

A Study On Consumer Buying Behaviour Towards Online Grocery Apps (Blinkit And Bigbasket) In Coimbatore

Sudhan.A¹, Dr Jenifer Thangam ²

¹Dept of B.com Professional Accounting

²Assist.Professor, Dept of B.com Professional Accounting and RM

^{1,2} Sri Ramakrishna College of Arts and Science (Autonomous), Nava India, Coimbatore-641006.

Abstract- This study explores the grocery shopping behaviour and preferences of consumers, focusing on factors such as frequency of shopping, satisfaction with product quality, and trust in online grocery apps. The findings reveal that a majority of respondents are young adults aged 20–30, with a fairly balanced gender distribution and diverse income levels. Weekly shopping is the most common pattern, followed by daily and monthly purchases, indicating that grocery shopping is a regular activity for most participants. Satisfaction levels with product quality are generally high, with over 75% expressing positive experiences, while only a small fraction report dissatisfaction. Regarding app preference, Bigbasket emerges as the most trusted platform, followed by Blinkit, with a few respondents seeing both as equal or preferring neither. Overall, the study highlights a youthful, active, and largely satisfied consumer base, providing valuable insights for improving service quality, app usability, and customer engagement in the online grocery sector.

Keywords- Grocery shopping, consumer behaviour, online grocery apps, Bigbasket, Blinkit, product satisfaction, shopping frequency, customer preferences.

I. INTRODUCTION

Shopping for groceries has changed a lot with the rise of online apps, making it easier for people to buy daily needs without visiting stores. In cities like Coimbatore, busy lifestyles and better internet access have made apps like Blinkit and Bigbasket very popular. These platforms are not just about quick delivery, but also about offering good quality, fair prices, and trust in service. Customers today look for convenience, variety, and reliability when choosing where to shop. This study looks at how people in Coimbatore use Blinkit and Bigbasket, what influences their choices, and how satisfied they are with the services. By understanding customer behaviour, this article aims to highlight what attracts people to these apps and how they can be improved further. This helps show how online grocery shopping is becoming an

important part of everyday life for many families in Coimbatore.

STATEMENT OF THE PROBLEM

In recent years, the online grocery sector has seen significant growth, with apps like Blinkit and Bigbasket becoming essential tools for urban consumers. Despite their popularity, there is limited understanding of how customers perceive these platforms in terms of performance, satisfaction, and loyalty. Many consumers face confusion when choosing between these apps due to factors such as delivery speed, product quality, pricing, and service reliability. While both platforms aim to provide convenience, the actual experience and expectations of users may vary, influencing their repeat usage and overall trust in the brand. This study seeks to explore these differences by analysing consumer performance, comparing satisfaction levels, and assessing brand loyalty between Blinkit and Bigbasket. Understanding these aspects will help identify the strengths and weaknesses of each platform, offering insights into customer preferences and behaviours. This can guide online grocery services in improving their offerings to better meet consumer needs.

OBJECTIVES

- To analyse consumer performance between Blinkit and Bigbasket for online grocery.
- To compare customer satisfaction level of Blinkit and Bigbasket.
- To compare brand loyalty levels among the Blinkit and Bigbasket\

LIMITATIONS OF THE STUDY

- Limited Area Coverage: This study focuses only on customers in Coimbatore, so the results may not reflect the shopping habits and preferences of people in other cities or regions.

- Short Study Period: The research was carried out over a limited time, which might not show changes in consumer behaviour over longer periods or during different seasons.

II. REVIEW OF LITERATURE

Rajendran, A.K. (2025). This study examines consumer behaviour towards BigBasket in Coimbatore, focusing on factors like product variety, pricing, delivery speed, and overall experience. It highlights how digital shopping is becoming important in urban India. Data collected from residents shows trends in preferences, satisfaction, and challenges faced by users. The findings help understand what drives loyalty and how online grocery platforms can improve their services.

PRAKASH, P., & SHANKAR, T. (2024). This study explores the shift of customers from traditional e-commerce to quick commerce (q-commerce) apps, which deliver products within 30 minutes. Data from 96 respondents shows a positive link between customer satisfaction and the use of unique features in q-commerce platforms. The research highlights how consumers use both e-commerce and q-commerce based on their needs. These insights help businesses understand changing preferences and improve strategies to attract and retain customers.

Akhtar, M. A., & Farooqi, M. R. (2022). Grocery shopping in India is shifting from traditional stores to online apps, especially after the COVID-19 pandemic. Apps like Blinkit, BigBasket, and Amazon Fresh deliver daily essentials quickly, offering convenience and saving time. Customers are influenced by factors like price, product variety, and ease of use when choosing where to shop. Both online and offline shopping have their own advantages, which affect consumer decisions. This study focuses on understanding why people prefer app-based grocery shopping over visiting stores.

