

PROJECT PROPOSAL

ON

(MMPP-001)

ASSESSING THE INFLUENCE OF MOBILE APP MARKETING ON CONSUMER BUYING BEHAVIOUR: CASE STUDY OF BLINKIT APP

By

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In

Marketing Management



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TITLE OF THE PROJECT

ASSESSING THE INFLUENCE OF MOBILE APP MARKETING ON CONSUMER BUYING BEHAVIOUR: A CASE STUDY OF BLINKIT APP

1. INTRODUCTION

Mobile applications have become an essential marketing platform for businesses in the digital economy. Companies increasingly use mobile apps to promote products, offer personalized deals, and engage customers through notifications, advertisements, and loyalty programs. Mobile app marketing allows businesses to interact with consumers directly, influencing their purchasing decisions by providing convenience, speed, and targeted promotions.

The rise of quick-commerce platforms has further transformed consumer buying behaviour. Apps such as Blinkit allow customers to order groceries and daily essentials with extremely fast delivery, making online purchasing more convenient than traditional shopping. The platform has gained popularity due to features such as instant delivery, personalized offers, and interactive marketing campaigns that encourage frequent purchases. Research indicates that digital marketing strategies like discounts, loyalty rewards, and social media engagement significantly increase app downloads, repeat purchases, and brand recall.

Mobile app marketing strategies used by Blinkit include targeted promotions, festive campaigns, influencer collaborations, and engaging content on social media. These marketing techniques aim to attract new users and retain existing customers by creating an engaging and convenient shopping experience. For instance, promotional offers and loyalty rewards help increase order frequency, while personalized notifications encourage impulse buying behaviour.

Consumer buying behaviour in mobile commerce is strongly influenced by factors such as convenience, speed of delivery, ease of app navigation, and price incentives. Many urban consumers now rely on quick-commerce apps for frequent small purchases rather than traditional

grocery shopping, demonstrating a shift toward instant consumption patterns. Studies show that a large portion of users order products like snacks, drinks, and essential groceries through such apps because they value immediate availability and convenience.

Therefore, analyzing the influence of mobile app marketing on consumer buying behaviour is important to understand how digital strategies affect purchasing decisions. This study focuses on Blinkit to examine how marketing techniques such as push notifications, promotional campaigns, and personalized recommendations impact customer engagement, purchase frequency, and overall buying behaviour.

COMPANY OVERVIEW:

Blink Commerce Private Limited, d/b/a Blinkit and formerly Grofers, is an Indian quick-commerce service. Customers of the company use a mobile application to order groceries and essentials online. Blinkit's employees then secure the items from their warehouse and deliver the items to the consumer within 10 minutes. By November 2021, the company was delivering 125,000 orders every day. Blinkit currently operates in more than 30 cities in India. By the end of 2021, the company had raised about US\$630 million from investors including SoftBank, Tiger Global and Sequoia Capital.

In 2022, Zomato acquired Blinkit for US\$568 million in an all-stock deal.

After seven years of operations as an online grocery delivery service Blinkit introduced express grocery delivery in India, by building dark stores across cities. In July 2021, the company reported delivering over 7000 groceries in 15 minutes in Gurgaon. A month later, in August 2021, it introduced 10-minute delivery in the top-12 cities, after completing over 20,000 under-15-minute deliveries per day across 10 cities. On 13 December 2021, Grofers changed its brand name to Blinkit in line with its vision to embrace quick-commerce.

In March 2022, Blinkit fired 1,600 employees and ground staff, nearly 5% of its total workforce, in an effort to cut the burn rate. Following this, Zomato granted a US\$150 million loan to Blinkit. Zomato had acquired a 10% stake in the company the year prior. Following numerous discussions, on 24 June 2022, Zomato announced that it would acquire Blinkit for US\$568 million in an all-stock deal. The acquisition was completed on 10 August 2022.

2. RATIONALE FOR THE STUDY

The rapid growth of mobile commerce has transformed the way consumers purchase products and services. Mobile applications have become an important marketing channel through which companies communicate directly with customers and influence their purchasing decisions. With the increasing use of smartphones and internet services, consumers prefer quick and convenient shopping options. However, understanding how mobile app marketing strategies influence consumer buying behaviour remains an important issue for businesses.

The Blinkit app, a quick-commerce platform that provides instant delivery of groceries and daily essentials, uses various marketing techniques such as push notifications, discounts, loyalty rewards, and digital advertisements to attract and retain customers. Despite these efforts, it is essential to examine how these strategies impact consumer behaviour and whether they significantly influence purchase decisions. Therefore, this study aims to assess the influence of mobile app marketing on consumer buying behaviour with reference to the Blinkit app.

3.OBJECTIVES AND SCOPE OF THE STUDY

OBJECTIVES

1. To analyze the mobile app marketing strategies adopted by the Blinkit app.
2. To study the factors influencing consumer buying behaviour while using the Blinkit mobile application.
3. To evaluate the effectiveness of promotional offers, notifications, and advertisements in influencing purchase decisions.
4. To examine the relationship between convenience provided by the app and consumer purchase frequency.
5. To provide suggestions for improving mobile app marketing strategies for better customer engagement.

SCOPE

The study will focus on analyzing the influence of mobile app marketing strategies on consumer buying behaviour with reference to the Blinkit app. It will examine factors such as promotional offers, push notifications, convenience, and delivery speed that affect purchase decisions. The study will be limited to users who actively use the app for purchasing groceries and daily essentials.

