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A Study of Customer Acquisition Strategies For Blink it Grocery Platforms in the Competitive E-Commerce Market with Special Reference to Coimbatore

Dr. C. Eahambaram., Mr. Dinesh Kumar.B, Mr. Vinoth Saran V

Associate Professor, Department of Commerce Computer Applications, Dr. N.G.P. Arts and Science College,
Coimbatore, India

Student, Department of Commerce B. Com.CA, Dr. N.G.P. Arts and Science College, Coimbatore, India

Student, Department of Commerce B. Com.CA, Dr. N.G.P. Arts and Science College, Coimbatore, India

ABSTRACT: The rapid growth of e-commerce has significantly transformed the grocery retail landscape in India, with platforms like Blinkit emerging as key players. This study explores the customer acquisition strategies employed by Blinkit in the highly competitive e-grocery sector, with a special focus on the Coimbatore market. By analyzing various marketing techniques, including digital campaigns, promotional offers, partnerships, and location-based services, the research aims to evaluate their effectiveness in attracting and retaining customers. The study also considers consumer behavior patterns, preferences, and satisfaction levels in Coimbatore to understand how Blinkit tailors its strategies to local needs. Data is collected through primary and secondary sources, including surveys and market analysis, to provide actionable insights for improving customer acquisition and sustaining growth in regional markets.

KEYWORDS: Customer Acquisition, Blinkit, E-Grocery, E-commerce, Digital Marketing, Consumer Behavior, Online Grocery Delivery, Customer Retention

I. INTRODUCTION

In the contemporary business landscape, the rapid expansion of e-commerce platforms has fundamentally transformed consumer behavior, particularly in the grocery sector. The proliferation of technology, internet connectivity, and a shift in consumer habits have created new avenues for businesses to engage with their customers. Blink it (formerly known as Grofers), one of the leading players in the online grocery market, has been at the forefront of this transformation. With its promise of quick and convenient grocery delivery services, Blinkit has managed to carve a substantial market share in an increasingly competitive environment.

However, the challenge for Blinkit, like other players in the e-commerce space, lies in acquiring and retaining customers in an ever-saturating market where customer expectations evolve rapidly.

As the e-commerce market grows, so does the competition, especially in the grocery sector, which has witnessed significant technological innovations and changing consumer preferences. Platforms like Blinkit, Amazon Pantry, Big Basket, and others are vying for the same customer base, offering similar services, and at times, even engaging in aggressive marketing campaigns.

1.1 OBJECTIVES OF THE STUDY

- To study the role of influencer marketing and community-driven campaigns in Blinkit customer acquisition in Coimbatore.
- To study the customer perception of Blinkit user experience and service reliability in Coimbatore.
- To identify the challenges faced by Blinkit in acquiring customers in Coimbatore's competitive e-commerce market.

1.2 SCOPE OF THE STUDY:

The scope of this study is to investigate and understand the customer acquisition strategies employed by Blinkit (formerly Grofers), specifically within the competitive e-commerce landscape of Coimbatore, Tamil Nadu.



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1.3 STATEMENT OF PROBLEM

Blinkit's customer acquisition strategies must cater to the diverse socio-economic segments of Coimbatore's population. The city is home to a broad spectrum of consumers, ranging from working professionals and tech-savvy millennials to older generations who may be more hesitant about transitioning to online grocery shopping.

II. RESEARCH METHODOLOGY

Research methodology is the specific procedures or techniques used to identify, select, process, and analyse information about a topic. In a research paper the methodology section allows the reader to critically evaluate a study overall validity and reliability.

III. REVIEW OF LITERATURE

Chaffey (2019) emphasizes the growing role of digital marketing in customer acquisition strategies for e-commerce platforms. He suggests that SEO, content marketing, and social media engagement are fundamental tools for building brand awareness. Blinkit's use of digital tools to target specific customer segments through paid advertising and promotions aligns with Chaffey's views. The research also highlights the importance of creating personalized experiences through data analysis, which is central to Blinkit's strategy. For Coimbatore, where digital penetration is increasing, such targeted strategies can be particularly effective in acquiring new customers.

Dasgupta et al. (2020) explore the importance of service quality and quick delivery for customer acquisition in the grocery e-commerce sector. Blinkit's strategy of offering fast delivery times is cited as a key factor that differentiates it from its competitors. The authors argue that competitive pricing and a diverse product range, particularly in the grocery sector, are critical for gaining new customers. In Coimbatore, where grocery shopping is an essential need, Blinkit's emphasis on providing a wide range of products delivered quickly can lead to a higher conversion rate. The study highlights the need to continually improve service delivery to retain newly acquired customers.

