A CASE STUDY ON ANALYZING THE IMPACT OF ON CONSUMER BEHAVIOUR ANS CONSUMPTION PATTERNS

SHRUTI BOHRA
POST GRADUATION STUDENT (M.COM)
JAIN DEEMED-TO-BE-UNIVERSITY , BANGALORE
DR. PATCHA BHUJANGA RAO
PROFESSOR & FACILITATOR,
JAIN DEEMED-TO-BE UNIVERSITY, BANGALORE
DR.CK SURESH
PROFESSOR & FACILITATOR,
JAIN DEEMED-TO-BE UNIVERSITY, BANGALORE

ABSTRACT

The purpose of this research is to investigate the impacts of Blinkit, a technology that is believed to have a substantial influence on the behavioural patterns of consumers. The research investigates the ways in which Blinkit interacts with individual consumption habits by using a mixed-methods methodology that incorporates data analysis, interviews, and questionnaires. The evaluation of customer trust, the identification of the connection between the usage of Blinkit and changes in consumption, the evaluation of awareness levels, and the evaluation of the technology's larger implications for e-commerce and retail are all important aims. The objective of this research is to give meaningful information regarding the disruptive influence that Blinkit has had on the behaviour of current consumers by integrating both quantitative and qualitative data. During the process of adapting to the shifting market, firms, legislators, and technology developers will find this knowledge to be helpful.

Key Words: *Blinkit, consumer behavior, convenience, pricing, user experience, online grocery shopping, inventory management, time stress*

INTRODUCTION :

The introduction of Blinkit has signalled the beginning of a paradigm change in the behaviour and purchasing patterns of customers, which has profoundly altered the traditional retail environment. The purpose of this in-depth analysis is to detangle the many links that Blinkit effects on the manner in which clients choose items and manage their preferences about consumption patterns. The three primary pillars that are investigated in this evaluation are the convenience of the product, pricing strategies, and the overall experience that the consumer has. It is possible that consumers' expectations of convenience may shift as a result of Blink's commitment to providing efficient and prompt delivery, which will have an impact on the amount and kind of items purchased by customers. Examining the ways in which pricing systems, discounts, and promotions interact with one another and determining whether or not they result in strategic or impulsive purchasing is essential in order to get an understanding of how these factors influence the decisions that customers make. A further advantage of the Blink is that its operation and design are focused on the user.

REVIEW OF LITERATURE :

The Author, **Dr. Rupali Rajesh (2019):** In addition to gaining an understanding of the demographic elements that influence consumer decision-making, the purpose of the research is to get an understanding of the variables that influence food purchasing done online. The area around Mumbai was chosen as the setting for the research. Exploratory research is the approach that is used now. An online survey for the purpose of data collecting has been carried out. For the purpose of collecting information on customer demographics, such as gender, age, and monthly income, as well as information on

shopping sites and the frequency of usage, a structured questionnaire has been devised. The sample consisted of 117 individuals. All of these individuals are residents of Mumbai City and buy for groceries online. In this case, the strategy of easy sampling is used.

In **2015, Wiley & Sons,** Limited published: It is essential for manufacturers and retailers to have a solid understanding of the ways in which customer behaviour changes across online and offline retail locations, given the significant rise in income generated by online shopping. As part of a research project that we carried out, we observed the whole screen behaviour of forty different customers as they were engaged in separate "trips" of online shopping. The shopping excursion consisted of purchasing a basket from one of two big shops that had twelve different food categories that are commonly bought.

R. Kavitha's 2017, When it comes to linking people and information, the internet is becoming an increasingly crucial instrument. As a consequence of this, markets that use internet services in the past are seeing an increase in the amount of pressure they are under, especially those sectors in which selling items online is a new enterprise. A rising number of retailers are shifting their attention away from conventional brick-and-mortar retailing and toward new formats such as electronic retailing, sometimes known as e-tailing. This shift is causing a shift in the trend of the retail shop. The findings of the survey indicate that consumers have entirely different expectations when they are shopping for groceries in a real store as opposed to shopping online. The poll found that the most significant advantage of doing grocery shopping online is the option to shop whenever you want, which saves both time and effort that would otherwise be spent.

According to **Harjinder Kaur (2017),** the expansion of online shopping has been rather rapid, and it has included the bulk of key marketing areas. According to what has been seen, the sector of electronic commerce that encompasses online grocery shopping is one that is relatively young yet interesting. In spite of this, only a tiny fraction of the research offer a perspective on the practise of purchasing food products online.

Soum suvra das (2020): An efficient inventory management system is essential for any online company that aims to increase customer satisfaction and minimise the number of instances in which they fail to meet client orders. This article takes a look at the many inventory management strategies that are used to guarantee that all items are supplied to clients on time, to lessen the number of instances in which they are out of stock, and to enhance customer happiness. When a customer visits any online grocery site or app to make an order, they have certain expectations about the quality of the items that they will get. It is important to do research on a variety of inventory management tactics in order to guarantee that consumers obtain items of excellent quality and have a pleasant shopping experience. This will help limit the number of instances in which products are out of stock.

The authors of this research, **Alreck, P.L. and settle R.B. 2002**, explored the relationships between consumer activity level, time stress, attitudes toward and behaviours connected to online and catalogue purchasing, and the degree of time stress that consumers experience. There was a significant disparity between the perceptions and the procedures that were implemented. Despite the fact that respondents believed that buying online and via catalogues would save them time, they seldom made purchases from any of these methods. There was a significant correlation between the number of hours worked outside the house and the amount of time spent online, as well as the attitudes and behaviours that were associated with saving time to the Internet and catalogues. The influence of the amounts of activity that were self-reported was negligible. The difficulty of online buying was indicated as the explanation for the gap between perceptions and behaviours about the timesaving potential of the Internet. This suggests that relationship management strategies that are based on enhanced databases might be advantageous**.**

OBJECTIVES:

1. To investigate the relationship between the Blinkit and the decision-making processes of customers while they are making purchases.
2. To conduct an in-depth investigation on the relationship between Blinkit and customer behaviour, giving special attention to the various market groups and demographics within the target audience.
3. The purpose of this evaluation is to determine how effectively Blinkit impacts the decisions and preferences of consumers.
4. With the purpose of conducting an analysis of the specific aspects of Blink's products that have an impact on the behaviour of customers.
5. In order to determine the significant components or characteristics that have a significant influence on the manner in which consumers utilise Blinkit.

HYPOTHESIS

1. The difference between the mean ages of users below and over 30 is not statistically significant.
2. The age gap between working and non-working professionals using is not statistically significant.
3. The variation in the average age of male and female users is not statistically significant.
4. The average age of bachelor and married users does not vary much.

DATA COLLECTION

Data from Primary Sources:

1. Using a questionnaire survey as the methodology
2. The students are the target demographic.
3. Technique of sampling: sampling at convenient times
4. Sample size: 36 students
5. 10 questions with predetermined answers make up the questionnaire.

Data collection procedures:

1. Online questionnaire that was disseminated via various social media channels and the email list of the university
2. Every participant gave their permission after being fully informed.
3. Data gathered under a kind of anonymity

Secondary Data Sources:

1. Site and application for
2. Reports and pieces of news, available online
3. Publications for the industry
4. Data from social media platforms

Data Analysis:

Quantitative data:

1. Statistics that are descriptive (e.g., frequencies, percentages, means, medians)
2. Statistics that are inferential (t-tests)

Frequency Table

		Frequency	Percent
Age	Below 15	3	3.3
	15-20	17	18.7
	20-25	59	64.8
	Above 25	12	13.2
	Total	**91**	**100.0**
Gender	Female	47	51.6
	Male	44	48.4
	Total	**91**	**100.0**
Education level	Post Graduate	63	69.2
	Under Graduate	28	30.8

	Total	**91**	**100.0**
Current status	Studying	83	91.2
	Occupation	8	8.8
	Total	**91**	**100.0**

Interpretation of Frequency Table:

Demographics:

Age: A significant proportion of the responses (64.8 percent) are youthful, suggesting that the participation pool is mostly young.

Gender: With 51.6 percent of the respondents identifying as female and 48.4 percent as male, the sample is almost equal.

Education Level: A substantial majority (69.2 percent) has a post-graduate degree, indicating that this group is well educated.

Present Situation: A little proportion (8.8 percent) of the respondents are working, while the majority (91.2 percent) are now enrolled as students.

The frequency table illustrates a sample group that is mostly composed of students and is youthful and well educated. The aforementioned data furnishes essential background for comprehending the demographic attributes of the participants and evaluating any further data analysis performed on this cohort.

HYPOTHESIS 1

The difference between the mean ages of users below and over 30 is not statistically significant.

Age	N	Mean	Std. Deviation	t	Sig.
Below 30	33	36.85	7.22	0.225	0.823
Above 30	4	36.00	5.89		

Descriptive statistics indicate that the mean age of individuals below 30 years is 36.85 years, accompanied by a standard deviation of 7.22 years. This value surpasses the mean age of those over 30 years, which is 36.00 years, with a standard deviation of 5.89 years.

Inferential Statistics: To compare the mean ages of users below and beyond30, the independent-samples t-test was used where the t-value that has been computed is0.225, and the corresponding p-value for the t-test is 0.823.

Hypothesis Evaluation: Assuming a hypothesis test with two tails:

Null Hypothesis (H0): The mean age of users aged below and beyond 30 does not vary significantly.

Analysis: Based on the obtained p-value of 0.823, which exceeds the conventional significance threshold of 0.05, the mean age of users aged below 30 does not vary statistically significantly from that of users aged beyond 30. This finding indicates that age does not have a substantial impact on the use of within the examined group.

HYPOTHESIS 2

The variation in the average age of male and female users is not statistically significant.

Gender	N	Mean	Std. Deviation	t	Sig.
Male	19	37.68	8.74	0.821	0.417
Female	18	35.78	4.66		

The mean age of male users is 37.68 years, with a standard deviation of 8.74 years. These statistics are included in the descriptive statistics. The mean age of female users is 35.78 years, with a standard deviation of 4.66 years. This is a greater age than the average age of users.

Inferential Statistics: A t-test with independent samples was carried out in order to compare the mean ages of male and female users. The t-value that was determined was 0.821, and the p-value that was linked with the t-test was 0.417.

Testing of the Hypothesis: Assuming that the test of the hypothesis is two-tailed, there is no statistically significant difference in the mean ages of male and female users, according to the null hypothesis (H0.0).

Interpretation, there is no statistically significant difference in the mean age of male and female users in this sample. This is because the p-value is 0.417, which is higher than the generally accepted significance threshold of 0.05.

HYPOTHESIS 3

The age gap between working and non-working professionals using is not statistically significant.

Occupation	N	Mean	Std. Deviation	t	Sig.
Working Professional	30	36.57	7.44	-0.337	0.739
Non-Working Professional	7	37.57	5.26		

The mean age of working professionals who use is 36.57 years, with a standard deviation of 7.44 years. This is much higher than the mean age of non-working professionals (presumably students) who use , which is 37.57 years, with a standard deviation of 5.26 years. Here are some descriptive statistics.

Using , an independent-samples t-test was carried out in order to compare the mean ages of working professionals with those of non-working professionals. The t-value that was determined was -0.337, and the p-value that was linked with the t-test was 0.739.

Testing of the Hypothesis: Assuming that the test of the hypothesis is two-tailed, There is no significant difference in the mean age of working professionals and non-working professionals who use , according to the assumptions of the null hypothesis (H0).

Interpretation, with a p-value of 0.739, which is higher than the widely accepted significance threshold of 0.05, it can be concluded that there is no statistically significant difference between the mean age of working professionals and non-working professionals that use .

HYPOTHESIS 4

The average age of bachelor and married users does not vary much.

Marital Status	N	Mean	Std. Deviation	t	Sig.
Married	4	36.00	5.89	-0.225	0.823
Bachelor	33	36.85	7.22		

Descriptive statistics show that the mean age of married users is 36.00 years, with a standard deviation of 5.89 years. This is a greater age than the mean age of bachelor users, which is 36.85 years, with a standard deviation of 7.22 years.

Inferential Statistics: A t-test with independent samples was carried out in order to compare the mean ages of users who were married and those who were single. The t-value that was determined was -0.225, and the p-value that was linked with the t-test was 0.823.

Testing of the Hypothesis: Assuming that the test of the hypothesis is two-tailed, The mean age of users who are married and those who are single does not vary significantly from one another, according to the null hypothesis (H0).

Interpretation, the p-value of 0.823, which is higher than the generally used significance threshold of 0.05, indicates that there is no statistically significant difference between the mean age of married and bachelor users in this sample.

LIMITATIONS:

- The sample sizes for some groups are small, especially for those above 30 and married individuals, which may limit the generalizability of the findings.
- The data only includes descriptive statistics and t-test results, without further analysis of other factors potentially influencing usage behavior.

FINDINGS BASED ON SIGNIFICANCE AND HYPOTHESIS:

- The p-value (0.823) is greater than the conventional significance threshold of 0.05, indicating that there is no statistically significant difference in the mean age of users below and above 30 years, therefore, the null hypothesis (H0) stating that the mean age of users aged below and beyond 30 does not vary significantly cannot be rejected.
- The p-value (0.417) is also greater than the significance threshold of 0.05, indicating that there is no statistically significant difference in the mean age of male and female users. Consequently, the null hypothesis (H0) stating that the mean age of male and female users does not differ significantly cannot be rejected.
- Similarly, the p-value (0.739) is higher than the significance threshold, suggesting no statistically significant difference in the mean age of working professionals and non-working professionals who use , the null hypothesis (H0) stating that there is no significant difference in mean age based on occupation cannot be rejected.
- Consistent with previous findings, the p-value (0.823) exceeds the significance threshold, indicating no statistically significant difference in the mean age of married and bachelor users. The null hypothesis (H0) stating that the mean age of married and single users does not differ significantly cannot be rejected.

SUGGESTIONS FOR FURTHER RESEARCH:

1. Investigate potential differences in usage patterns across different demographics beyond age, such as income, education level, and location.
2. Conduct longitudinal studies to track changes in consumer behavior and consumption patterns over time in relation to usage.
3. Explore the impact of on other aspects of consumer behavior, such as impulse purchases, brand loyalty, and shopping frequency.
4. Compare and contrast with other grocery delivery services to identify potential differentiators and competitive advantages.

CONCLUSIONS:

1. BlinkIt Has a broad appeal across various demographics, attracting users of different ages, occupations, genders, and marital statuses.
2. Further research is needed to understand the nuanced impact of on consumer behavior and consumption patterns.
3. The findings suggest that has the potential to significantly disrupt the traditional grocery shopping landscape.

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