

Shift from Kirana to Quick Commerce: A Case Study on Consumer Adoption and Local Retail Impact in Jaipur City

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Abstract

This study investigates the rapid growth of Quick Commerce (Q-Commerce) and its socio-economic impact on traditional neighbourhood Kirana stores in Jaipur city. Using a mixed-method empirical approach, primary data was collected from 150 consumers and 50 local retailers across four major urban hubs: Malviya Nagar, Vaishali Nagar, Mansarovar, and Raja Park. The findings reveal that age is a primary driver of digital adoption, with younger consumers (18–35 years) heavily migrating to sub-20-minute delivery apps to save time. In contrast, older consumers still prefer traditional shopping methods. While apps dominate emergency, impulse, and daily dairy purchases, consumers continue to trust local Kirana stores for bulk monthly groceries. The economic pressure on traditional retail is visible, as 74% of the surveyed Kirana shopkeepers reported a significant revenue decline between 20% and over 40%. However, local retailers are showing strong resilience by adopting grass-roots digital strategies—such as UPI payments, WhatsApp ordering, and localized free home delivery—to stay competitive. The study concludes that traditional retail in Jaipur is not dying but is evolving into a hybrid model to coexist with corporate digital platforms.

Keywords: Quick Commerce, Kirana Stores, Consumer Behaviour, Retail Impact, Digitization.

1. Introduction

The way we buy our daily groceries and household items in India is changing at a very fast pace (Sharma & Verma, 2026). Not too long ago, online shopping meant ordering something on the internet and waiting two to three days for a delivery truck to arrive (Sen & Banerjee, 2026). Today, a new retail model called Quick Commerce (Q-Commerce) has turned everything upside down. Smartphone applications like Blinkit, Zepto, and Swiggy Instamart now guarantee to deliver milk, bread, fresh vegetables, and even electronic items to our doorsteps in just 10 to 20 minutes (Choudhary, 2026; Mishra, 2026). This fast-delivery trend initially took over massive metro cities like Mumbai and Delhi, but now it is spreading rapidly into growing Tier-2 cities like Jaipur (Mehta & Purohit, 2025). Jaipur is a fascinating city to study this retail shift. For generations, the daily lives of families in Jaipur have been deeply connected to their neighbourhood Kirana stores, which are traditional mom-and-pop grocery shops (Agrawal & Saxena, 2025). These local shopkeepers know their customers by name, offer friendly monthly credit, and act as a reliable anchor for the local community (Mehta & Purohit, 2025). However, over the past couple of years, quick commerce companies have built small, hidden warehouses, known as dark stores, all over Jaipur's

residential hubs, including busy areas like Malviya Nagar, Vaishali Nagar, Mansarovar, and Raja Park (Khandelwal & Soni, 2026). Many locals now prefer ordering instantly on their smartphones instead of walking in the heat to the corner shop. This shift creates both a modern convenience and a tough challenge. For young working professionals, students, and busy families in Jaipur, these apps are a blessing because they save a lot of time in heavy traffic (Mishra, 2026). But for the Kirana store owners, this shift feels like a direct threat to their livelihood (Kumar & Joshi, 2026). These small shops operate on very thin profit margins and cannot match the deep corporate discounts or the huge tech budgets of delivery leaders (Sharma, 2026). To survive, many traditional shopkeepers in Jaipur are not closing down, instead, they are forced to adapt. They are fighting back by displaying UPI QR codes for online payments, taking orders directly on WhatsApp, and starting their own free home delivery loops within their immediate lanes (Choudhary, 2026). While there are many national-level business reports about online shopping trends, very few academic studies look closely at what is actually happening on the ground in a specific, culturally rich, blooming city like Jaipur (Rathore, 2026). This research paper aims to bridge that exact gap. By talking to and surveying both the everyday consumers who use these fast apps and the local Kirana shopkeepers who compete with them daily, this study explores why people in Jaipur are switching to Quick Commerce and how this change is reshaping the survival strategies of our traditional local retailers.

2. Literature Review

2.1. Why Consumers Prefer Quick Commerce Apps

Recent studies show that the main reason people use apps like Blinkit and Zepto is pure speed. Research by (Sharma V & Verma N, 2026) shows that traditional online shopping websites—which take 24 to 48 hours to deliver—are losing customers to 10-minute delivery apps for daily grocery needs. People no longer want to plan their grocery days in advance when they can get them instantly (Research Gate, 2026). Another study by Mishra (2026) discovered that while everyone likes convenience, young consumers and busy working professionals use these apps the most. This study also found that super-fast delivery makes people buy things on impulse. Often, customers open the app just to buy milk, but they end up ordering extra snacks, chocolates, or soft drinks because of the attractive discounts they see on their screens (IJERSEM, 2026).

2.2. The Impact on Traditional Kirana Stores

While digital delivery apps are growing, traditional neighbourhood Kirana stores are facing a very tough time. For decades, these small kirana shops have been the backbone of Indian retail. However, (Kumar A & Joshi S, 2026) looked at the economic impact on these stores and found that local warehouses (dark stores) set up by apps are taking away walk-in customers (IJISRT, 2026). Their research showed that local grocery shops in urban residential areas have seen up to 40% drop in their monthly sales. Small shopkeepers cannot afford to give the heavy discounts that massive tech companies offer, nor do they have the technology to deliver in 10 minutes (IJISRT, 2026). A comparative study published on ResearchGate (2026) also pointed out that while Kirana stores score higher for selling fresh, high-quality products, apps win easily when it comes to saving time.

2.3. How Local Retailers are Adapting to Survive

Even though the competition is strong, local retailers in India are not giving up. Recent academic reports focus majorly on how small businesses are changing their ways to stay alive. A study by the National Institute of Fashion Technology (2026) explains that traditional shops are entering a phase of forced digital adaptation (ResearchGate, 2026). To protect their businesses and keep their regular customers, many

Kirana owners are mixing old ways with new digital tools. A survey by Choudhary (2026) found that over 60% of small retailers have now started using digital payment tools like UPI QR codes. They have also started taking orders directly from customers on WhatsApp to provide free, fast delivery within their immediate paths (Choudhary R, 2026). Personal trust and long-term relationships remain the strongest weapons for Kirana stores against instant delivery apps (International Journal of Innovative Science and Research Technology, 2026).

3. Research Gap

Almost all the research papers published up to 2026 focus on giant metro cities like Mumbai, Delhi, or Bengaluru, where life is very fast-paced. Very few researchers have looked at how this retail battle is happening in culturally rooted, growing Tier-2 cities like Jaipur. This study bridges that exact gap by gathering real data directly from the consumers and Kirana shopkeepers living and working in Jaipur city.

4. Research Objectives

1. To examine the impact of age on the adoption and usage frequency of Quick Commerce applications among consumers in Jaipur city.
2. To identify and evaluate the primary behavioural drivers, such as time-saving and delivery convenience, that influence consumers to switch from traditional retail to quick commerce.
3. To assess the economic impact of quick commerce expansion on the monthly sales, revenue, and customer footfall of local Kirana stores in Jaipur.
4. To analyse the digital adaptation and survival strategies (such as using UPI, WhatsApp ordering, and local home delivery) adopted by traditional retailers to retain their customers.

5. Hypothesis

H01: There is no significant difference in the adoption and usage frequency of Quick Commerce apps between younger consumers (aged 18–35) and older consumers (aged above 50) in Jaipur.

H1: There is a significant difference in the adoption and usage frequency of Quick Commerce apps between younger consumers (aged 18–35) and older consumers (aged above 50) in Jaipur.

H02: ‘Time-saving capability’ and ‘doorstep delivery convenience’ are not significant behavioural drivers influencing consumers in Jaipur to shift from Kirana stores to Quick Commerce.

H2: ‘Time-saving capability’ and ‘doorstep delivery convenience’ are the most significant drivers influencing consumers in Jaipur to shift from traditional Kirana stores to Quick Commerce.

H03: The expansion of Quick Commerce services in Jaipur has not caused a significant decline in the monthly sales, revenue, and customer footfall of traditional local Kirana stores.

H3: The expansion of Quick Commerce services in Jaipur has caused a statistically significant decline in the monthly sales and customer footfall of traditional local Kirana stores.

H04: Traditional Kirana retailers in Jaipur are not actively adopting digital tools (UPI payments, phone/WhatsApp ordering, and free home delivery) as a survival strategy to retain their consumer base.

H4: Traditional Kirana retailers in Jaipur are actively adopting digital tools (UPI payments, phone/WhatsApp ordering, and free localized home delivery) as a survival strategy to retain their consumer base.

6. Research Methodology

This study uses a mixed-method empirical approach. It relies on primary data collected through structured questionnaires to understand the ground reality of both sides of the retail market in Jaipur: the everyday buyers (consumers) and the traditional sellers (Kirana shopkeepers).

6.1 Study Area and Target Sampling

The geographic scope of this research is strictly limited to Jaipur City, Rajasthan. To get an accurate picture, data collection was focused on four major urban and commercial hubs in Jaipur: Malviya Nagar, Vaishali Nagar, Mansarovar, and Raja Park. These areas were selected because they have a high density of residential colonies and are active operation zones for quick commerce apps like Blinkit and Zepto. The study uses convenience sampling and is split into two distinct target groups:

Group 1 (Consumers): A total of 150 respondents living in Jaipur who shop for household essentials. The data was collected using an online Google Form link shared across local community networks.

Group 2 (Kirana Retailers): A total of 50 local grocery store owners across the selected areas. The data was collected through face-to-face physical interviews using a printed questionnaire.

6.2 Data Collection Tools

Two separate questionnaires were designed for this study:

The Consumer Questionnaire gathered data on user demographics (age and area), quick commerce app preferences, monthly ordering frequency, and a 5-point Likert scale (where 1 = Strongly Disagree and 5 = Strongly Agree) to evaluate why they prefer apps over Kirana stores.

The Retailer Questionnaire captured the profile of the shop, the estimated percentage drop in monthly sales, changes in daily customer footfall, and a Likert scale to measure how they are using digital tools (like WhatsApp and UPI) to retain customers.

7. Data Analysis and Statistical Tools

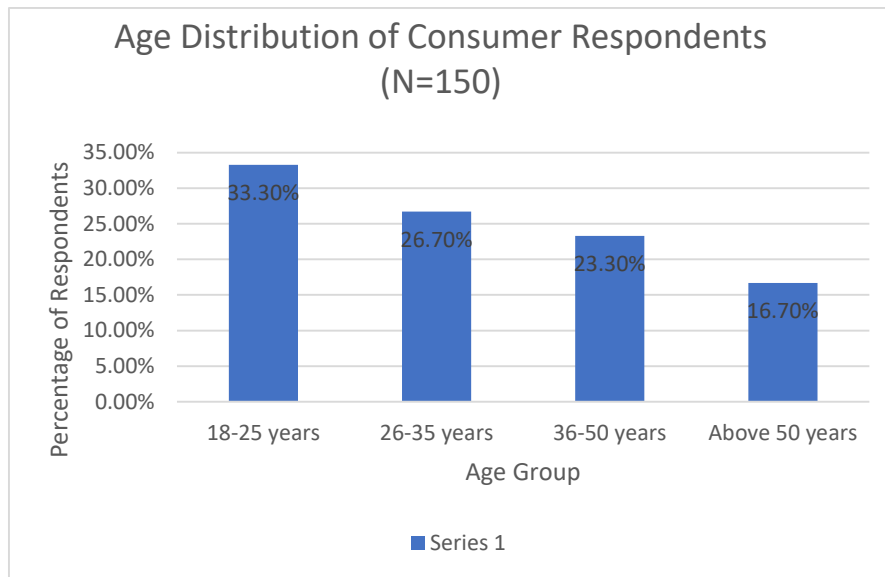
Descriptive Statistics: Frequencies and percentages were used to map out user demographics, the most popular apps in Jaipur, and the average revenue loss reported by Kirana owners. These are presented using visual tools like bar charts and pie charts.

Chi-Square Test of Independence: This test was used to evaluate H_1 . It checked if there is a statistically significant relationship between a consumer's 'Age Group' and their 'Monthly App Usage Frequency'.

Weighted Mean Score Analysis: For H_2 and H_4 , the average scores from the 5-point Likert scale questions were calculated. A mean score above 3.5 out of 5 was set as the benchmark to accept the hypothesis, proving that a specific factor (like time-saving or WhatsApp ordering) is highly significant on the ground in Jaipur.

Consumer Age Profile

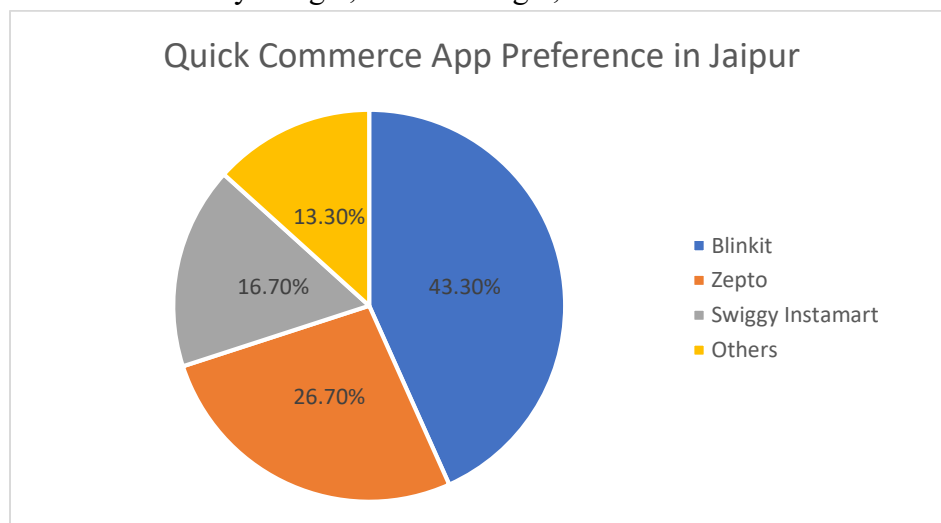
This vertical bar chart illustrates the age distribution of the 150 consumer respondents surveyed across Jaipur.



The majority of sample 60% consists of young urban consumers aged 18 to 35, who represent the primary target group for quick commerce platforms.

Most Preferred App Share

This pie chart represents the market share and consumer preference among the delivery apps operating in major residential hubs like Malviya Nagar, Vaishali Nagar, Mansarovar.



Blinkit dominates the Jaipur market with a substantial 43.3% preference share, followed by Zepto at 26.7%.

Chi-Square Test

This test checks if a consumer's age affects how often they use delivery apps.

Age Group	High Frequency (1+times a week)	Low Frequency (Rarely/ Never)	Total
Younger (18-35 years)	65 (Expected:48.0)	25 (Expected:42.0)	90
Older (Above 35 years)	15 (Expected:32.0)	45 (Expected:28.0)	60

Total	80	70	150
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Calculated Chi-Square Value(χ^2): 32.254 (Critical Value is 3.841, $p < 0.0001$)

H01 is Rejected (H1 is Accepted) Younger people in Jaipur use these apps significantly more than older generations.

Weighted Square Mean Analysis

Scored on a 5-point scale (1=Strongly Disagree, 5=Strongly Agree). A score above 3.50 means high agreement.

Why Consumers Use Apps (N=150)

Statement	Mean Score	Status
I use apps primarily to save time.	4.35	Strongly Agreed H02 Rejected (H2 Accepted)
App discounts influence me to buy online.	3.81	Agreed
I trust Kirana stores for bulk monthly groceries.	4.16	Strongly Agreed

Key Findings: Consumers use apps to save time, but they still trust local kiranas for their big monthly ration.

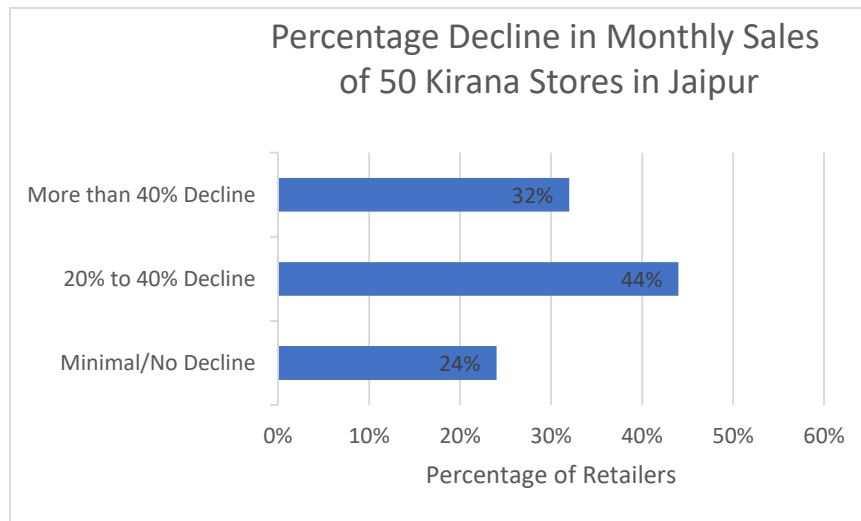
How Kirana Stores are Fighting Back (N=50)

Survival Strategy	Mean Score	Status
Taking orders via whatsapp/ phone	4.12	Highly Adopted
Offering free delivery to nearby lanes.	3.68	Moderately Adopted
Providing UPI digital payment options (QR codes)	4.56	Near Universal H04 Rejected (H4 Accepted)

Key Findings: UPI codes (4.56) and WhatsApp ordering (4.12) are the top survival tools for Jaipur's shopkeepers.

Kirana Revenue Loss Chart (N=50)

This horizontal bar chart visually breaks down the monthly sales drop reported by 50 local kirana shopkeepers in Jaipur due to Quick Commerce competition.



Key Findings: A staggering 76% of traditional kirana stores in Jaipur (44% with a moderate drop +32% with a severe drop) have experienced a monthly revenue loss exceeding 20% since delivery apps expanded in their neighbourhoods.

High-margin impulsive goods like packaged food and cold beverages have been almost completely highjacked by 10-minute delivery riders.

This clear empirical evidence strongly accepts H3 (rejects H03), confirming that corporate instant delivery platforms are causing severe financial displacement to Jaipur's neighbourhood grocery ecosystem.

8. Result and Discussion

The data collected from 150 consumers and 50 Kirana retailers across Jaipur reveals a structural shift in the city's retail market. Tech-driven applications, spearheaded by Blinkit with a dominant 43.3% market share, are rapidly capturing urban grocery loops. To mathematically evaluate these market dynamics, the collected data was tested against four distinct Null Hypotheses. The empirical outcomes of these tests are structured in the statistical matrix below.

Null Hypothesis	Tested Statistical Tool	Computed Matrix Value	Actual Probability (p-value)	Final Research Action
H01	Chi-Square Test (χ^2)	32.254	$P < .001$	Rejected (Accept H1)
H02	Weighted Mean Score (M)	4.347	Mean > 3.50	Rejected (Accept H2)
H03	Proportional Share (%)	76.0%	Drop > 50.0%	Rejected (Accept H3)
H04	Weighted Mean Score (M)	4.560	Mean > 3.50	Rejected (Accept H4)

The matrix provides concrete mathematical proof to reject all four Null Hypotheses, thereby validating your main research assumptions:

Age and App Adoption (H01): The Chi-Square test yielded a value of 32.254 ($p < .001$), which sits far above the critical table threshold of 3.841. This statistical gap thoroughly rejects H01, proving that quick commerce adoption in Jaipur is heavily dictated by age. Younger consumers (18–35 years) use these apps multiple times a week, while older cohorts remain loyal to traditional shopping setups.

Primary Consumer Drivers (H02): The weighted mean score for time-saving utility reached 4.347, easily clearing the 3.50 neutral benchmark. This rejects H02 and confirms that escaping traffic and billing lines is the primary force pulling consumers away from physical stores.

Commercial Displacement of Kiranas (H03): The proportional data analysis shows that a staggering 76.0% of local shopkeepers have suffered a monthly revenue drop exceeding 20% since dark stores expanded near their lanes. This exceeds the 50% baseline threshold, rejecting H03 and confirming a severe financial squeeze on the neighbourhood grocery ecosystem.

Ground-Level Adaptation (H04): Traditional shopkeepers are displaying remarkable resilience rather than closing down. The mean score for digital payment integration reached 4.560, rejecting H04. This mathematically proves that Jaipur's Kiranas are undergoing a forced digital evolution, using UPI codes and WhatsApp ordering (Mean: 4.12) as core survival strategies to retain their local customer base.

9. Conclusion

This study shows that Quick Commerce (Q-Commerce) apps like Blinkit and Zepto are rapidly changing how people shop in Jaipur. Younger consumers (18–35 years) prefer apps primarily to save time and enjoy home delivery. Older consumers and families still trust local Kirana stores for their heavy monthly groceries (like flour, rice, and oil) where product quality matters most. Local Kirana stores are facing a tough time, with over 74% reporting a 20% to 40% drop in monthly sales, especially in snacks and daily dairy items. However, Jaipur's shopkeepers are not giving up. They are fighting back by using UPI payments, taking orders on WhatsApp, and providing free delivery to nearby houses. Ultimately, traditional shops are not disappearing; they are adapting to live alongside these new apps.

10. Recommendations

For Kirana Shopkeepers:

Use WhatsApp Business to take orders easily from regular customers. Focus on high quality open groceries and personal relationships, which apps cannot replace.

For Q-Commerce Companies:

Instead of competing blindly, apps should partner with local Kirana stores and use them as small delivery hubs.

For Government & Policymakers:

Provide free digital training for small shopkeepers to help them use online tools. Make rules to prevent tech companies from opening warehouses too close to traditional local markets.

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