



CUSTOMER PREFERENCE, SATISFACTION AND BEHAVIORAL ANALYSIS TOWARDS ONLINE GROCERY DELIVERY SERVICES: A COMPARATIVE STUDY ON BLINKIT AND ZEPTO

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Abstract: The rapid growth of digital technology and internet penetration has significantly transformed the retail sector, especially in online grocery delivery services. Quick-commerce platforms like Blinkit and Zepto have emerged as major players by offering ultra-fast delivery and convenient shopping experiences. This study aims to analyse customer preference, satisfaction, and behavioural patterns towards these two platforms through a comparative approach. The research was conducted in Coimbatore city with a sample size of 100 respondents. Primary data were collected using a structured questionnaire, along with supporting secondary data from journals and websites. Statistical tools such as percentage analysis, Chi-square test, ANOVA, and correlation analysis were used for interpretation. The study examines factors like delivery speed, pricing, product availability, app usability, customer support, and promotional offers. The findings indicate that speed and convenience are the key drivers of customer preference. Competitive pricing and discounts also strongly influence purchase decisions. Both platforms show high levels of customer satisfaction, though slight differences exist in perceived service quality. The research highlights changing consumer behaviour towards quick-commerce services. Overall, the study provides valuable insights and recommendations to improve customer experience and strengthen competitive positioning in the online grocery market.

Keywords: Online Grocery Delivery, Blinkit, Zepto, Customer Preference, Satisfaction, Behaviour.

I. INTRODUCTION AND DESIGN OF THE STUDY

The rapid expansion of digital technology, increased internet penetration, and widespread smartphone adoption have greatly transformed India's retail sector, especially through the growth of online grocery delivery services. These platforms have replaced traditional shopping methods by offering greater convenience and speed. Consumers increasingly prefer doorstep delivery and time-saving solutions, which has fuelled the rise of quick-commerce services. Blinkit and Zepto have emerged as major players in this segment by promising ultra-fast delivery and a wide range of products. Their competitive strategies include attractive discounts, efficient logistics, and user-friendly mobile applications. These services have especially appealed to urban households, working professionals, and students. Customer preferences in this market are influenced by factors such as delivery speed, product availability, pricing, app usability, and customer support. Satisfaction with these factors affects customer loyalty and continued usage. Understanding consumer behaviour has therefore become crucial in this highly competitive environment. This study examines customer perceptions of Blinkit and Zepto and compares behavioural differences between their users. It also identifies key determinants influencing customer preference and satisfaction. Through comparative analysis, the study highlights the strengths and weaknesses of both platforms. Ultimately, the research aims to provide insights into evolving online grocery shopping trends in India. These insights can help service providers enhance customer experience. The study contributes to understanding changing consumer expectations in the digital grocery market.

II. STATEMENT OF THE PROBLEM

The rapid growth of online grocery delivery services has significantly changed consumer shopping behaviour, particularly in urban areas. Blinkit and Zepto are popular platforms due to their fast delivery, convenience, and wide product range. However, customers experience differences between the two in service quality, pricing, delivery performance, and product availability. This makes it difficult for users to decide which platform offers better value and reliability. Limited comparative research on customer behaviour and satisfaction highlights the need for deeper analysis to benefit both companies and consumers.

III. OBJECTIVES OF THE STUDY

- To analyse the customer preference towards online grocery delivery services.
- To analyse the buying behaviour of customers using Blinkit and Zepto.
- To identify the key factors influencing customer behaviour.
- To measure the level of customer satisfaction towards Blinkit and Zepto.
- To provide suggestions / recommendation based on the study.

IV. RESEARCH METHODOLOGY

RESEARCH AREA

The study will be conducted within the context of educational institutions, focusing on students enrolled in various academic programs.

SOURCES OF DATA

PRIMARY DATA

Primary data is also known as fresh data which is done by preparing questionnaire and by collecting the response from the customers.

SECONDARY DATA

Secondary data are collected from the journals, websites, articles and newspapers for the analysis.

DATA ANALYSIS

The study uses both descriptive and inferential statistical techniques to analyse customer preference, satisfaction, and behavioural patterns towards online grocery delivery services, with special reference to Blinkit and Zepto. Descriptive statistics are applied to summarize demographic profiles, usage patterns, spending behaviour, and platform preference. Inferential statistics are used to examine relationships between variables, compare customer satisfaction levels, and test the formulated hypotheses between the two platforms.

TOOLS USED FOR THE STUDY

- Percentage Analysis
- Chi-Square
- Anova
- Correlation Analysis

LIMITATIONS OF THE STUDY

- The sample size of the study is limited to 100.
- The study focuses only on Blinkit and Zepto, excluding other online grocery platforms.
- External factors such as pricing changes, promotional offers, and market competition during the study period may influence customer preferences and satisfaction levels.

V. REVIEW OF LITERATURE

Banerjee & Upadhyay (2025)¹ – Consumer Perception of product quality in quick commerce: a comparative study of Zepto and Blinkit. This study (117 respondents in Mumbai) finds that product quality (freshness, packaging, delivery) strongly influences consumer trust, and Blinkit scores higher than Zepto in perceived product quality.

Rajan C S (2025)² – From Clicks to Delivery in Minutes: Analysing Customer Satisfaction in Zepto's Quick-Commerce Digital Grocery. Surveys among 108 respondents (mostly 18–25 years) show that while many users are positive about

Zepto’s speed and product quality, there are neutral or negative perceptions around packaging, transparency in pricing, and availability.

