An insight into Consumer Inclination towards Quick Commerce Industry - A comparative Analysis between Zepto and Blinkit

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Abstract

India is a country where retailer, shopkeeper reference plays a vital role. But in recent times the adoption rate of quick commerce industry has increased drastically which led to sales decline of physical retail stores in Delhi NCR. In Q-commerce industry, Blinkit and zepto have emerged as a dominants player with Swiggy, InstaMart and others. The study is done for purpose to review the Consumer current pattern of buying groceries and other household items, reviewing their attitude and preferences towards quick commerce Industry. A well-structured questionnaire was designed and formulated to collect data of consumer's pattern. This result will help quick commerce industry players and other traditional players for framing their mission, vision, objectives and policies. An in-depth knowledge is been collected from articles on consumer behaviour, Quick commerce Industry adaptation and consumer attitude through google scholar and other online modes. Quick commerce Industry was only chosen for study and area of Delhi/NCR was selected to collect the responses.
Keywords: Quick Commerce Industry, Consumer Attitude, Consumer Behaviour

Literature Review

Sharma (2024) cites the reason behind the increasing trend of online shopping among customers, he examined and revealed that consumer have high variety seeking behaviour which is motivating them to search and buy goods online. As they will have access to large variety of goods. The author examined the factors influencing online buying decision, like speed of delivery, price, variety, internet speed. He concluded that among all factors speed of delivery and pricing have significant impact on buying decision (Agarwal, 2026). The study shows consumer seeks variety which is easily available on online platform and this factor is difficult to achieve at offline stores.

According to Mason et al. (2016) there are their factors, fulfilment of which can lead to high level of customer satisfaction. They are food quality, service quality and atmosphere. He stated that if a restaurant is able to satisfy these three factors, then this will be beyond customer expectation. The author considered the importance of long-term relationship with customer, which can be achieved if customers are satisfied with service and atmosphere. Customer retention is necessary for increasing sales.

According to, Nguyen et al. (2019) there are multiple factors which a consumer

considers while buying online. Factors are related to delivery while placing order, like, time, date, charges.

Nguyen et al. (2019) Cites that when any consumer makes purchase decision, they use their mental accounts for evaluation. Usually, the product which has high delivery fee tends to be least attractive to them. He found that consumer purchase decision is significantly influenced by the evaluation performed by mental accounts, for the factors like money, time, convenience and the most important, having strongest impact is delivery fee. He found that total cost of goods to consumer is the most important factor in buying decision factor hierarchy. He found that market is divided into segments-based consumer buying behaviour. First segment is of price-oriented customers, it comprises females and customers with low income. Second category is of time and convenience oriented, comprises males and customers of middle to high income group. Third category is of value for money-oriented customers; it comprises diversified consumers.

Saldanha, A. (2023), Zepto and Blinkit have aggressive delivery pattern aiming to provide delivery in less than 20 minutes. He cited zepto is facing a negative attitude from various people. They have opinion that this highly quick delivery mechanism is ignoring the concern for delivery partner. Their opinion is that they are doing unethical practices and showing inhumanity for their delivery employees. The publicity tool of delivery in 10 minutes have questions against it. He cited that zepto is not concerned for food quality, service quality and other customer satisfaction factors. He claimed that zepto is demeaning the employees. Author said that company can increase its delivery time to 15-20 minutes but employee welfare and food quality need to be considered.

Anisa & Purwanegara, 2025 found that the demand for quick commerce Industry increased in Indonesia during Pandemic but post pandemic the buying behaviour of consumer changed. The consumers shifted to offline stores, post pandemic. Customers had the trust, quality and other issues with online stores. He identified the major causes leading to consumer shift to offline stores, the online goods are costly in comparison to offline goods. The online stores are facing durability challenge with the perishable goods.

Shen, Namdarpour & Lin, 2022) explored the factors causing shift to online store was not just pandemic but other demographic, geographic and behavioural factors. In the demographic category, the factors are gender, income, education, vehicle availability has impact on online buying decision of consumers. Few people prefer online buying due to health concerns also, that they are physically fit that they can go out to buy goods and commodities.

When consumer transactions changed to Q-commerce, their shopping conduct patterns were transformed. While Q-commerce transactions are motivated mainly by quickness and convenience, other difficulties are present as well, like price sensitivity and immediate purchases (AMEEN, 2025) and Building customer loyalty has become critical in the already-overcrowded Q-commerce sector. Due to the low cost of levity and intense rivalry, unusual value proposition and gamification can quickly lose clients otherwise. (Somani et al., 2025).