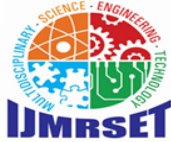
Homburg et al. (2017) highlight the importance of using big data analytics and machine learning to personalize customer experiences and improve customer acquisition. These technological tools help platforms like Blinkit target their offerings more accurately to the needs of individual customers. The research shows that personalization enhances customer satisfaction, which leads to higher conversion rates. Blinkit's use of data analytics for tailored product recommendations directly aligns with these findings. In Coimbatore, where consumer preferences can be diverse, personalizing the shopping experience helps Blinkit stand out among competitors.

Rai et al. (2021) discuss the role of differentiation strategies in highly competitive e-commerce markets, particularly in the grocery segment. Blinkit's ability to differentiate itself through fast delivery and a wide selection of products is seen as critical to its customer acquisition strategy. The study suggests that service quality, including delivery speed and customer care, plays a significant role in building customer loyalty. In Coimbatore, where local grocery stores and other e-commerce platforms are present, Blinkit's speed and service reliability are likely to be key factors in attracting customers. The research suggests that platforms must focus on creating a unique customer experience to stand out.

Srinivasan et al (2019) identify price sensitivity as a major factor influencing customer acquisition in tier-2 cities like Coimbatore. They note that discounting and promotional offers are crucial for attracting new customers in markets where the price-conscious demographic dominates. Blinkit's use of pricing strategies such as first-time buyer discounts, flash sales, and combo offers aligns with this approach. The study also emphasizes that pricing should be competitive without compromising service quality. For Blinkit, ensuring that price-sensitive consumers in Coimbatore see value in their offerings can help secure long-term customers.

IV. OVERVIEW OF STUDY

The rapid growth of e-commerce in India has transformed the way consumers shop for daily essentials, including groceries. Blinkit, formerly known as Grofers, has emerged as a leading quick commerce grocery delivery platform, offering customers the convenience of ordering groceries and essentials from the comfort of their homes with ultra-fast



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delivery. In a competitive market filled with players like BigBasket, Amazon Fresh, and Swiggy Instamart, Blinkit faces the challenge of not just retaining customers but consistently acquiring new ones.

Customer acquisition is a critical factor for the success and sustainability of any e-commerce business. It involves strategies and efforts aimed at attracting potential buyers and converting them into loyal customers. In highly competitive markets like Coimbatore a rapidly developing city in Tamil Nadu with increasing internet penetration and digital adoption understanding and applying effective customer acquisition strategies becomes vital for platforms like Blinkit.

This study focuses on examining the customer acquisition strategies adopted by Blinkit in Coimbatore city. It will explore various marketing efforts, promotional campaigns, pricing tactics, technological integrations, and customer engagement techniques implemented by Blinkit to capture market share. The study also aims to analyze how Blinkit differentiates itself from competitors and adapts to local customer preferences in Coimbatore's dynamic and diverse consumer landscape.

V. ANALYSIS AND INTERPRETATION

ONE WAY ANOVA

Null Hypothesis (Ho)

There is no significant relationship between monthly income and perceived advertising effectiveness.

Alternative Hypothesis (Ha)

There is significant relationship between monthly income and perceived advertising effectiveness.

Source	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	12.211	4	3.053	1.993	0.099
Within Groups	199.122	130	1.532		
Total	211.333	134			

INTERPRETATION

The calculated value (0.099) is greater than the significant value (0.05), so the null hypothesis is accepted. Hence it can be concluded that there is no relationship between monthly income of the respondents and perceived advertising effectiveness.

INFERENCE

The above table 4.4.1 inferred that ANOVA test results show that the F-value is 1.993 with a significance level (Sig.) of 0.099. Since the p-value (0.099) is greater than the commonly used significance level of 0.05. In other words, the variation between the groups is not significantly greater than the variation within the groups. Therefore, we conclude that the means of the groups are likely equal.



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VI. CONCLUSION

The study on Blinkit's customer acquisition strategies in the competitive e-commerce grocery market of Coimbatore has provided valuable insights into the effectiveness of various approaches used to attract and retain customers. The research highlights that Blinkit has leveraged digital marketing, influencer partnerships, competitive pricing, and personalized customer experiences to establish a strong presence in the city. However, challenges such as consumer trust in online grocery shopping, regional shopping preferences, and logistical hurdles remain key areas that require continuous improvement. The findings suggest that Blinkit's success in Coimbatore is largely dependent on its ability to adapt to local consumer behaviour while maintaining a balance between convenience and reliability.

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