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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-130

Detailed Reviewer's Report

Overall Evaluation

This paper addresses a highly relevant and contemporary topic—the growing popularity of quick-commerce platforms such as Blinkit and their impact on traditional grocery stores. The study is timely, especially in the Indian retail context where rapid delivery services are transforming consumer purchasing behavior. The research objectives are clear, the methodology is generally appropriate, and the statistical analysis is reasonably comprehensive. The findings provide useful insights into consumer satisfaction and the challenges faced by traditional Kirana stores. However, several methodological and presentation-related issues limit the broader applicability and academic rigor of the study. The paper would benefit from improvements in sampling design, theoretical development, data interpretation, and language quality before publication.

Strengths of the Study

1. Relevant and Contemporary Topic - The study focuses on quick-commerce platforms such as Blinkit, a rapidly growing segment of the retail industry. The topic has practical significance for retailers, marketers, policymakers, and researchers.

2. Clear Research Objectives-The objectives are clearly stated and directly linked to consumer satisfaction, service quality dimensions, demographic influences, and the impact on traditional Kirana stores.

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- 3. Well-Structured Hypotheses** - The hypotheses are logically derived from the literature and technology acceptance framework, making the study focused and testable.
- 4. Appropriate Statistical Techniques** - The use of reliability testing, descriptive statistics, correlation analysis, ANOVA, and multiple regression strengthens the analytical rigor of the study.
- 5. Strong Reliability Measures** - The reported Cronbach's Alpha (0.866), Composite Reliability (0.903), and AVE (0.608) indicate acceptable reliability and validity of the measurement instrument.
- 6. Practical Implications** - The study provides useful recommendations for both quick-commerce companies and traditional retailers, including digital integration and local delivery partnerships.
- 7. Discussion of Limitations** - The authors acknowledge several limitations, which demonstrates transparency and provides direction for future research.

Areas for Improvement

- 1. Sampling Method Needs Improvement** - The study uses convenience sampling with respondents largely consisting of students (74.26%) and young adults aged 18–25 (63.37%). This creates sampling bias and limits the generalizability of findings to the broader population.
- 2. Limited Geographic Coverage** - The research is confined to Bhopal City only. Consumer behavior may differ significantly in metropolitan cities, rural areas, and other regions of India.
- 3. Theoretical Framework Requires Strengthening** - Although TAM is mentioned, the theoretical discussion remains brief and lacks deeper integration with the hypotheses and findings.
- 4. Questionnaire Development Needs More Detail** - The paper provides limited information regarding questionnaire development, scale adaptation, and validation procedures.
- 5. Possible Common Method Bias** - All data were collected using a single self-reported questionnaire at one point in time. This may introduce common method bias.
- 6. Interpretation of Extremely High Satisfaction Score** - The satisfaction index of 94.85% appears exceptionally high. Such high satisfaction levels raise concerns regarding response bias or sample homogeneity.
- 7. Regression Findings Need Deeper Discussion** - The regression analysis reveals that delivery speed becomes insignificant when other variables are included. This is an interesting finding but is not discussed sufficiently.
- 8. Language and Grammar Issues** - Several sections contain grammatical errors, repetitive wording, and awkward sentence structures. Examples include the inference sections and discussion.
- 9. Missing Discussion on Income and Spending Patterns** - Consumer income and purchasing power are important determinants of quick-commerce adoption but were not analyzed.

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10. Figures Need Better Presentation - The manuscript refers to several figures, but figure descriptions and interpretations are limited.