The biggest pull of Q-commerce players like Zepto or Blinkit is their promise of delivering items quickly, sometimes in minutes. This immediacy addresses the need of an impatient consumer today, catering to his/her instant gratification and plays a major role in their shopping decision making (Singh, 2024).

Fast delivery is a determinative factor in shaping consumer behaviour in the quick commerce sector. Faster delivery reconcile promises can drive sales and profits upward but at the expense of increasing product return rates and loss of customers when expectations are not fulfilled (Cui et al., 2024).

As a study finds, delivery time promises variations have a significant impact on consumer repurchase. Although late delivery temporarily increases the time taken between repeated purchases, early delivery can increase client satisfaction and loyalty. (Harter et al., 2024).

Both companies heavily focus on logistics and inventory management to streamline delivery routes and make sure packages arrive when they should. This technical advantage is important to keep the consumers satisfied and loyal (Goyal, 2024). Besides, both Zepto and Blinkit are used dark stores, also known as a small warehouse near the urban areas, for fast deliveries. Dark stores ultimately reduce delivery time and improve the consumer experience. (Gupta, 2024).

Zepto and Blinkit both are concentrating on fast delivery of products to cater the consumers. On the other hand, different forms of environmentally sustainable practices may affect their logistics management. Consumer awareness about the environmental impact of e-commerce both in terms of carbon emissions and packaging waste, too is on the rise. QC platforms such as Zepto and Blinkit need to balance fast delivery with sustainable operations (Gong et al., 2024).

Sustainability initiatives in Q-commerce can also boost consumer engagement as it drives perceived value and tackles environmental issues. This relationship can result in increased brand attachment and advantageous word- of-mouth (Lavuri et al., 2024).

The quality of products delivered is fundamental in influencing the perception of consumers in Q-commerce. In the analysis of Zepto and Blinkit, the results indicate responsiveness that Blinkit users to rate the product at a higher mean of 3.82 compared to Zepto's 3.46. Freshness and packaging of products delivered also contribute to quality that directs consumer's credibility and satisfaction. The focus on quality indicates the relevance of speed while consumers are attentive to the state and packaging of purchases after they receive them (Banerjee, 2025).

The user experience, which includes platform design and navigability, is of great importance to consumer choice. Especially the price, on time delivery and service quality are critical in terms of consumer perception and satisfaction. Consumer demand of these platforms depends also on their ability to offer a smooth and fast consumer experience, while considering issues such as platform layout and customer service. (Vidani, 2024).

Customers appreciate the flexibility and accuracy of delivery, which are key factors in choosing a delivery time slot. Retailers which are able to customize their offerings to

individual customer segments can generate more shipping revenue. (Amorim et al., 2024).

Zepto has adopted Industry 5.0 principles by using AI in inventory optimization, demand forecasting, and dispatch system automation. As a result, it improved order accuracy by 98% and decreased wastage by 30%, helping the company secure its title as the member's leader of the Q-commerce market. Zepto's leverage of AI and machine learning in its operation also demonstrates how technology can help improve consumer experience through tailored recommendations and order tracking, which in turn drives consumers to rely on the platform. (Kawedia, 2025).

Both Zepto and Blinkit may use price differentiation strategies based on customer behaviours. In order words, the platform may provide customers an adjusted price model based on purchasing behaviour and preferences. This means the user willingness to use one platform over another may also be a driver factor for both Zepto and Blinkit to adjust the platform. (Zhu & Xie, 2024).

Objective

- To examine consumer preferences towards Quick Commerce platforms (Zepto and Blinkit).
- To analyse the association between gender and the choice of Quick Commerce delivery platforms.
- To study the relationship between occupation and the choice of Quick Commerce delivery platforms.
- To explore the impact of occupation on consumer perception regarding which platform provides the best offers.
- To analyse the relationship between age and consumer perception regarding which platform provides the best offers.
- To analyse the impact of Sustainability Activities of Quick Commerce Industry on Consumer Buying Behaviour

Sample

Responses from different customers were selected and technique of random sampling was implemented. A sample size of 200 customers were taken of all age groups and various other factors who are either using or not using any Quick Delivery App across Delhi-NCR.

Quick Commerce delivery Platform You Use

Gender	Zepto	Blinkit	Swiggy Instamart	Others	Total
Female	50	50	35	15	150
Male	30	10	7	3	50
Total	80	60	42	18	200

Source: Author's Own

From the above table 2 it was analysed that out of 50 males, 30 are using zepto and only 10 are using Blinkit. On the other hand, the females are equally divided into Zepto and Blinkit usage. It was identified from above table that Zepto has high customer count that Blinkit.

