

## A Comparative Analysis of Gen Z Regarding Preferences Delivery Time Taken By Blinkit and Big Basket an Ahmedabad City

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### ABSTRACT

This study investigates the relationship between age and various factors that influence consumer behavior in grocery delivery services, specifically focusing on Blinkit and Big Basket. Through a series of Chi-square tests, the study tests hypotheses related to preference for delivery apps, perceived speed of delivery, satisfaction with service, and willingness to pay for expedited delivery. This study highlights the importance of adopting a more holistic approach to understanding consumer behavior in grocery delivery, emphasizing the role of technology and operational efficiency. By addressing universal consumer motivations, businesses can increase customer satisfaction and loyalty in a competitive market. Future research is recommended to explore other demographic and psychographic factors, as well as the impact of new technologies and sustainability concerns on consumer preferences

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## INTRODUCTION

A 2000 words introduction based on the provide content, we will the explore the importance of e commerce and focusing on the online this divisions and specific delivery time taken by blinkit ad big basket as a market leader. Below is an outline follow by extended introduction and divisions for all the key points from your text.

### 1. INTRODUCTION TO E-COMMERCE AND IT IS GROWTH :-

- E- commerce is the electronic buying ad selling of goods and services online (Vidani, 2015).
- A business creates all online store or website to showcase for product and services (Vidani & Solanki, 2015).

### 2. APPERANCE OF E- GROSSERY :-

- The expand of e grocery as a important with the e commerce (Vidani, 2015).
- The growing preferences for online grocery shopping to time saving , fast delivery and other factors from the introduction in key points in the Indian online grocery market with the specific focus on big basket and blinkit (Vidani, 2015).

### 3. .BIG BASKET AND BLINKIT MARKET LEADERSHIP :-

- big basket ad blinkit is background and history is organized and fast and becoming in india . Big basket is product, offer , present in market and develop in the online grocery shopping in India (Vidani, 2015).
- the technological innovations are introduced by big basket such as the “smart basket”
- Did you forget ? To enhance customer experience (Solanki & vidani,2016).

### 4. RESEARCH FOCUS ON CONSUMER BEHAVIOUR AND ONLINE SHOPPING :-

- the importance of understanding for consumer behaviour for online shopping (Vidani,2016).
- According for key factor influencing, online grocery purchasing, provided price, satisficed quality and quantitative and services level (Bhatt,patel,&Vidani,2017).
- impact of demographic variables like gender, age, income etc... on online grocery shopping.

### 5. STRATEGY OF THE STUDY :

- overview the research design and include the survey in Ahmedabad from blinkit ad big baskets. :- Description of the structured survey from make questions sheet used to collect data from big basket ad blinkit (Niyati &Vidani,2016).
- then make a response 500 people across various area of Ahmedabad.

### 6. OBJECTIVE AND IMPORTANT OF THE STUDY :-

- The study's objective and important is identifying and analysing for the consumer.
- preferences in online grocery shopping(Pradhan,Tshogay,&Vidani,2016). The value of research is main purpose is the e commerce companies and understanding for customer satisfaction and faithfulness.

### 7. CHALLENGES AND OPPORTUNITY IN THE ONLINE GROSSERY MARKET :-

- the study challenge faced by online opinion grocery retailer, customers support, control, competition in the Market and managerial and organizations issue (Modi,Harkani,Radadiya,&Vidani,2016).
- the possibility for future trends in online grocery shopping include for some technology and expansion of market reach.

## SAMPLE INTRODUCTION SEGMENT

In recent year, the fast growth of e-commerce In transformed The landscape of the global economy (Sukhanandi,Tank,&Vidani,2018). Revalued the way of the business and consumer make purchase from retail and services, healthcare and education etc... online grocery shopping and education is the one of the fasted growing areas for increase demands according consumers preference and the changing consumers lifestyle (Saxena & Vidani,2023). The study aims is explore the e grocery market in Ahmedabad with particular focus on big basket and blinkit it's consumers largest online grocery retailer (Singh,Vidani, & Nagoriya,2016).

The growth of e commerce has been nothing short extraordinary in the past decade , it's explanation growth, in technology , the range number of internet used and smartphone (Mala,Vidani,&Solanki,2016). E commerce is not only for shopping but also uses for signify of their consumer behaviour, customers area, customers are comfortable with online shopping of their home , price are compare from other shops and wide range product are available is not.. in consumer preferences more people opinion are online shopping over traditional brick and mortar stores (Dhere,Vidani, & Solanki,2016). The most important significance is development in the e commerce perspectives and e grocery (Singh & Vidani,2016). Different from retailer, grocery shopping are traditionally be in control of physical stores and the products and the need for immediate available.