III. RESEARCH METHODOLOGY

This study used a descriptive research design to explore grocery shopping behaviour among 50 respondents. A structured questionnaire was employed to collect data on age, gender, income, shopping frequency, satisfaction, and app preference. Both online and offline methods were used to reach a diverse group. The collected data were analyzed using percentage analysis to identify key trends and patterns. This method provided clear insights into consumer behaviour and preferences.

ANALYSIS AND INTERPRETATION

TABLE-1 DEMOGRAPHIC PROFILE OF THE RESPONDENTS

DEMOGRAPHIC VARIABLES	PERCENTAGES	
Age	Below 20	25%
	20 - 30	49.00%
	31 - 40	17.00%
	Above 40	9%
Gender	Male	48.00%
	Female	52.00%
Monthly Income	Below 20	54.00%
	20,000 - 50,000	14.00%
	50,000 - 1,00,000	-
	1,00,000 - 2,00,000	16.00%
	Above 2,00,000	16.00%

INTERPRETATION

The data shows that most respondents are young adults, with 49% aged 20–30 and 25% below 20. Gender distribution is almost equal, with females slightly higher at 52%. Over half of the participants (54%) earn below 20,000 per month, while the rest have moderate to higher incomes. Overall, the sample represents a young, balanced, and economically diverse group.

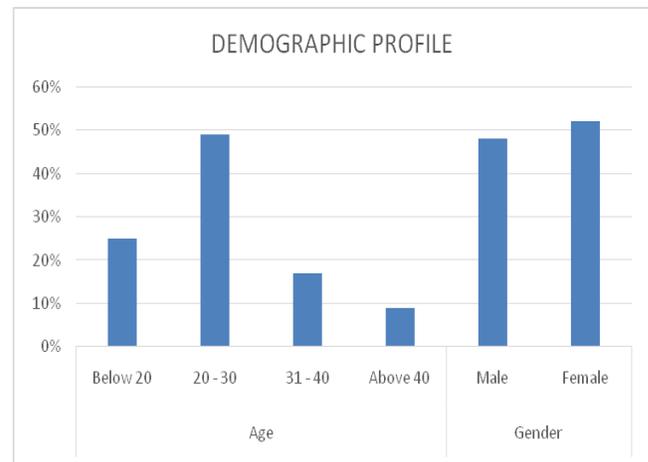


TABLE-2 GROCERY SHOPPING FREQUENCY

FREQUENCY	PERCENTAGES
Daily	25%
Weekly	34.60%
Monthly	26.90%
Rarely	13.50%

INTERPRETATION

The data reveals that most respondents engage in the activity on a weekly basis, accounting for 34.6%. Daily participation is slightly lower at 25%, while 26.9% do it monthly. A smaller portion, 13.5%, engage rarely. This suggests that while the activity is fairly regular for many, a significant number participate less frequently.

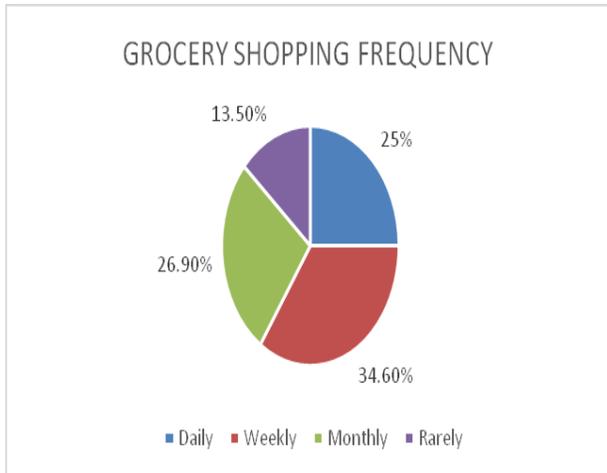


TABLE-3 PRODUCT QUALITY SATISFACTION

FREQUENCY	PERCENTAGES
Highly Satisfied	42.00%
Satisfied	34.00%
Neutral	19%
Dissatisfied	5.00%

INTERPRETATION

The data indicates that a majority of respondents are satisfied with the service or product, with 42% being highly satisfied and 34% satisfied. About 19% feel neutral, showing neither strong satisfaction nor dissatisfaction. Only a small fraction, 5%, are dissatisfied. Overall, this reflects a generally positive perception among the participants.