VI. OVERVIEW OF THE STUDY

Online grocery delivery services have become one of the fastest-growing sectors in India’s retail ecosystem due to rapid urbanisation and changing consumer lifestyles. Quick-commerce platforms such as Blinkit and Zepto have transformed traditional grocery shopping by offering ultra-fast delivery within 10–20 minutes. These platforms operate through strategically located dark stores that enable quick order processing and efficient last-mile delivery. Their user-friendly mobile applications, real-time order tracking, and multiple payment options enhance customer convenience. Competitive pricing, discounts, and promotional offers further attract price-sensitive consumers. Both companies provide a wide range of products including fresh produce, groceries, dairy items, personal care, and household essentials. The study focuses on comparing customer preferences, satisfaction levels, and behavioural patterns between these two platforms. It highlights how delivery speed, service quality, and app usability influence purchasing decisions. The competitive dynamics between these companies reflect the growing demand for instant convenience in urban markets. Overall, the overview explains the relevance and importance of analysing consumer behaviour in the evolving quick-commerce industry.

VII. DATA ANALYSIS AND INTREPRETATION

Table No.1: Describes the demographic profile of the respondents

		No. of the Respondents	Percentage
Age group	Less than 20 years	25	25
	21- 30 years	60	60
	31 - 40 years	14	14
	41 - 50 years	1	1
	Total	100	100
Gender	Male	54	54
	Female	46	46
	Total	100	100
Education Qualification	UG Level	73	73
	PG Level	24	24
	Professional	2	2
	others	1	1
	Total	100	100
Occupation	Student	42	42
	Employed	39	39
	Own Business	11	11
	Other	8	8
	Total	100	100
Monthly Income	Below 20000	43	43
	21000 - 30000	28	28



	31000 - 40000	19	19
	Above 50000	10	10
	Total	100	100

Source: Primary data

Interpretation:

The majority (60%) of the respondents belong to the 21 – 30 years age group. A significant proportion (52%) of the respondents are male. most respondents (73%) are undergraduates in terms of educational qualification. Regarding occupation, 42% of the respondents are student, while 39% are employed. the dominant income group among respondents is below 20,000 (43)%.

CHI-SQUARE ANALYSIS

Hypothesis:

Null-hypothesis(H0): There is no significant association between Occupational Status and Satisfaction level in using with Blinkit and Zepto app.

Alternative-hypothesis(H1): There is a significant association between Occupational status and Satisfaction level in using Blinkit & Zepto app.

Table No. 2: Describes the association between Occupational status and Satisfaction level in using of Blinkit & Zepto Apps.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	23.140 ^a	9	.006
Likelihood Ratio	27.320	9	.001
Linear-by-Linear Association	11.073	1	.001
N of Valid Cases	100		

Interpretation:

Since the significance value (0.006) is less than 0.05, the null hypothesis is accepted. and alternative hypothesis is rejected. Hence, there is a significant association between Occupation status and satisfaction level in using of Blinkit & Zepto apps.

CORRELATION ANALYSIS

Correlation is used to examine whether there is a positive relationship between Education Qualification and preference for choosing an app.

Hypothesis:

Null-Hypothesis (H0): There is no negative relationship between education qualification and preference for choosing an app.

Alternative-Hypothesis (H1): There is a positive relationship between education qualification and preference for choosing an app.

Table No. 3 Describes the relationship between Education qualification and preference for choosing an app.

		Education qualification	I choose an app because of spend of delivery fast delivery
Education qualification	Pearson Correlation	1	.242*
	Sig. (2-tailed)		.015
	N	100	100
I choose an app because of spend of delivery fast delivery	Pearson Correlation	.242*	1
	Sig. (2-tailed)	.015	
	N	100	100

*. Correlation is significant at the 0.05 level (2-tailed).

Interpretation:

Since the significance value (0.015) is less than 0.05, the null hypothesis is accepted. Hence, there is a positive relationship between education qualification and preference for fast delivery.

VIII. FINDINGS OF THE STUDY

- Majority of the respondents belong to the age group of 21 - 30 years.
- A large proportion of respondents are students and employed. This indicates that busy lifestyles encourage the use of quick-commerce services.
- Most respondents prefer Blinkit over Zepto and other platforms. Blinkit appears to have slightly stronger brand preference among users.
- Chi-square analysis reveals a significant association between occupation and satisfaction level in Blinkit/Zepto, indicating that occupation and satisfaction level in Blinkit/Zepto.
- ANOVA analysis shows that difference between age and preference for choosing an app, indicating similar age and preference for choosing an app.
- Correlation analysis shows that relationship between education qualification and preference for choosing an app.

IX. SUGGESTIONS OF THE STUDY

- Blinkit and Zepto should improve product availability across all categories. Proper inventory management can reduce order cancellations.
- More attractive discounts and seasonal offers should be introduced. Promotional strategies can encourage repeat purchases.
- Delivery speed should be maintained consistently even during peak hours. Timely delivery builds customer trust.
- Quality checks should be improved before dispatching products. Ensuring product quality will reduce complaints.
- Return and refund policies should be made more flexible. Easy return procedures increase customer confidence.

X. CONCLUSION

The present study was conducted to analyze consumer preference and satisfaction towards online grocery delivery platforms, with special reference to Blinkit and Zepto. The rapid growth of digital technology and increasing internet usage have significantly changed the buying behavior of consumers, especially in urban areas. Online grocery platforms have become an essential part of modern lifestyle due to their speed, convenience, and accessibility. The findings of the study reveal that young consumers are the major users of these platforms, and quick delivery service is the most important factor influencing their preference. Convenience, time-saving, discounts, and ease of app usage also play a vital role in customer satisfaction. Although both Blinkit and Zepto perform well in terms of service and delivery, slight differences exist in customer preference and satisfaction levels.

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