4. RESEARCH METHODOLOGY

The study will adopt a descriptive research design to analyze the influence of mobile app marketing on consumer buying behaviour. Data will be collected through a structured questionnaire from users of the Blinkit app. The collected responses will be analyzed using statistical techniques such as percentage analysis and graphical representation to interpret the results.

RESEARCH DESIGN:-The research design will be used in this study is both ‘Descriptive’ and ‘exploratory’.

NATURE AND SOURCE OF DATA TO BE COLLECTED

The data will be collected using both by primary data collection methods as well as secondary sources.

PRIMARY DATA: Primary data will be collected directly from Blinkit app users through a structured questionnaire. The questionnaire will consist of close-ended questions based on a Likert scale to measure consumer perceptions regarding marketing strategies, promotional offers, app convenience, and purchasing behaviour. This method will help obtain first-hand information from respondents.

SECONDARY DATA:

Secondary data will be collected from journals, research papers, books, company websites, online articles, and reports related to mobile marketing, consumer behaviour, and quick-commerce platforms such as Blinkit.

SAMPLE AND SAMPLING TECHNIQUE:

SAMPLING SIZE: 100

SAMPLING TECHNIQUE: Sampling Technique will be used in our study is Non-Probabilistic Convenient Sampling.

SAMPLING UNIT: The sample unit for the study will consist of individuals who use the Blinkit mobile application for purchasing groceries or daily essentials. Respondents will be

selected from urban areas where quick-commerce services are widely used. The sample will include students, working professionals, and household consumers who are familiar with mobile app shopping.

TOOLS AND TECHNIQUES TO BE USED FOR DATA COLLECTION

SPSS will be selected due to its comprehensive set of statistical functions, user-friendly interface, and wide acceptance in the research community. These features will make it suitable for analyzing the survey responses and drawing meaningful conclusions.

Microsoft Excel will be employed for basic data tabulation and calculation of percentages. Formulas will be used to calculate the percentage of responses for each question.

Data visualization techniques will be employed for visual representation of the data. Graphical analysis will be conducted using pie charts and bar graphs to visually represent the distribution and proportions of different responses.

DATA HANDLING AND ANALYSIS

Classification & tabulation transforms the raw data will be collected through questionnaire into useful information by organizing and compiling the bits of data contained in each questionnaire i.e., observation and responses are converted into understandable and orderly statistics are used to organize and analyze the data:

- ◆ Simple tabulation of data using tally marks.
- ◆ Calculating the percentage of the responses.
- ◆ Formula used = $(\text{no. of responses} / \text{total responses}) * 100$

REPORT WRITING AND PRESENTATION

Report Encompasses – Charts, diagrams

5. LIMITATIONS OF THE STUDY

- The size of the research may not be substantial and it is limited to area.
- There may be lack of time on the part of respondents.
- There may be some bias information provided by company professionals.
- As only single area will be surveyed or covered, it does not represent the overall view of each field.
- It is very much possible that some of the respondents may give the incorrect information.

6. REFERENCES

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- 8) Bauer, H. H., Reichardt, T., Barnes, S. J., & Neumann, M. M. (2017). Driving consumer acceptance of mobile marketing: A theoretical framework and empirical study. *Journal of electronic commerce research*, 6(3), 181-195.
- 9) <https://www.google.co.in/>
- 10) <https://en.wikipedia.org>
- 11) <https://blinkit.com/>

7. QUESTIONNAIRE

Dear respondents,

I am **SHEELU RANJAN SHARMA** a student of **MBA (MARKETING MANAGEMENT)**. I am underlying a project named **“ASSESSING THE INFLUENCE OF MOBILE APP MARKETING ON CONSUMER BUYING BEHAVIOUR: A CASE STUDY OF BLINKIT APP”**. So, by filling this questionnaire please help me in completing my research project.

Name :

Contact No. :

Year of Experience :

1. I frequently use the Blinkit app for purchasing groceries and daily essentials.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

2. Promotional offers on the Blinkit app encourage me to make purchases.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

3. Push notifications from the Blinkit app influence my buying decisions.

- Strongly Agree
- Agree
- Neutral
- Disagree

- Strongly Disagree
- 4. The convenience of ordering through the Blinkit app affects my purchase behaviour.**
- Strongly Agree
 - Agree
 - Neutral
 - Disagree
 - Strongly Disagree
- 5. Fast delivery services provided by Blinkit motivate me to shop more often.**
- Strongly Agree
 - Agree
 - Neutral
 - Disagree
 - Strongly Disagree
- 6. Personalized recommendations on the app influence my product selection.**
- Strongly Agree
 - Agree
 - Neutral
 - Disagree
 - Strongly Disagree
- 7. Discounts and special deals increase my purchase frequency on Blinkit.**
- Strongly Agree
 - Agree
 - Neutral
 - Disagree
 - Strongly Disagree

8. The user-friendly interface of the Blinkit app enhances my shopping experience.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

9. I trust the products and services offered on the Blinkit app.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

10. Social media advertisements influence my decision to use the Blinkit app.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

11. Blinkit marketing campaigns attract my attention.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

12. I prefer mobile app shopping over traditional shopping for groceries.

- Strongly Agree

- Agree
- Neutral
- Disagree
- Strongly Disagree

13. The Blinkit app saves my time compared to visiting physical stores.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

14. I am satisfied with the marketing offers provided on the Blinkit app.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

15. I would recommend the Blinkit app to others for grocery shopping.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree