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Changing Consumer Behavior and Strategic Growth: A Study of Blinkit in India's Online Grocery Market 2024-25

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Abstract

The Indian online grocery market has evolved rapidly over the last twenty years, fueled by digital growth and shifting lifestyle needs. The post-COVID-19 era served as a major catalyst, pushing consumers toward platforms that offer speed, safety, and convenience. This study investigates shifting consumer patterns and growth strategies within this sector, focusing specifically on Blinkit during the 2024–25 period. Using a descriptive and analytical research design, this paper evaluates secondary data from industry reports and company records. Through SWOT and comparative analyses, the study examines Blinkit's business model and market standing. Findings indicate that Blinkit's success is driven by its "dark store" infrastructure, AI-powered logistics, and ultra-fast delivery times. While these factors have secured its dominance in urban areas, the research identifies significant hurdles, including high operational overhead and intense market competition. The study concludes that while Blinkit effectively meets modern consumer demands for immediacy, its long-term sustainability depends on successfully expanding beyond major hubs into Tier-2 and Tier-3 cities.

Keywords: Online Grocery Shopping, Consumer Behavior, Quick Commerce, Blinkit, Digital Retail, India

Introduction

Indian online grocery shopping has experienced substantial growth throughout the past two decades due to innovation, changes in technology and changes in the way people shop. Although the idea was brand new in the early 2000s, websites such as Fabmart (1999) helped establish the field, despite not seeing great success. After Covid 19 pandemic consumers are increasingly valuing convenience, time efficiency and safety as widespread use of smartphones and internet connectivity has made online grocery shopping convenient and accessible in urban areas. Because of the pandemic, online shopping for groceries became a necessity instead of just wanting to do. BigBasket, Amazon and Blinkit promoting themselves with aggressive marketing strategies have added to the increase in demand. At the same time, projects like Digital India have motivated people to use online payments, giving digital services more trust. All in all, there has been a fast shift in the industry, leading India to be counted among the leading international players in online grocery sales. Against this information, we can now analyse how customers behave and what Blinkit's role is with regard to strategy. (Sarvepalli et al., 2016)

Blinkit has risen to become a major e-commerce player in India, thanks to its very fast delivery service that can complete orders in as little as 10 minutes. Blinkit is a part of Zomato and works with a network of dark stores to do local deliveries. First linking customers with nearby vendors, it shifted to an inventory approach that brings better quality and consistent delivery. The company gets revenue from fees for deliveries, subscriptions and commissions received from partner stores. Blinkit uses technology to handle logistics and inventory well, so customers always have a smooth experience. With many people living in cities, the company mainly serves professionals, young families and tech users which helps it secure a large part of the online grocery industry. (<https://meritshot.com/>, 2024) This research paper aims to study the changing consumer behavior in online grocery shopping and analyze Blinkit's market performance and competitive strategies. The study is based entirely on secondary data, which include quantitative with qualitative approach. This research explores the market performance of Blinkit is analysed, along with their main approaches, while exploring what influences consumer decisions. When more e-grocery companies compete, recognizing why customers buy there such as their delivery speed, prices, variety of products or the app, is necessary for businesses to stay successful. Study to recognize what consumers expect and use from blinkit services.

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Results of the research will assist in planning for upcoming trends in the Indian e-grocery sector and highlighting what challenges and chances there are for fast quick commerce firms.

Research methodology

Research Design: Descriptive and Analytical

Data Source : Secondary data

Sources : Journals, books, company reports, websites

Tools Used : Descriptive analysis, comparative analysis, SWOT

Period of Study: 2024–25

Objectives of the Study

1. To examine changing consumer behaviour in online grocery shopping in India.
2. To analyze Blinkit's market performance and strategic growth.
3. To study Blinkit's competitive positioning in the quick-commerce sector.

Hypotheses

H₀₁: There is no change in consumer behaviour towards online grocery shopping in India.

H₁₁: There is a change in consumer behaviour towards online grocery shopping in India.

H₀₂: Blinkit's strategic initiatives do not influence consumer preference.

H₁₂: Blinkit's strategic initiatives influence consumer preference.

Limitations of the Study:

The study is limited to secondary data sources and does not include primary consumer surveys, which may restrict real-time behavioural insights.

Literature review

(Sarvepalli et al., 2016b)

The study looks at how retail in Indian groceries is now being modernized through tech-enabled ways of shopping. The study tries to look into the current standing, possible improvements, advantages and disadvantages and different operational forms in the online grocery sector. It offers insight on how platforms such as Big Basket and Grofers are changing consumer shopping habits because they save time and provide doorstep delivery. There are four main business models mentioned in the paper: aggregator-led, hyperlocal, marketplace and exclusive, but the aggregator one is considered the most sustainable since it has more control over stocks and margins. The BITE model introduced by the author is used by businesses to boost customer satisfaction and maintain improved operations. As more people use their phones and there is more demand in cities, Grofers still faces problems such as low profits, challenges in moving produce, keeping hold of customers and cultural habits of fresh produce. It is shown in the study that, for an online grocery to prosper, it needs to be innovative, adjusted to local preferences and offer continuous support. Based on the results, growth in the future will mainly depend on good user experiences, smooth delivery and clear messages about products' benefits. It further

motivates using the BITE model to back up major decisions. Being a conceptual work that uses secondary sources, it acts as a base for future studies in e-grocery shops. The literature points out that people in India are beginning to use digital methods for buying non-perishables from stores. Summing up, the paper believes that online grocery shopping in India has great potential to grow and improve further. (Chauhan et al., 2025)

