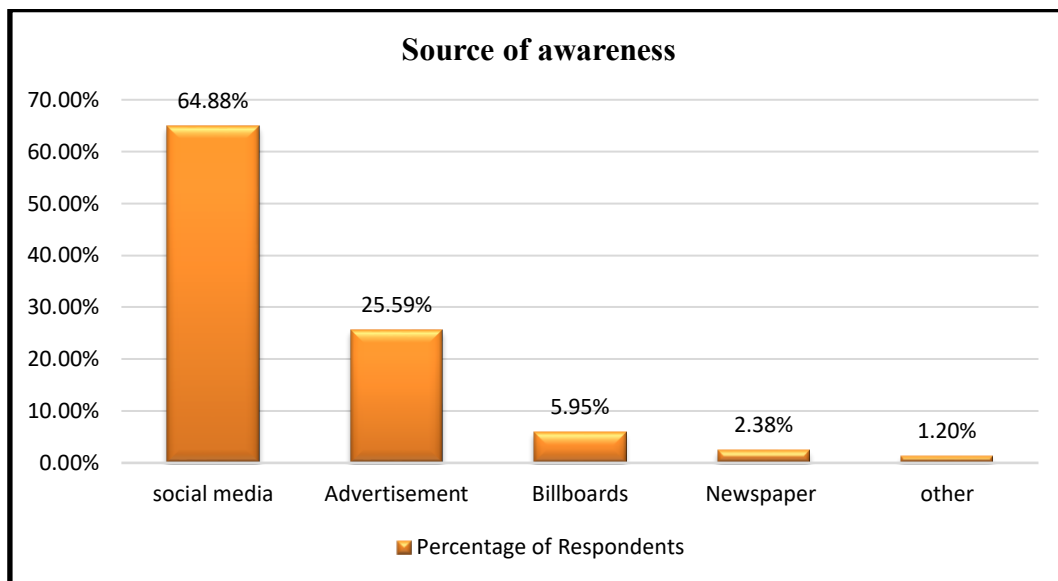


Source: - Primary data

According to Figure No. 4.20, the data shows that most users have a moderate interest in checking for deals. The largest group, 57.70% (97 respondents), mentioned that they sometimes check for promotions or deals on the Blinkit app. This is followed by 31% (52 respondents) who check for offers often. Only a very small number of users, 3.60% (6 respondents), check for deals daily, while 7.70% (13 respondents) never check at all. These findings suggest that while most customers are aware of promotions, they do not actively look for them every time they use the service.

4.21 SOURCE OF AWARENESS

Source	Percentage of Respondents
social media	64.88%
Advertisement	25.59%
Billboards	5.95%
Newspaper	2.38%
other	1.20%
Total	100%

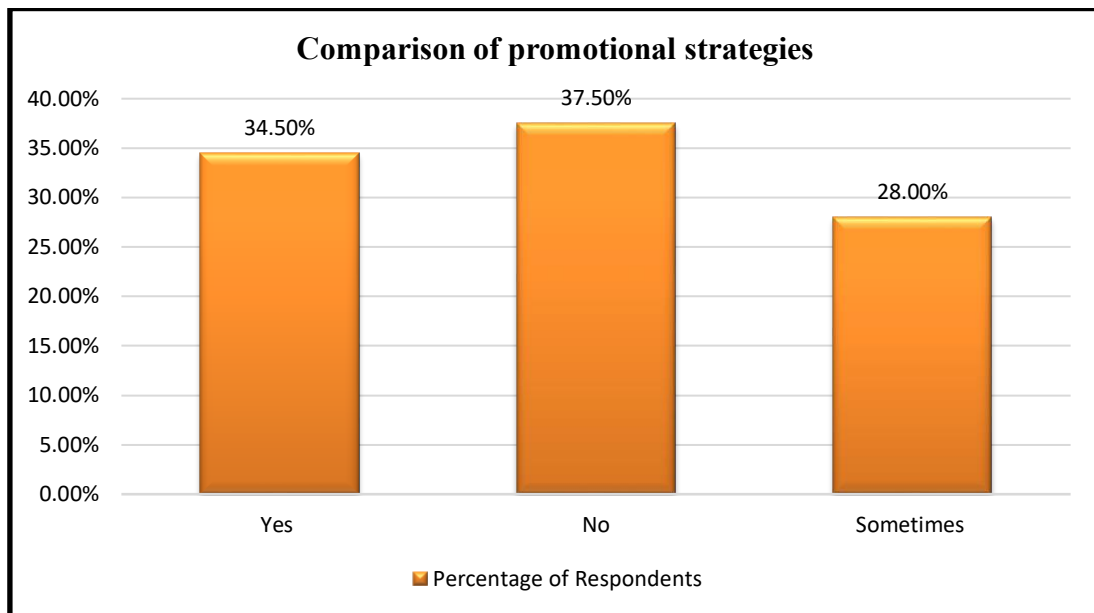


Source: Primary Data

According to Figure No. 4.21, Social Media is the primary way most people learn about Blinkit, accounting for a massive 64.88% of the responses. This highlights the brand's successful use of digital platforms and viral marketing. Advertisements are the second most effective source at 25.59%. In comparison, traditional marketing methods have a much lower impact; Billboards account for only 5.95%, Newspapers for 2.38%, and other sources for just 1.20%.

4.22 COMPARISON OF PROMOTIONAL STRATEGIES

Responses	Percentage of Respondents
Yes	34.50%
No	37.50%
Sometimes	28.00%
Total	100%



Source Primary Data

As shown in Figure No. 4.22, the opinions on Blinkit's promotions are quite divided. The data reveals that 37.50% of respondents disagree that the promotions are better than competitors, making this the largest group. Meanwhile, 34.50% of the participants view the promotions favorably. A smaller group of 28% feels that the promotions are only better occasionally. Taken together, more than 65% of the users feel that Blinkit's promotional value is either inconsistent or weaker than other platforms.

CHAPTER 5: FINDINGS, CONCLUSION AND SUGGESTIONS

5.1 FINDINGS

- 1) The responses highlights that most respondents are young adults aged 18–24, with far fewer participants in the older age groups. Those aged 45 and above make up only a small portion of the sample.
- 2) The survey shows that most participants are female, with a smaller portion being male. This indicates that the study’s responses are largely influenced by female participants.
- 3) The survey sample is predominantly composed of students, with comparatively smaller representation from working professionals and other occupational groups. This suggests that the perspectives reflected in the survey findings are likely to be strongly influenced by the student population.
- 4) Observation reveals that most respondents have a monthly household income of less than ₹25,000. Fewer participants earn between ₹25,000 and ₹50,000, and only a small group falls into higher income brackets.
- 5) It is observed that customers mainly choose Blinkit for its fast delivery, followed by convenience. Other factors like pricing and user experience are far less important to most users.
- 6) The findings also highlight that delivery speed is very important to most Blinkit users, with the majority rating it as either important or very important. Only a small number of users consider it less important or not important at all.
- 7) The results show that most respondents have been using Blinkit for a short period, mainly between one to six months. A large number are new users, while a smaller group has been using the service for over a year. Overall, the platform has a strong base of new users along with some loyal long-term customers.
- 8) The analysis highlight that most respondents are happy with Blinkit’s services, with a large majority expressing satisfaction or high satisfaction. Only a few are dissatisfied, and some remain neutral, indicating room for further improvement.
- 9) It can be seen that most Blinkit users did not face any product quality issues, while some experienced them rarely. Only a few respondents reported having quality problems.

- 10) It is also observed that most Blinkit users receive products on time, while some experience occasional delays. Only a small number of respondents face frequent availability issues.
- 11) The observation reveals that most users access Blinkit on a weekly basis, while fewer use it monthly or rarely. Only a very small number of respondents use the platform daily, indicating moderate overall engagement.
- 12) The responses highlight that most respondents intend to continue using Blinkit, reflecting high customer satisfaction and loyalty. Only a small minority are unlikely to keep using the service.
- 13) The findings also show that groceries are the most frequently purchased items, followed closely by food products. Together, these categories dominate customer orders and are the main reasons for using the platform. In contrast, personal care products and other items are purchased less often, indicating lower demand for these categories.
- 14) It is observed that pricing has a strong influence on customer loyalty toward Blinkit. Most respondents believe that pricing affects their loyalty, while a considerable number remain neutral and may be influenced by other factors such as convenience or delivery speed. Only a small minority feel that pricing does not impact their loyalty.
- 15) Analysis shows the main problems users face on the platform, with product availability being the biggest concern. Payment and delivery issues are reported less frequently, while other minor problems make up a small portion of the complaints.
- 16) The survey shows that most users rarely experience technical issues on the platform. Some encounter glitches occasionally, while a smaller group never faces any problems. Only a few users report frequent technical difficulties.
- 17) It is also observed that most customers prefer to report issues through the Blinkit app or website, relying on digital self-service tools. Fewer users contact customer support by phone, social media, or other channels.
- 18) Observation reveals that most respondents' result shows that most respondents consider promotional offers an important factor when deciding to use Blinkit. Only a small portion of users feel that promotions do not influence their choice.

- 19) The survey shows that most users consider promotions important when choosing Blinkit, with many seeing them as either very or moderately influential. Only a small number of respondents feel promotions do not affect their decision.
- 20) The observation reveals that most users check for deals on Blinkit occasionally rather than regularly. Only a few look for promotions daily, while some never check, indicating moderate interest in offers among customers.
- 21) The responses highlight that most people learn about Blinkit through social media, highlighting the brand's strong presence on digital platforms. Advertisements are the next most common source, while traditional methods like billboards and newspapers have much less impact.
- 22) The study reveals that opinions on Blinkit's promotions are mixed. While some users view them positively, a larger portion feels the promotions are inconsistent or not as good as competitors, indicating room for improvement in promotional strategies.
- 23) Overall findings are Blinkit's key strength lies in its ultra-fast and reliable delivery for urgent needs. Customers value its convenience during emergencies, late nights, or bad weather, with dependable packaging and operations building additional trust. Overall, Blinkit is seen as an essential time-saving service defined by its instant delivery promise.