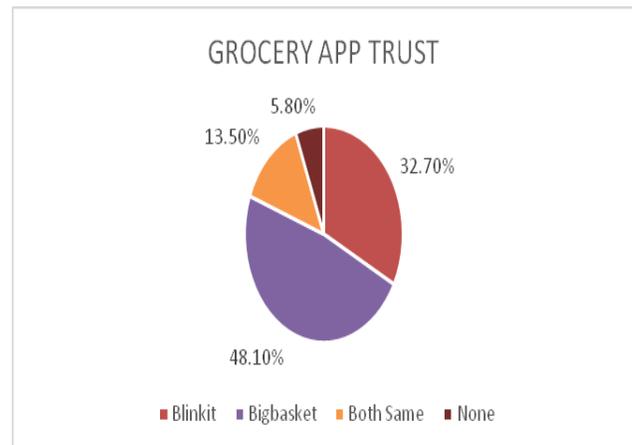


TABLE-4 GROCERY APP TRUST

FREQUENCY	PERCENTAGES
Blinkit	32.70%
Bigbasket	48.10%
Both Same	13.50%
None	5.80%

INTERPRETATION

The data shows that nearly half of the respondents (48.1%) prefer Bigbasket, making it the most popular choice. Blinkit is chosen by 32.7%, while 13.5% feel both platforms are equally good. A small portion, 5.8%, do not prefer either. This suggests that Bigbasket has a stronger appeal among the participants compared to its competitor.



IV. FINDINGS OF THE STUDY

- Majority of respondents are young adults aged 20–30 years.
- Gender distribution is fairly balanced between male and female participants.
- Respondents come from diverse income levels.
- Weekly engagement is the most common frequency of usage, followed by daily and monthly usage.
- The activity forms a regular part of participants’ routines.
- Satisfaction levels are high, with most respondents expressing contentment.
- Only a few respondents reported dissatisfaction.
- In terms of platform preference, Bigbasket is the most popular, followed by Blinkit.
- A small group of respondents see no difference or prefer neither platform.

- Overall, the user base is youthful, active, and largely satisfied.

V. SUGGESTIONS

- **Enhance Delivery Speed:** Improving the timeliness of deliveries can boost customer satisfaction and encourage more frequent use.
- **Expand Product Variety:** Offering a wider range of products can cater to diverse customer needs and attract new users.
- **Introduce Loyalty Programs:** Rewarding regular customers with discounts or points can increase retention and brand loyalty.
- **Strengthen Customer Support:** Providing quick and helpful assistance can resolve issues efficiently and enhance overall experience.
- **Competitive Pricing:** Regularly reviewing prices and offering attractive deals can make the platform more appealing compared to competitors.
- **User-Friendly App Interface:** Simplifying navigation and improving app functionality can make shopping easier and more enjoyable.

VI. CONCLUSIONS

The study on consumer buying behaviour towards online grocery apps in Coimbatore highlights that young adults are the primary users, with a balanced gender distribution and varied income levels. Weekly grocery shopping is the most common habit, showing that online platforms have become an integral part of consumers' routines. Most respondents are satisfied with product quality and service, indicating positive user experiences. Bigbasket is preferred over Blinkit, reflecting stronger trust and loyalty among users. Overall, the findings suggest that convenience, reliability, and satisfaction drive online grocery app usage, emphasizing the importance for platforms to enhance service quality, expand offerings, and maintain competitive, user-friendly experiences to retain and attract customers.

REFERENCES

- [1] **Kavin Kumar, C., & Santhanakrishnan, D. (2025).** Social media marketing for climate action: A study on Indian brands promoting SDG 13. *International Journal of Creative Research Thoughts (IJCRT)*, 13(8), g541–g544.
- [2] **Aiswarya, M. P., & Santhanakrishnan, D. (2024).** A study on consumer preference to purchase groceries online with reference to Big Basket. *Journal of the Oriental Institute*, 72(5), 109.
- [3] **Prakash, P., & Shankar, T. (2024).** Transformation of customers from e-commerce to q-commerce: A comparative study at Bangalore City. *International Journal of Cultural Studies and Social Sciences*, 21(2), 160–170.
- [4] **Manjunath, D. G., & Manjunath, G. (2024).** Exploring awareness and shopper satisfaction: Blinkit online grocery shopping in Bengaluru South region. *Journal of Xi'an University of Architecture & Technology*, 16(1), 221–228.
- [5] **Akhtar, M. A., & Farooqi, M. R. (2022).** Online consumer's purchasing behaviour towards e-grocery shopping: A critical review. *Journal of MP Institute of Social Science Research*, 27(10), 63–69.