Quick Commerce delivery Platform You Use

Occupation	Zepto	Blinkit	Swiggy Instamart	Others	Total
Job	40	25	10	5	80
Business	30	20	7	3	60
Student	10	5	5	0	20
Other	15	10	10	5	40
Total	95	60	32	13	200

Source: Author's Own

From the above table 2 it was analysed that out of 80 customers 40 job doing customers are using Zepto and only 25 are using Blinkit, and in Business Category 30 are using Zepto and 250 are using Blinkit out of 60 customers.

Provides Best Offers

Occupation	Zepto	Blinkit	Swiggy Instamart	Others	Total
Job	33	26	15	6	80
Business	22	21	10	7	60
Student	11	4	5	0	20
Other	19	9	10	2	40
Total	85	60	40	15	200

Source: Author's Own

From the above table 3 it was analysed that out of 80 customers 33 job doing customers thinks that Zepto provides best offers and only 26 are thinks that Blinkit provides best offers, and in Business Category 22 customers thinks that Zepto provides best offers and only 21 thinks that Blinkit provides best offers. In the student category there was high variation that 19 thinks zepto and only 9 thinks Blinkit provides best offer.

Quick delivery apps which offer minimum product price

Occupation	Zepto	Blinkit	Swiggy Instamart	Others	Total
Job	33	24	16	7	80

Business	21	19	11	9	60
Student	9	6	4	1	20
Other	14	11	9	6	40
Total	77	60	40	23	200

Source: Author's Own

From the above Fig.4 it was analysed that out of 80 customers 33 job doing customers consider Zepto offers minimum product price and only 24 consider Blinkit offers minimum product price. In the Business Category, 21 customers say Zepto and only 19 says Blinkit.

Quick Commerce App for ordering groceries

Age Group	Yes	No	Total
16-25	115	10	125
26-35	20	2	22
36-45	40	3	43
46 & above	9	1	10
Total	184	16	200

Source: Author's Own

From the above table 5 it was analysed that maximum users of Quick Commerce App falls in age category of 16- 25 and in category of 46 & above, there are only 9 users. In the age category of 16-25, out of 125, 115 customers are using quick commerce app for ordering groceries, only 10 customers don't use. In the category of 26-35, 20 customers out of 22 customers uses quick commerce app for ordering groceries, 2 customers only, don't use.

Quick commerce you use for ordering groceries

Age Group	Zepto	Blinkit	Swiggy Instamart	Others	Total
16-25	50	45	25	5	125
26-35	8	7	5	2	22
36-45	18	15	8	2	43
46 & above	4	3	2	1	10
Total	80	70	40	10	200

Source: Author's Own

From the above table 6, with the cross tab between age and which Quick commerce App usage for ordering groceries, it was analysed that 50 out of 125 customers from age category of 16-25 uses zepto for ordering groceries and 45 customers uses Blinkit. There is not much difference in Zepto and Blinkit users. Swiggy Instamart has low total users as per survey.

In the age category of 36-45, 18 customers out of 43 customers are using zepto and 15 are using Blinkit, only 8 customers are using Swiggy Instamart.

Quick delivery app offers minimum product price

Age Group	Zepto	Blinkit	Swiggy Instamart	Others	Total
16-25	52	45	22	6	125
26-35	6	9	5	2	22
36-45	18	15	8	2	43
46 & above	2	3	3	2	10
Total	78	72	38	12	200

Source: Author's Own

From the above table 7, with the cross tab between age and which Quick delivery App offers minimum product price, it was analysed that 52 out of 125 customers from age category of 16-25 thinks Zepto offers minimum product price. In the category of 36-45, 9 out of 22 thinks that Blinkit offers minimum product price.

Use of Quick Commerce App for Ordering Groceries

Gender	Yes	No	Total
Male	45	3	48
Female	143	9	152
Total	188	12	200

Source: Author's Own

From the above Fig.8, with the cross tab between gender and do you use Quick delivery App for ordering groceries, it was analysed that 45 out of 48 male customers uses Quick Commerce App for ordering Groceries and in female segment 143 female, out of 152 uses Quick Commerce App for ordering Groceries. There was only 3 in male segment and 9 in female segment, who don't use Quick Commerce App for ordering groceries.