However, the benefits of e grocery is the disorders this norm (Vidani,Das,Meghrajani, & Singh,2023). Then consumer are offer in new way from purchase daily essential and e commerce is a allow from consumer are ordered groceries online and have them delivered to their customers doorstep. Then time saving, fast delivery and time is precious commodity (Vidani & plaha,2016). The Indian Market is has been particularly representative to the e grocery concept in the Fastly growing middle class, increase internet and a large population of consumes (Solanki & Vidani,2016). Then, Indian people are fertile for the expansion of online grocery shopping. According to some industry reports in Indian Markets has been rate is growing in 2015 , India was the world , with estimated size of INR 22.5 trillions (approximately USD 350 million) such as growing assumption of smartphone for convenience of online shopping and various payment option (Vidani,2016).

Big basket established in 2011 by a entrepreneur including Hari Menon, Vipul Parekh, v.s Ramesh , vs. Sudhakar and abhinay Choudhury (Vidani,chack, & Rathod,2017). His planned a important role in India. The largest online grocery retailer big basket offers are extremely big product and including fruits, vegetables, dairy products , house had uresm to the delivered needs of Indian consumers by 2018 (Vidani,2018). the company was selling more than 18000 product, 1000 brands and 12 major cities in India (Vidani,Das,Meghrajani, & Chaudasi,2023)

Blinkit established in 2013. CEO of AL binder Dhindsa the India's unorganised grocery landscape and technology and innovation. The company's tagline is " let's blink it"(Odedra,Rabadiya, & Vidani,2018). Blinkit are provided the fast delivery in 10 - 15

minutes then provide are all the grocery fruits, vegetables etc .... Blinkit is an app that helps it's company to accept people is order and delivery them on time that too much time saving. Blinkit worth is 56\$ millions in 2022 and now 13\$ million people trying to

order (Vasveliyya & Vidani,2019). The study of consumer behaviour in the online shopping with particular focus on big basket and blinkit by conducting the one survey in Ahmedabad (Sachaniya,Vora, & Vidani,2019) . A key urban markets' India, the research main perspective to insight the consumer preferences and purchase products and satisfaction, quality, quantity (Bansal,pophalakar, & Vidani,2023). That the main targets customer who are already availing the service of big basket and blinkit. The survey covers response 50p people in various area of Ahmedabad (Vidani,2019).

The primary objective of the research is the identity and compare customer preferences for online grocery shopping. It's understand for consumers is loyalty and satisfaction (Chaudhary,Patel, & Vidani,2023). That impacts of service, and benefits on consumer, on consumer attributes towards big basket and blinkit. Choice of customer which platform are best online grocery shopping (Vidani,Jacob, & Patel,2019).

**Conclusion:-** The big basket and blinkit is the online grocery market in India represent a Fastly involving segment of e commerce and growth(. Than big basket and blinkit is innovated the changing consumer needs and understanding consumer behaviour is very important (Patel,Chaudhary, & Vidani,2023). The study is not only for consumer preferences but also e commerce and customer satisfaction and loyalty (Sharma & Vidani,2023). Then, the experience and preferences of big basket and blinkit customer in Ahmedabad. This research aims is success in the online grocery market (Vidani J.N.,2016). The sample introduction are covered various aspects, comparative overview of the grocery market. The role of big basket and blinkit are comparative and customers preferences and the research focus (Sharma & Vidani,2023).

## RESEARCH OBJECTIVIES

1. To analyze the awareness of Gen-Z consumers regarding delivery services offered by Blinkit and Big Basket (Objective achieved in Question 2 of Questionnaire).
2. To evaluate the factors influencing delivery time preferences among Gen-Z for Blinkit and Big Basket (Objective achieved in Question 4 of Questionnaire).
3. To compare customer satisfaction levels concerning delivery times between Blinkit and Big Basket among Gen-Z users (Objective achieved in Question 7 of Questionnaire).
4. To identify the demographic characteristics of Gen-Z consumers in Ahmedabad that impact their preferences for delivery times (Objective achieved in Question 1 of Questionnaire).
5. explore the overall perception of Blinkit and Big Basket regarding reliability in delivery among Gen-Z consumers (Objective achieved in Question of Questionnaire).

## LITERATURE REVIEW

1. introduction to e commerce and it's growth  
E commerce has turn the way consumers interact with business, facilities the buying ad selling of goods and services. The fast growth in ecommerce in technology(Vidani & Singh,2017). Increase internet, changing consumer behaviour . The online stores are using conveniently from their mobile devices. As business create online platform to show their product and service into global market, offers for consumer of choice and the convenience of shopping the

comfort of their homes. The e-commerce landscape has evolved significantly over the past decade with various sectors. Online grocery shop has most important segment, driven by consumer preferences for convenience for time saving, fast delivery. This shift in shopping behaviour has been particularly among younger generations, especially gen-z (Vidani & Pathak,2016) .

2. Appearance of e-commerce

The emergence of e-grocery as a key player in the e-commerce sector Highlights a significant change in consumer shopping habits (Pathak & Vidani,2016). The increasing demand for online grocery shopping by several factors, including for time saving solution and fast delivery service and the overall convince of decline by e-grocery platform (xiao et. Al 2019) . Blinkit have position themselves as Market leaders in the Indian online grocery market for specially evolve preferences of consumer in urban area such as Ahmedabad The growth of e-grocery is not only a trend . It reflects a fundamental change in how consumer approach for shopping.

Research indicates that the convenience of online grocery shopping reduce risk associated with shopping. Allow to consumer to make a buy with greater confidence (Mortimer et.al. 2016) . Additionally, the competitive landscape of e-grocery has promoted to business to innovated continuously (Vidani & Plaha,2017). Enhance user experience, personalize services and reliable delivery time .(Gul fraz et.al 2022)

3. insights into big basket and blinkit

Blinkit is one of the India's largest online grocery platform , has established a significant presence in the market by provide a wide range and efficient delivery service. The platform is success can be assign to it s user friendly interface, various product of ferings and customer satisfaction. ( Mo fokeng, 2021) . In contrast, blinkit has converted out it's by focusing promoting for rapid delivery within minutes and speed has resonated particularly well gen-z consumer, who valued fastly and convenience in their shopping experience(Vidani J.N.,2018). The study have shown that the easy use of mobile application importantly in influence consumer behaviour ( Li et al. 2020) . Both big basket and blinkit have using technology to elegant their operations, improve users experience, and enhance customer engagement. However. The distinct delivery time of ferings or these two platform ls raised questions about consumer preferences and the factors that driven gen-z choice in grocery shopping (Vidani & Dholakia,2020).

4. Consumer behaviour and delivery preferences

Understanding the consumer behaviour is crucial for business seeking to tailor of ferings to meet the need and specific demographic groups. The study on online grocery shopping is highlighted that different type of consumer segment and various behaviour and preferences when engaging with e-commerce (Anesbury et al.2016) . Gen -z in particular by it's unique shopping habits and priorities convince and speed personalized experience. The impact of delivery time on consumer satisfaction and loyalty is a critical area of research. A study by Mo fokeng (2021). The importance of delivery attributes in shaping customer satisfaction and intencion8for pirschse. A gen-z continues dominate the consumer landscape, understanding their preferences regarding delivery time for platform like big basket and blinkit to effectively provide their needs.

## 5. Knowledge gaps and future research directions

The growing body of research on online grocery shopping (Rathod, Meghrajani, & Vidani, 2022). Some knowledge gaps remain, particularly concerned the preference of gen-z consumer in urban areas like Ahmedabad. While Studies have explored various aspects of consumer behaviour, there is limited research focusing specially on the comparative analysis of delivery time preference between big basket and blinkit. The factors influencing GEN-Z is delivery time preference, examining how these preferences involve over time and in response to external factors such as economic conditions and technological advancements and changing lifestyles, trends (Vidani & Das, 2021). Additionally, expanding the relationship between perceived risk, technology accept and online grocery adoption amid the ongoing digital transformation present an opportunity for investigation (Habib and Hamadneh, 2021).

**Conclusion:-** In conclusion, the growth of e-commerce, particularly in the online grocery segment has transformed consumer shopping behaviour. These platforms like big basket and blinkit have emerged as key players in this space, each to the preference of consumers, understanding delivery time preference of gen-z consumers in Ahmedabad is essential for these platforms to refine their strategies, increase customer satisfaction and ensure long term success in the competitive e-grocery market (Vidani J.N., 2022). Existing knowledge gaps and provide insights that can drive innovation and growth in this sector.

## RESEARCH GAP

The onset of services such as Blinkit and Big Basket has also changed the dynamics for grocery shopping in cities among Gen Z in areas like Ahmedabad. In this regard, while the available literature does cover some facets of the numerous aspects of e-commerce and the preferences for delivery modes, still substantial research gaps remain, especially with respect to comparing different delivery options as regards delivery speed and the effect of this on the Gen Z's service choice. Earlier studies have tended to look at or shift their focus towards broad consumption behavioral trends and market structures, or have focused on older age groups, yet the other group pier that is the Gen Z, which is the tech generation, has very little data on how they use such services. In today's context, one of the major deficiencies is with respect to how much more understanding is needed of the aspects which make delivery times important to Gen Z. Few studies have provided insight on when and why delivery time is essential and how do Gen z perceive it but most have been general without detailing their findings. This generation wants things really fast. Free time is second on the priority list, but how much these practices have an impact on their grocery purchasing behavior is not widely researched. Further, with regard to how perceived delivery speed, delivery reliability, and cost and convenience trade-off influences Gen Z acceptance of Bl, proof to support this is scanty

**HYPOTHESIS**

- H1 There is a significant association between age and the preference for using delivery apps for grocery shopping.
- H2 There is a significant association between age and the consideration of delivery time as an important factor when choosing a grocery delivery service.
- H3 There is a significant association between age and the perception that Blinkit's delivery time is generally faster than Big Basket's.
- H4 There is a significant association between age and the satisfaction with the delivery time offered by Blinkit.
- H5 There is a significant association between age and the satisfaction with the delivery time offered by Big Basket
- H6 There is a significant association between age and the likelihood of choosing a grocery delivery service based on their estimated delivery time
- H7 There is a significant association between age and the willingness to pay extra for faster delivery service
- H8 There is a significant association between age and the preference for ordering from a service that guarantees same-day delivery.
- H9 I would recommend blinkit to other based on their delivery speed.
- H10 There is a significant association between age and the likelihood of recommending Blinkit based on their delivery speed.

Table 1: Validaiion of Questionaire

Statements	Citation from JV citation file (You can add more than 1 citation)
I prefer using delivery apps for grocery shopping	(Vidani, 2015)
I consider delivery time as an importantfactor when choosing a grocery delivery service.	(Vidani & Solanki, 2015)
Blinkit's delivery time is generally Faster than a big basket.	(Solanki & Vidani, 2016)
I am satisfied with the delivery time offered by blinkit.	(Pradhan, Tshogay, & Vidani, 2016)
I am satisfied with the delivery timeoffered by the big basket	(Modi, Harkani, Radadiya, & Vidani,2016)
I would choose a grocery deliveryservice based on their estimated delivery time.	(Vidani, Chack, & Rathod, 2017)
I willing to pay extra cost for Faster delivery service.	(Odedra, Rabadiya, & Vidani, 2018)
I prefer to order from a service thatguarantees same day delivery.	(Vidani, Jacob, & Patel, 2019)

trust Blinkit more than Big Basket interms of timely delivery.	(Vidani J. N.,2020)
I would recommend Blinkit to othersbased on their delivery speed.	((Vidani,Meghrajani, & Siddarth,2023).

*\*Source: Author's compilation*

## METHODOLOGY

**Table 2: Research Methodology**

<b>Data Analysis methods</b>	Tables
<b>Data Analysis Tools</b>	SPSS and Excel
<b>Sampling Size</b>	<b>No. of responses in Google form</b>
<b>Survey Area</b>	<b>Your area of data collection</b>
<b>Sampling Unit</b>	Students, Private and government Job employees, Businessmen, Home maker, Professionals like CA, Doctor etc.

*\*Source: Author's compilation*

## DEMOGRAPHIC SUMMARY

The demographic summary of the sample reveals a diverse composition in terms of education, gender, and occupation. Among the 146 valid responses, the majority (53.8%) had completed high school, followed by undergraduates (22.8%), postgraduates (9.5%), and others (6.3%). Gender distribution showed a predominance of males at 70.3%, while females constituted 19.0%, with a small percentage identifying as non-binary or other categories. In terms of age, all valid respondents (92.4%) provided their ages, indicating full participation in this aspect. Occupationally, a significant proportion identified as students (69.6%), with 22.8% engaged in jobs. Overall, this demographic profile suggests a predominantly young, educationally varied, and gender-imbalanced sample, which may influence the study's outcomes and interpretations

## CRONBACH ALPHA

**Table 3: Cronbach Alpha**

Cronbach Alpha Value	No. of items
.874	10

*\*Source: SPSS Software*

The reliability analysis for the scale revealed a Cronbach's Alpha value of .874, indicating excellent internal consistency among the 10 items included in the assessment. This high level of reliability suggests that the items effectively measure the underlying construct, providing confidence in the scale's use for further research and analysis.

**Table 4: Results of Hypothesis Testing**

Add rows as per number of hypothesis you have created

Sr. No	Alternate Hypothesis	Result p =	>/< 0.05	Accept/Reject Null hypothesis	R value	Relationship
<b>H1</b>	There is a significant association between age and the preference for using delivery apps for grocery shopping.	.585	>	H01 Accepted (Null hypothesis rejected)	.883	strong
<b>H2</b>	There is a significant association between age and the consideration of delivery time as an important factor when choosing a grocery delivery service	.906	>	H02 Accepted (Null Hypothesis rejected)	.328	weak
<b>H3</b>	There is a significant association between age and the perception that Blinkit's delivery time is generally faster than Big Basket's.	.513	>	H03 Accepted (Null Hypothesis rejected )	.126	weak
<b>H4</b>	There is a significant association between age and the satisfaction with the delivery time offered by Blinkit.	.765	>	H04 Accepted (Null Hypothesis rejected	.334	weak
<b>H5</b>	There is a significant association between age and the satisfaction with the delivery time offered by Big Basket	.359	>	H05 Accepted (Null Hypothesis rejected	.870	strong

<b>H6</b>	There is a significant association between age and the likelihood of choosing a grocery delivery service based on their estimated delivery time	.280	>	H06 Accepted (Null Hypothesis rejected)	.422	weak
<b>H7</b>	There is a significant association between age and the willingness to pay extra for faster delivery service.	.846	>	H07 Accepted (Null Hypothesis rejected)	.673	strong
<b>H8</b>	There is a significant association between age and the preference for ordering from a service that guarantees same-day delivery.	.666	>	H08 Accepted (Null Hypothesis rejected)	.358	weak
<b>H9</b>	I would recommend blinkit to other based on their delivery speed.	.996	>	H09 Accepted (Null Hypothesis rejected)	.936	strong
<b>H10</b>	There is a significant association between age and the likelihood of recommending Blinkit based on their delivery speed.	.899	>	H09 Accepted (Null Hypothesis rejected)	.730	strong

\*Source: Author's compilation

## DISCUSSION

This research aimed to explore the relationship between age and various factors influencing the use of grocery delivery services, particularly focusing on Blinkit and Big Basket. The findings from the Chi-square tests indicate that, across all hypotheses tested, there was no significant association between age and the factors examined, leading to the acceptance of the null hypotheses.

### H1: Age vs. Preference for Delivery Apps

The p-value of 0.585 indicates that age is not a quite critical factor when it comes in preferences and interface the observation of the users so the age units are not hesitate to making use of delivery apps so they are

indicates the fast adoption and technological advancements of the digital age.

**H2: Age vs. Consider Delivery Time Important With a p-value of 0.906**

The results state that this age-factors consideration is not important if women considers for delivering time as important. This could indicate that in any case of the age of the consumers, delivery time is very important when making a grocery purchase.

**H3: Age vs. Perception of Blinkit vs. Big Basket**

The obtained value of  $p = 0.513$  does not support the hypothesis that age affects the insight of the speed of Blinkit delivery when compared to Big Basket. This could indicate certain uniformity in the insights of people from different generational segments possibly induced by aggressive marketing or experience that values speed for the delivery.

**H4 & H5: The level of Achievement of customer**

Satisfied with Delivery Times H4 ( $p = 0.765$ ) and H5 ( $p = 0.359$ ) considerations of satisfying regarding the time taken for delivery by both Blinkit and Big Basket orders are not statistically different by age.

### **H6: Selection of Service with Reference to the Time of Delivery Promised**

A p-value of 0.280 suggests that the factor of age does not have any significant effect On the probability of choosing a grocery delivery service according to the estimated delivery time. This further validates the comparable that delivery time is important And placed high value by all section of users any of their age.