The intention is to examine the ways brand perception and customer involvement are changed by new marketing techniques used in the quick-commerce sector in India. The main aim is to look at the ways Blinkit and Zepto approach marketing, their style of communication and how they appeal to customers. To do this, the method reviews secondary data to spot both the benefits and shortcomings of each brand. To perform research, team members used content analysis, a SWOT study and comparative models with data from 2021 to 2024 for metro cities. Blinkit connects with users by using humor and that's very different from Zepto's approach. Both businesses have been found to strongly use influencers, send notification messages and post live updates. Interactions with shoppers are excellent on Blinkit, compared to the customer loyalty rates of Zepto being much higher. It finishes by stating that marketing should be in line with both the brand character and the dependability of products or services. Really, digital marketing is crucial for companies to maintain growth as competitors get stronger within India's Q-commerce industry. (S, 2024b)

The main aim of this study is to look into the way hyperlocal grocery delivery companies in India compete, with a special focus on Dunzo and Blinkit. It points out that COVID-19 has caused consumers to use quick commerce services more than before. The main concern is with business models, how the business is run and customer satisfaction. Based on case studies and industry study, the report underlines the hurdles in earning profit and managing logistics in the industry. Its conclusion is that to be successful in this sector, companies must strike a balance between speed, cost control and satisfaction for customers since the industry is low-margin.

The studies that were looked at show growth patterns and strategic problems in the online grocery business. However, there isn't much research that looks directly at Blinkit's strategic growth and customer behaviour in 2024–25, which is why this study is needed.

Changing consumer preferences and behaviour patterns

Several factors such as demographics, social reasons, how comfortable customers are with the internet, website design, popular social platforms, situations, ease of online buying, features of the products, helpful offers, payment methods, delivery of goods and after sales support strongly influence shopping online. Because of growth in these markets, what consumers crave and want is not always clear, making it more difficult to meet their preferences.

New studies have found that people make different choices between buying things in stores and from online grocery websites. Regardless of being since this concept has not existed for long, much work needs to be done given the impressive number of opportunities that exist here. (Multani et al., 2024)

The growing preference for online grocery shopping is primarily driven by convenience, time efficiency, and attractive pricing strategies. Online shopping is being encouraged by discounts and special deals that often outdo what you can find in real shops. Price matters a lot to most customers, who check many platforms before deciding where to buy. (Arora & Gupta, 2022) Guaranteeing trust and security matters, because shoppers hope payments will be safe and their information is protected. How fresh and well-made the groceries are is very important for customer satisfaction and for people to make repeat purchases. An interface that is easy to use and a smooth delivery process together increase the customer's shopping enjoyment. Although being affordable and effortless are key, customers will remain loyal to a brand if the products are always good, the service is dependable and clients can always count on support. (Agrawal et al., 2021)

Blinkit analysis

1. Blinkit market performance

Blinkit is a leading platform in India for delivering groceries, daily necessities and items for the home in just 10–30 minutes. Its focus on being quick and easy led Blinkit to set up dark stores close to where people shop, helping them get their orders fast. Following its purchase by Zomato in 2022, Blinkit is now a member of the Zomato family which has made its technology and logistics even better. The website provides city consumers with a broad array of products, covering fresh items, store-bought foods, toiletries and cleaning materials. Blinkit depends on technology such as smart order handling, real-time stock updates and efficient route planning, to ensure its services are well managed. Consumers order products online and Blinkit connects consumers with its own dark stores and partner vendors. Since it was designed to scale, Blinkit is expanding to different regions and bringing new products, working towards being a sole solution for instant home needs in India. (Fox, 2024)

2. Blinkit market strategy

Being focused on fast deliveries in local areas and powerful technology, Blinkit is well placed to address the needs of citizens in urban India. The main part of its operations includes dark stores, specialized distribution centers in cities. These stores do not have customers, so Blinkit can optimize its warehousing and logistics just for quick order fulfillment. Thanks to AI and machine learning, the

company can better manage its routes, stock and predict customer demands which increases speed and reliability. Blinkit teams up with nearby stores to increase its inventory, assist the local economy and offer a broader variety of products than it is capable of stocking itself. The company makes revenue from delivery fees, subscriptions, commissions from partner stores and advertising. Focusing on its customers first, Blinkit addresses two major e-commerce problems—late deliveries and a shortage of products—by giving a smooth and consistent experience. Its marketing strategy has funny and locally relevant information and uses local campaigns that help attract millennials and Gen.

