International Journal of Engineering Research & Technology (IJERT)
ISSN: 2278-0181
Vol. 14, Issue 11, CONFLUENCE - 2026

Consumer Shift from Kirana Stores to Online Shopping Platforms: A Study of Purchase Behavior, Competitive Factors and Customer Satisfaction among Urban Consumers in Bengaluru

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Abstract - The rapid growth of e-commerce and Consumer purchase behavior has been greatly impacted by digital retail platforms and the traditional retail sector. In Bengaluru, consumers increasingly choose between neighborhood Kirana stores and online retailers based on elements including product variety, cost, ease of use, and delivery speed, and service quality. This study examines the shift from Kirana stores to online shopping platforms among urban consumers in Bengaluru, focusing on purchase behavior, competitive factors, and customer satisfaction. The study analyses consumer preferences in terms of purchase frequency, spending patterns, and channel selection, while also examining the role of convenience, digital payments, delivery services, product quality, and application usability. Further, it explores the relationship between these factors and consumers satisfaction and persistent inclination toward internet purchasing. The study seeks to provide light on into changing consumer preferences and the transformation of urban retail in Bengaluru. The findings can offer useful implications for both traditional retailers and e-commerce platforms in understanding and responding to evolving consumer expectations.

Keyword: Customer satisfaction, purchase behavior, E-commerce.

INTRODUCTION

In India due to technological advancement, increased usage of internet, expansion of digital payment and changes in customer lifestyle, Indias sector has experienced significance transformation in recent years. The growing trend of people shopping online in addition to continuing to purchase goods from their neighborhoods Kirana stores. Customers prefer to purchase household components in local store like household goods, packed foods, and small essentials items required in daily life. Kirana store has played an important role in Indian retail industry even before online grocery came into booming. Locellate prefer to shop offline for product availability, attentive customer service, and customer- shopkeeper relationship.

In this internet booming era there are several competitive factors influencing the choice between using online shopping platforms and purchasing from Kirana store. Stating that online platforms offers discount, range of online payment options, door step delivery, product variety, return policy, and many more that may influence customer decision**,** The way people shop for everyday products changed considerably over time In Bengaluru one of the fastest growing cities in India consumers high choices before when purchasing groceries and household essentials Traditionally Kirana stores have been an important part of daily life by providing customers with the convenience of buying products from a familiar local shop along with personal service and flexible payment options However the growth of smartphones digital payments

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internet access and online shopping platforms has gradually changed the way consumers shop Online grocery shopping increased because of the convenience it provides Consumers find different products compare prices place orders from home and receive their purchases at their doorstep This is especially useful for people with busy work schedules and those living in a city where traffic and long working hours be regular shopping difficult At traditional Kirana-stores continue to remain relevant because of their accessibility personal relationships with customers quick service and understanding of local needs

Bengaluru provides an interesting setting for studying this changing retail landscape because it combines a large urban population a strong technology oriented workforce and a well-established network of traditional retail stores This study focuses on understanding change of digital- transformation influenced consumer preferences between traditional Kirana stores and online shopping in Bengaluru It also examines key influences preferences such as convenience price trust product availability delivery and customer experience

LITERATURE REVIEW

- Effect of E-commerce on Kirana-Stores in Urban India: A Gen Z Perspective - Anant Saxena (2025)
- Can Kirana Stores Compete in India's E-Commerce Revolution? Rethinking Traditional Retail in the Digital Age - Anshi Jindal and Ashwarya Kapoor (2025)
- E-Commerce Expansion, Consumer Channel Switching, and Adaptive Transformation of Traditional Retail in India: A Conceptual Framework - Umme Kulsum (2026)

OBJECTIVES

- To identify key factors influencing consumer-choice convenience price product availability trust and customer service
- To identify the major competitive factors influencing consumers' choice between Kirana stores and online shopping platforms.
- To compare the convenience and customer experience offered by traditional Kirana stores and online shopping platforms
- To determine how age, income, occupation, and other demographic characteristics affect consumers' decisions between online and Kirana store shopping
- To determine the biggest obstacles that customers encounter when purchasing online, such as delivery delays, product quality availability, and extra fees

SCOPE OF THE STUDY

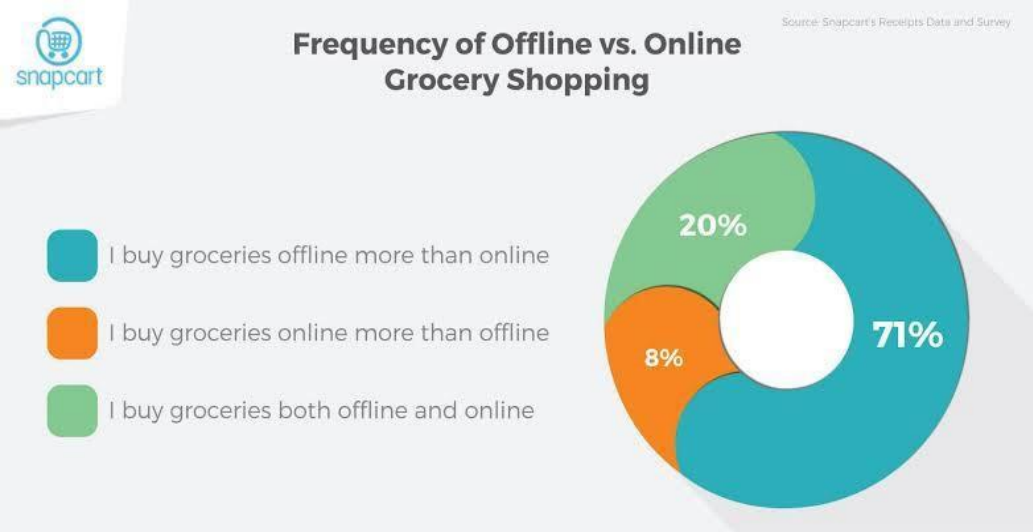
- **Geographical Scope** – The study is partial to consumers residing in Bengaluru
- **Digital Transformation** – The study examines the influence of smartphones digital payments online platforms and home delivery on shopping behavior
- **Consumer Satisfaction** – The study evaluates consumer satisfaction and the complete shopping involvement related with both purchasing methods
- **Kirana Store Perspective** – The study also considers the challenges and opportunities faced by traditional Kirana stores due to the growth of online selling
- **Promotional Offers** – The study examines the influence of discounts cashback coupons and special offers on consumer purchasing decisions

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IMPORTANCE/ SIGNIFICANCE

- Changing shopping habits of buyers as lifestyle changes.
- Customer Loyalty and Repeat Purchase Behavior
- Customer satisfaction with online and offline shopping
- Pricing-factors are grab customers from traditional shopping to online shopping
- Rapid growth of technology that is making customers more convenient and saving time in purchasing products





	App	App Installation	Rating	Reviews
1	Amazon Now App	5 Million	4.1	124K
2	JioMart	1.1 Million	4.4	1 M
3	Reliance Fresh Direct	1 Million	5	7 L
4	Dunzo	1 Million	4.7	268K
5	Big Basket	1 Million	4.5	700k
6	Grofers	1 Million	4.4	697K
7	D'Mar	1 Million	4.1	54K
8	Paytm Mall	1 Million	3.6	12K
9	Godrej Nature's Basket	1 Million	3.6	10K
10	Zepto	5 lakh	4.3	33K

Research Gap

While numerous revisions take examined the growth of online shopping and the changing retail sector in India, there is still an essential for additional absorbed study on the changing preferences of consumers between traditional Kirana stores and online shopping in Bengaluru. Existing studies often examine online shopping or traditional retail separately, with limited attention directly comparing the two from the

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consumer's point of view. There is also a hole in sympathetic how factors such as convenience, price, trust, product availability, digital payments, delivery time, and customer service influence consumers' choices. Therefore, this education efforts to fill this gap by examining the factors influencing consumer preferences and understanding how digital alteration is changing the role of traditional Kirana stores in Bengaluru.

RESEARCH METHODOLOGY

Research Design

The study will implement a descriptive research design to analyses the changing retail preferences of consumers between traditional Kirana stores and online shopping in Bengaluru. Both primary and secondary data will be used for the study. Primary data will be composed from consumers through a structured questionnaire, mainly using Google Forms and secondary data determination be collected after research papers, journals, articles, books, reports, and other reliable sources and traditional Kirana stores.

Method of Data Collection

- **Primary data collection -** Google Forms, digital payment usage etc.
- **Secondary data collection -** Books, newspapers, industry reports etc.

Research Tools

- Comparative -Analysis
- Observation-Method
- Standard-Deviation

Factors	Online Shopping	Offline Shopping
Price	Discounts Available	Moderate
Time	Saves-time	Requires time
Payment	Digitalized payment	UPI, Cash
Trust	Based on reviews	Personal relationship

PROBLEM OF STATEMENT

The rapid growth of online shopping, digital payments, and changing lifestyles has significantly influenced the purchasing behavior of urban consumers. Kirana stores, which have traditionally been preferred for their convenience, personal service, trust, and instant availability, are increasingly facing competition from online platforms that offer discounts, a wider range of products, doorstep delivery, and time-saving convenience. Nonetheless, many consumers continue to shop at Kirana stores and online, which leads to a wider variety of purchases. Therefore, it's critical to ascertain what factors influence consumers' choice between Kirana stores and online retailers and to gauge their level of satisfaction with each. This study examines the purchasing habits, competitive factors, and customer satisfaction of urban Bengaluru consumers to understand the changing retail preferences.

DATA ANALYSIS

Percentage Analysis – To identify the percentage of customers who choose online grocery shopping, offline Kirana stores, or both.

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• **Comparative Analysis** – The study compares online and offline shopping based on convenience price product variety availability trust delivery and customer service

• **Charts and Graphs** – Bar graphs pie charts and tables can be used to present the results in a clear and understandable manner



CONCLUSION

The study shows that digital transformation has transported important variations in the way consumers in Bengaluru shop for groceries and household products

Online shopping is preferred by many consumers because it provides convenience, saves time, offers a wide range of products, provides discounts and enables doorstep delivery

However traditional Kirana stores continue to remain important because customers value personal service, trust immediate purchase and familiarity with local shopkeepers

Consumers often choose between online and offline shopping based on their needs, price convenience and urgency

Therefore, Kirana stores can remain competitive by adopting digital payment facilities home distribution and online ordering

Overall, both online shopping and customary Kirana stores have their own advantages, and their future will depend on how effectively they adapt to changing consumer needs

RECOMMENDATIONS

• **Adopt Digital Payments** – Kirana stores should provide UPI card and other digital payment options to make shopping easier and faster

• **Improve Product Availability** – Kirana stores should maintain sufficient stock of commonly purchased products and consider customer preferences while selecting products

• **Combine Online and Offline Services** – Kirana stores can adopt an omnichannel approach by combining their physical stores with digital ordering and delivery services

Implications

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- Consumer convenience time saving and home delivery strongly influence shopping preferences
- Price product quality trust availability and customer service influence consumer satisfaction
- Online and offline retailers can coexist by adapting to changing consumer needs and expectations

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