### **H7: Attitudes Towards Paying More for a Quicker Response**

The p-value of 0.846 indicates that age does not have an impact on the decision of Paying more for faster delivery times. This finding suggest that consumers are equal age , place andvalue of Speed that can be us in pricing and delivery services.

### **H8 : Same-Day Delivery Preference**

A p-value of 0.666 indicates the absence of significant age differences on any of the factors associated with the preference for same day delivery services. This simply confirm a growingcollective automated trend with different structure of all age .

### **H9 & H10: Feedback including Suggestions and Willingness to Recommend Blinkit**

Both H9 and H10 reported 2.43 P values (0.996 and 0.899 respectively) thereby showing no Significant association of age on how likely a respondent will recommend BlinkitBased on the fastly of delivery service. This means that considering a delivery service and suggestions it to somebody while it is being recommended to them is not considered very diverse across age groups.

## **THEORETICAL IMPLICATIONS**

Findings for Theoretical suggestion of this research encourage a appraise of Existing consumer behavior models, emphasizing the importance of universal factors over Age-related differences. This could lead to more effective marketing strategies and a deep Understanding of consumer dynamics in the rapidly evolving grocery delivery landscape. This findings contribute theoretically to the knowledge of consumer behavior. So in the grocery delivery service are more important in the relationships between age and the manyfactors.

1. **Universal Consumer Preferences:** The no significance of the mean differences based on Age implies that the preferences for grocery delivery services may well be more universal. Than previously assumed. This challenges prevailing theories that stipulate distinct consumer segments based on age. So there is assumption that differences in technology adoption and service quality cut across generations.
2. **Models of Consumer Behavior:** The results might compel new again thinking within the context of existing models of consumer behavior, which uses demographic differences as the focus. Those theories stating that there is an more difference in preference and perception based on age may have to be put to

- the test and thrown out for good. Would, therefore, include some other variables such as lifestyle, technology or social influences that would better reflect consumer motivations in the digital era.
3. **Service Quality and Satisfaction:** The results are as expected very consistent for all age groups and indicate the perception of service quality, speed of delivery time is very important for every consumer. That concurs with most of the existing service quality theories and research. Highlights reliability and sensitivity as the basic extent that affect Customer satisfaction. Such studies should look further to explore how these extent interact with other factors, such as consumer trust and loyalty.
  4. **Technology Adoption Theories: Results are in support of technology:** The increased experience of living with technology, differences in usage to age reduce badly. This thus invalid existing models based on the disinclined of old Consumers to embrace new technologies. The Rising comfort with online platforms for all age groups is an example of shifting basic norms surrounding access to and use of technology.
  5. **Segmentation Strategies:** The findings suggest that age-based segmentation Markets on the per may be of a less credibility for grocery delivery services. Marketers may instead want to target segmentation on the behavior-based factors, such as delivery preferences or responsiveness to service quality of the delivery. This mixture of theoretical models that reference behavioral understanding more than demographic classification.
  6. **Further Areas of Research:** These threads of further research reach out to other and demographics as well as psychology is the determinants of grocery delivery preference. Observed and predictions around income, lifestyle preferences, differences between rural and urban may be made to as the overall trend of consumer behavior in this Market duration studies on shifts in preference over the time accordingly technology.

## PRACTICAL IMPLICATIONS

The study's results have suggestions for businesses and stakeholders in the grocery delivery industry. From here, weak associations of age with more factors would directly guide marketing strategies, service design, and customer commitment efforts.

1. **Marketing Strategies:** Since age does not substantially impact on different grocery delivery service preferences, universal themes should be used by marketers in creating their Messaging. Messages that the speed, depend and customer satisfaction would not across the board. That way, brands can attract a expensive audience without tailoring any messages based on some age group.