5.2 CONCLUSION

Based on the survey findings, it can be concluded that Blinkit is highly popular among young consumers, especially students, with most respondents expressing satisfaction with the service. The majority of users are regular customers and intend to continue using the platform, showing strong customer loyalty.

The main reason customers prefer Blinkit is its fast and reliable delivery. Speed and convenience are the biggest strengths of the platform, particularly during emergencies, late nights, or bad weather. While pricing, promotions, and product variety also influence customer decisions, they are secondary compared to the importance of instant delivery. Although most users are satisfied with product quality, timely delivery, and minimal technical issues, some concerns such as product availability and inconsistent promotions suggest areas for improvement. Overall, Blinkit is seen as a convenient and time-saving service that effectively meets the urgent needs of its customers.

5.3 LIMITATION OF THE STUDY

1. The study was restricted to Salcete Taluka only.
2. Since google forms were used for data collection, there was no face to face interaction with the respondents.
3. Respondents were not ready to share the information after several reminders, which was very challenging.
4. Due to limited span of time only 168 respondents were surveyed.

5.4 SUGGESTIONS

Based on the findings of the study, a few practical suggestions can be recommended for Blinkit's improvement. Firstly, the company should focus on improving product availability by strengthening inventory management and stock control, as availability issues were the most common concern among users. Blinkit should also make its promotional offers more consistent and attractive, since pricing and discounts influence customer loyalty to a significant extent. Maintaining competitive prices and providing better value-for-money deals can help in retaining customers.

Since fast and reliable delivery is Blinkit's main strength, the company must continue to maintain and improve its logistics system to fulfill its instant delivery promise. Introducing loyalty programs, reward points, or subscription benefits can also encourage more frequent usage. Although technical issues are reported rarely, regular app updates and system improvements will enhance user experience. Lastly, Blinkit can expand its marketing strategies to attract older age groups and promote less-purchased categories like personal care products to increase overall growth and customer reach.

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APPENDIX I

Survey on “Customer Preferences Towards Blinkit Services: A Case Study In Salcete Taluka”

Demographic questions

1) What is your age?

- 18-24
- 25-34
- 35-44
- 45-54
- 55 or older

2) What is your Gender?

- Male
- Female

3) What is your occupation?

- Student
- Working professional
- Homemaker
- Retired
- Other: _____

4) What is your monthly household income?

- Less than Rs.25,000
- Rs. 25,000 - Rs. 50,000
- Rs. 50,000 - Rs. 1,00,000
- More than Rs. 1,00,000

5) What is your city of residence?

Factors Shaping Customer Preferences

1) What factors influence your preference for using Blinkit?

- Convenience
- Speed of delivery
- Pricing
- User experience of the App
- Other: _____

2) How important is delivery time to you using Blinkit?

- Important
- Very important
- Slightly important
- Not important

3) How long have you been using Blinkit?

- Less than 1 month
- 1-6 months
- 6-12 months
- More than 1 year

Level of Satisfaction

1) How satisfied are you with Blinkit services?

- Satisfied
- Very satisfied
- Neutral
- Dissatisfied

2) What do you like about Blinkit services?

3) Have you faced any issue with the quality of products delivered by Blinkit?

- Yes
- No
- Rarely

4) Were the products you wanted available on Blinkit?

- Yes
- No
- Sometimes

Customer Loyalty & Purchase Behaviour

1) How often do you use Blinkit?

- Daily
- Weekly
- Monthly
- Rarely

2) How likely are you to continue using Blinkit?

- Likely
- Very likely
- Not likely

3) What do you usually order from Blinkit?

- Groceries
- Food items
- Personal care products
- Other: _____

4) Is loyalty towards Blinkit developed Due to their reasonable pricing Strategies?

- Yes
- No
- Neutral

Challenges Encountered

1) What challenges do you face while Using Blinkit?

- Delivery issue
- Product availability
- Payment issue
- Other: _____

2) How often do you experience

- Technical issues while using Blinkit?
- Frequently
- Occassionally
- Rarely
- Never

3) How do you typically report or Provide feedback about Blinkit issues?

- Through the app/website
- By calling customer support
- Via social media
- Other: _____

Effect of Promotional Strategies

1) Do promotional offers (like Discounts, deals) influence your decision to use Blinkit?

- Yes
- No

2) How important are promotional Decision to choose Blinkit over Competitors?

- Important
- Very important
- Not important

3) How often do you check for Promotions or deals on Blinkit?

- Daily
- Often
- Sometimes
- Never

4) How are you aware about the Blinkit App?

- Advertisement
- Newspaper
- Billboards
- Social media
- Other: _____

5) Do you compare Blinkit promotional Strategies with that of competitors like Instamart or Zepto before purchasing?

- Yes
- No
- Sometimes