1. Online ways to market your business

Digital marketing is a major part of the Blinkit marketing approach. They get new customers by working with influencers, using social media and posting targeted ads. Blinkit uses visually engaging social media advertisements emphasizing rapid delivery. The companies usually include local celebrities in their ads which helps people in the area feel connected.

2. Methods of Marketing That Don't Rely on the Internet

But they also work on marketing strategies outside of online platforms. Blinkit applies billboard strategies such as outdoor ads and deals with local retailers. You could see brightly colored advertisements either when you are in traffic or near home. People remember them because they invent attractive slogans and use striking images that make them special.

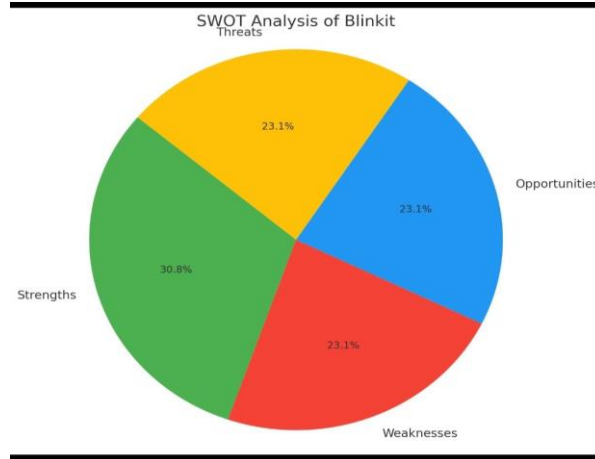
3. Customer Engagement

Blinkit relies on customer involvement in their marketing approach. Blinkit connects with its customers using contests, discounts and loyalty programs. Providing good service helps customers want to stick with the company. In other words, with interesting slogans or trendy activities on social media, companies stay in people's thoughts. Existing customers are encouraged by referrals to bring in more which has played a role in the companies' growth.

4. Promotional events and campaigns are based on different seasons.

When there are important festivals or special events, Blinkit advertises in a targeted way for them. Sweets and snacks are often offered at discount prices for Diwali which is an example of a celebration promotion. Considerable time and thought goes into when these special offers are made to maximize the effect on consumers. Using marketing to match festivals and national events helps Blinkit reach its main audience. (Admin, 2024)

Swot Analysis



Strengths

1. Instead of waiting hours, users get their things in minutes with instant delivery.
2. Strong brand recall following rebranding from Grofers to Blinkit.
3. AI and logistics: Information on current stock, forecasting what customers will buy and choosing the quickest shipping routes.
4. Simple to Use: Because of its intuitive layout, personalized ideas and large selection of products.

Weaknesses

1. It is expensive to run a delivery fleet and dark stores which increases operational costs.
2. Fewer Choices: Convenience stores have fewer products than most supermarkets.
3. Mostly effective for metros; it becomes tough to handle small towns without causing delays.

Opportunities

1. Good logistics services will open the door to many business opportunities in Tier 2 and Tier 3 cities.
2. New Category Ideas: Pharmacy, flowers, bakery or items you can take and eat after buying.
3. Trying to Draw in Eco-Friendly Customers: Introducing environmentally friendly packaging and investing in electric vehicles.

Threats

1. Intense Situation: Zepto, BigBasket and Swiggy Instamart create tough competition for.
2. Thin profit margins: Delivering food quickly requires high costs which reduces profitability.
3. Customers expect faster deliveries which could hurt both employee health and the service you provide.

The findings of the study correlate with current literature demonstrating that speed, convenience, and technical efficiency are significant drivers of customer preference in quick-commerce platforms. Blinkit's strategic focus on dark stores and AI-enabled logistics supports the Technology Acceptance and Convenience theories, reinforcing its dominance in urban markets.

Conclusion

It can be concluded that because of more people preferring speed, convenience and quick online options, the Indian online grocery market, notably through Blinkit, has increased significantly. Because Blinkit uses dark stores and AI-based logistics, its business system can satisfy city dwellers' expectations for faster deliveries and convenient shopping. At the same time, big expenses, a limited product selection and difficulties in reaching people in rural areas stop it from growing more widespread. Multiple things affect buyers such as how easy it is to use the app, its prices, the dependency on the service and how prompt the service is and Blinkit provides that comfort to its clients. Festivals, offline marketing plans, digital marketing and personalized contact with customers have made the brand more visible and kept loyal customers. According to the SWOT analysis, Blinkit possesses impressive technology and customers recognize its brand, but it deals with heavy competition and low earnings. Right now, Blinkit's ways of operating are helping the company maintain a strong foothold in big cities. However, to achieve sustainable development, businesses should explore Tier 2 and Tier 3 cities and look at offering diverse services. What was found can help with decisions about the future development of the industry.

The study's results give politicians, marketers, and quick-commerce companies who want to develop in India useful information.

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Conflicts of interest

The authors declare that there are no conflicts of interest regarding the publication of this paper.

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