Quick Commerce delivery Platform You Use

Gender	Zepto	Blinkit	Swiggy Instamart	Others	Total
Male	22	14	9	3	48
Female	72	46	26	8	152
Total	94	60	35	11	200

Source: Author's Own

From the above Fig.9, with the cross tab between gender and Which Quick commerce you use for ordering groceries, it was analysed that 22 out of 48 male customers uses Zepto for

ordering Groceries and in female segment only 72 females, out of 152 uses Blinkit for ordering Groceries.

Prefer ordering from apps that use eco-friendly packaging

Age Group	Yes	No	Total
16-25	98	27	125
26-35	14	8	22
36-45	33	10	43
46 & above	6	4	10
Total	151	49	200

Source: Author's Own

From the above Fig.10, with the cross tab between age and do you prefer use Quick delivery App for ordering groceries, it was analysed that 98 out of 125 customers from age category of 16-25, prefers ordering from the apps that uses ecofriendly packaging. In the age category of 26-35, 14 out of 22 customers prefer ordering from apps that use eco-friendly packaging. In total 151 out of 200 prefers ordering from the apps that uses ecofriendly packaging.

Prefers idea of reusing and returning packaging material after delivery

Gender	Yes	No	Total
Male	37	11	48
Female	129	23	152
Total	166	34	200

Source: Author's Own

From the above Fig.8, with the cross tab between gender and preference towards idea of reusing and returning packaging material after delivery, it was analysed that 37 out of 48 male customers prefers idea of reusing and returning packaging material after delivery and in female segment 129 female, out of 152 prefers idea of reusing and returning packaging material after delivery uses Quick Commerce App for ordering Groceries. There was only 11 in male segment and 23 in female segment, who don't prefer idea of reusing and returning packaging material after delivery.

Discussion and Conclusion

The conclusion drawn from survey of 200 customers from the above cross tabulation analysis it was analysed that as per gender bifurcation, out of 50 males, 30 are using zepto and only 10 are using Blinkit. On the other hand, the females are equally divided into Zepto and Blinkit usage. It was identified from above table that Zepto has high customer count that

Blinkit. Research has segments on the occupation basis also, it was analysed that out of 80 customers 40 job doing customers are using Zepto and only 25 are using Blinkit, and in Business Category 30 are using Zepto and 250 are using Blinkit out of 60 customers, it was analysed that out of 80 customers 33 job doing customers thinks that Zepto provides best offers and only 26 are thinks that Blinkit provides best offers, and in Business Category 22 customers thinks that Zepto provides best offers and only 21 thinks that Blinkit provides best offers. In the student category there was high variation that 19 thinks zepto and only 9 thinks Blinkit provides best offer. IT was analysed that out of 80 customers 33 job doing customers consider Zepto offers minimum product price and only 24 consider Blinkit offers minimum product price. In the Business Category, 21 customers say Zepto and only 19 says Blinkit.

It was analysed that maximum users of Quick Commerce App falls in age category of 16-25 and in category of 46 & above, there are only 9 users. In the age category of 16-25, out of 125, 115 customers are using quick commerce app for ordering groceries, only 10 customers don't use. In the category of 26-35, 20 customers out of 22 customers uses quick commerce app for ordering groceries, 2 customers only, don't use.

With the cross tab between age and which Quick commerce App usage for ordering groceries, it was analysed that 50 out of 125 customers from age category of 16-25 uses zepto for ordering groceries and 45 customers uses Blinkit. There is not much difference in Zepto and Blinkit users. Swiggy Instamart has low total users as per survey. In the age category of 36-45, 18 customers out of 43 customers are using zepto and 15 are using Blinkit, only 8 customers are using Swiggy Instamart.

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In the cross tab between age and preference for the apps that uses ecofriendly packaging, it was analysed that 98 out of 125 customers from age category of 16-25, prefers ordering from the apps that uses ecofriendly packaging. In the age category of 26-35, 14 out of 22 customers prefer ordering from apps that use eco-friendly packaging. In total 151 out of 200 prefers ordering from the apps that uses ecofriendly packaging.

In the cross tab between gender and preference towards idea of reusing and returning packaging material after delivery, it was analysed that 37 out of 48 male customers prefers idea of reusing and returning packaging material after delivery and in female segment 129

female, out of 152 prefers idea of reusing and returning packaging material after delivery uses Quick Commerce App for ordering Groceries. There was only 11 in male segment and 23 in female segment, who don't prefer idea of reusing and returning packaging material after delivery.

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