



### REVIEWER'S REPORT

**Manuscript No.: IJAR-58037**

**Title: Consumer Satisfaction and Preference toward Blinkit versus Traditional Grocery Stores: An Empirical Study in Bhopal City**

**Recommendation:**

**Accept as it is** .....

Accept after minor revision.....

Accept after major revision .....

Do not accept (*Reasons below*) .....

Rating	Excel.	Good	Fair	Poor
Originality		✓		
Techn. Quality		✓		
Clarity		✓		
Significance	✓			

**Reviewer's ID: JPR-002**

### *Detailed Reviewer's Report*

**Manuscript Title:** *Consumer Satisfaction and Preference toward Blinkit versus Traditional Grocery Stores: An Empirical Study in Bhopal City*

The manuscript examines consumer satisfaction and preference toward Blinkit and traditional grocery stores in Bhopal City, focusing on the growing influence of quick commerce platforms on retail consumer behavior. The topic is contemporary, relevant, and significant in the context of the rapid digital transformation of India's retail sector. The study addresses an important research gap by investigating quick commerce adoption in a Tier-II city, where empirical evidence remains limited. The objectives are clearly stated, and the hypotheses are logically derived from the Technology Acceptance Model and recent literature on consumer behavior and digital commerce.

The literature review provides a satisfactory overview of previous studies related to quick commerce, technology acceptance, customer satisfaction, and the challenges faced by traditional Kirana stores. The review establishes an appropriate theoretical foundation for the study. However, the section may be strengthened by incorporating more recent studies on quick commerce platforms and by providing a deeper critical comparison of findings from previous research. The identification of the research gap is adequate and supports the need for the present investigation.

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The research methodology is generally sound and appropriate for the objectives of the study. The use of a descriptive cross-sectional design, structured questionnaire, and quantitative analytical techniques is suitable for examining consumer perceptions and satisfaction levels. The sample size of 202 respondents provides sufficient data for statistical analysis. Reliability and validity assessments demonstrate acceptable measurement quality, with Cronbach's Alpha, Composite Reliability, and Average Variance Extracted exceeding recommended thresholds. The application of descriptive statistics, correlation analysis, ANOVA, and multiple regression analysis enhances the robustness of the findings.

The results are systematically presented and interpreted. The study reveals a very high satisfaction index toward quick commerce platforms, highlighting product availability and convenience as the strongest predictors of consumer satisfaction. The regression model demonstrates substantial explanatory power, and the statistical findings are clearly linked to the proposed hypotheses. The discussion effectively interprets the results in relation to consumer behavior and retail transformation. The findings regarding reduced dependence on traditional Kirana stores offer meaningful insights for both practitioners and policymakers.

Despite its strengths, the study has several limitations. The use of convenience sampling restricts the generalizability of the findings. The sample is heavily dominated by young students, which may not accurately represent the broader consumer population of Bhopal or other Indian cities. The study also focuses exclusively on Blinkit and does not compare multiple quick commerce platforms, limiting the scope of the conclusions. Additionally, the cross-sectional nature of the research prevents examination of changes in consumer preferences over time.

The manuscript is well-organized and written in a generally clear manner. Nevertheless, there are minor grammatical inconsistencies, formatting issues, and typographical errors that should be carefully reviewed before publication. Some tables and figures could be presented more professionally with improved formatting and clearer labeling. The discussion section may also benefit from a stronger connection between empirical findings and managerial implications.

Overall, the study makes a valuable contribution to the emerging literature on quick commerce and consumer behavior in India. The research findings provide useful insights into the determinants of customer satisfaction and the evolving relationship between digital platforms and traditional retail formats. Subject to minor revisions concerning language polishing, formatting improvements, and a more

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comprehensive discussion of limitations and future research directions, the manuscript is suitable for publication.