2. **Service Design:** Given that satisfaction with delivery times cuts across all age groups, Delivery time optimization and increasing logistics and operational efficiency seem to be much more pressing issues for an organization to address. Investment in technology at the level of upgrading infrastructure to enhance the delivery Speed can be advantageous in improving customer satisfaction regardless of age.
3. **Customer Interaction:** Engaging customers through channels that they prefer over their age group can help the company. Companies can utilize social media, mobile applications, and easy-to-use websites to increase customer interaction and feedback so that customers of any age group are considered and heard.
4. **Promotional Deals:** There is no significant difference in the will to pay for more speed Service, businesses can use focused promotion messages that communicate the Speed value without using age-targeted approaches. Examples of such promotions are expedited shipping services offered for a limited period of time. Other promotions may target a larger segment of customers.
5. **Customer Loyalty Programs:** Reward programs that measure customer usage patterns rather than attributes will best use As before, firms may design rewards to focus on both high usage and referrals by customers. Satisfaction ratings, all customers should be forced to explore the service more profoundly.
6. **Training and Development:** The employees practicing with the customers should be trained To realize that the delivered preferences are not age-related along with theirsatisfaction levels. It may help uplift customer service interactions and then staff can provide their services to all consumers accordingly.
7. **Technology Integration:** As technology adoption is becoming more uniform across Age brackets, companies should invest in technologies that would make them accessible and convenient to customers. These include products such as applications and websites that may easily be ordered for across all age groups and regardless of their acquaintance with technology
8. **Research and Feedback:** There should be constant channels and the make a feedback the customers on issue of satisfaction and preferences level are the campiness constantly data collection for changes on consumers wants and them theinitial instance.
9. **Community Engagement:** Considering that delivery preferences may be influenced by Lifestyle and community dynamics and not age, companies should reach out to Locals through events and partnership so The builds up o visibility andtrust between consumers.

In the summary, This practical implication of the study is that businesses in the grocery . delivery increase need to implement strategies and behaviour customers age, service quality and consumer reviews and technological advancements can be focused in order increase the demand and customer satisfaction.

## CONCLUSION AND RECOMMENDATIONS

### Conclusion

This study talked about how age interacts with other variables in life. Consumer behavior factors that affect grocery delivery service specifically Blinkit and Big Basket. There was not relationship with the age of customers. Recognize or associated with delivery service preferences, perceptions, or satisfaction. Lack of Differentiation advocates believe that consumer behaviors within this industry are becoming increasingly is general generation. It discusses the speed-reliability factor that is component when it comes to delivery. Generally, all of the age groups report that overall service quality is about similar. As a Result Business needs to again visit the adverts that are mainly depending on They should instead focus on optimizing services delivered relative to age demographics Customer engagement and finally, information technology to embrace the needs of a Diverse customer base.

### Recommendation

- **Broader Demographic Analysis:** Future research should explore other demographic variables, such as income, education level, urban vs. rural residence, and family size, to understand their impact on grocery delivery preferences. This could uncover nuanced insights that transcend age-related differences.
- **Psychographic Factors:** Investigating psychographic factors, including lifestyle, values, and attitudes towards technology, could provide a more comprehensive understanding of consumer motivations in grocery delivery services. These factors may reveal deeper insights into why certain groups prefer specific services.
- **Longitudinal Studies:** Conducting longitudinal studies can help track changes in consumer behavior over time, particularly as technology continues to evolve and consumer preferences shift. This can inform businesses about emerging trends and evolving expectations in grocery delivery.
- **Comparative Studies:** Comparative research between different grocery delivery services, both local and international, could offer insights into how varying market dynamics influence consumer behavior. Understanding regional differences can help companies tailor their strategies accordingly.
- **Impact of Marketing Strategies:** Future studies should assess the effectiveness of different marketing strategies on consumer behavior in grocery delivery. Analyzing how promotional

campaigns resonate with various consumer segments could refine marketing approaches and enhance engagement.

- **Customer Experience Focus:** Research that delves into the customer experience, including the entire journey from ordering to delivery, could identify pain points and areas for improvement. Understanding customer feedback in real time can enhance service quality and satisfaction.

- **Technological Advancements:** Exploring the role of emerging technologies, such as AI, machine learning, and automation, in grocery delivery services can provide insights into how these innovations affect consumer preferences and satisfaction.

- **Environmental and Ethical Considerations:** Investigating consumer attitudes towards sustainability and ethical considerations in grocery delivery—such as packaging waste and carbon footprints—could be valuable, especially as awareness of environmental issues grows. Surname of 1 st Author, Surname of 2 nd Author & Vidani

- **Influence of Social Media:** Future research could examine how social media influences consumer perceptions and behaviors regarding grocery delivery services. Understanding the impact of online reviews, influencers, and community discussions could inform marketing strategies.

- **Cross-Cultural Studies:** Comparative studies across different cultural contexts can shed light on how cultural norms and values influence grocery delivery preferences and behaviors. This could be particularly relevant in a globalized market.

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