



A COMPARATIVE STUDY OF THE DELIVERY APPS BLINKIT AND ZEPTO WITH SPECIAL REFERENCE TO COIMBATORE

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Abstract: This study focuses on a comparative analysis of two leading quick commerce delivery applications, Blinkit and Zepto, with special reference to Coimbatore. The rapid growth of digital technology and increasing consumer demand for convenience have led to the emergence of ultra-fast delivery platforms. These applications promise delivery within 10–20 minutes, transforming traditional retail practices.

The research examines consumer awareness, usage patterns, service quality, delivery speed, pricing, and overall satisfaction. Data was collected from 160 respondents using a structured questionnaire. Statistical tools such as percentage analysis, chi-square test, and ranking analysis were used

Keywords: Quick Commerce, Blinkit, Zepto, Consumer Satisfaction, Delivery Speed, Online Grocery, Customer Preference, Coimbatore Market

I. INTRODUCTION

Quick commerce (Q-commerce) has emerged as a revolutionary model in the retail sector, offering ultra-fast delivery of essential goods. Applications like Blinkit and Zepto have gained popularity due to their ability to deliver products within minutes.

In cities like Coimbatore, increasing smartphone usage, busy lifestyles, and urbanization have contributed to the growth of such platforms. This study aims to analyze and compare these two apps in terms of service quality, pricing, delivery speed, and customer satisfaction.

II. STATEMENT OF PROBLEM

Despite the rapid growth of quick commerce platforms, there is limited research on their performance in tier-II cities like Coimbatore. Consumers face issues related to delivery delays, pricing variations, and service reliability.

This study attempts to identify and compare the performance of Blinkit and Zepto and understand the challenges faced by users.

III. OBJECTIVES

The main objective of this study is to compare the performance of Blinkit and Zepto in Coimbatore. The study aims to analyze the level of awareness and usage of these platforms among consumers. It focuses on evaluating key service aspects such as delivery speed, pricing, product availability, and ease of use. Another objective is to assess customer satisfaction and identify the factors influencing consumer preferences between the two apps. The study also aims to understand the challenges faced by users while using these platforms. By analyzing consumer opinions and behavior, the research seeks to provide insights into the effectiveness of quick commerce services. Additionally, the study intends to offer suggestions for improving service quality and enhancing customer experience. Overall, the objective is to contribute to better understanding of consumer expectations in the growing quick commerce market.

IV. SCOPE OF STUDY

The scope of this study is limited to a comparative analysis of Blinkit and Zepto in Coimbatore city. It focuses on consumer awareness, usage patterns, and satisfaction levels related to these quick commerce platforms. The study examines factors such as delivery speed, pricing, product availability, app usability, and customer service. Data was collected from 160 respondents using a questionnaire method during January 2026 to March 2026. The research mainly considers urban and semi-urban consumers who actively use online delivery applications. It does not include other platforms like Swiggy Instamart or BigBasket in detailed comparison. The findings are based on the responses of selected participants and may not represent the entire population. The study aims to provide useful insights for both consumers and companies to improve service quality and make better decisions in the competitive market.

V. RESEARCH METHODOLOGY

Research methodology refers to the systematic process used to collect and analyze data for the study. This research is descriptive in nature and is based on both primary and secondary data. Primary data was collected through a structured questionnaire distributed to 160 respondents in Coimbatore using convenience sampling. Secondary data was collected from journals, websites, and research articles related to quick commerce platforms. The study period covers January 2026 to March 2026. Statistical tools such as percentage analysis, chi-square test, and ranking analysis were used to interpret the data. Percentage analysis helps in understanding respondent distribution, while chi-square test is used to find relationships between variables. Ranking analysis identifies the most important factors influencing consumer preferences. This methodology ensures a systematic and reliable approach to understanding consumer behavior and evaluating the performance of Blinkit and Zepto.

VI. LIMITATIONS

This study has certain limitations that may affect the accuracy and generalization of the findings. Firstly, the study is restricted to Coimbatore city, so the results may not be applicable to other regions. Secondly, the sample size is limited to 160 respondents, which may not fully represent the entire population. Thirdly, the study is based on respondents' opinions, which may be subjective and vary from person to person. Time constraints also limited the depth of analysis and data collection. Additionally, the use of convenience sampling may lead to bias in the selection of respondents. The study focuses only on Blinkit and Zepto and does not include other competitors in detail. Despite these limitations, the research provides valuable insights into consumer preferences and service quality of quick commerce platforms.

VII. REVIEW OF LITERATURE

Topiwala (2025) analyzed the marketing strategies of Blinkit and Zepto and found that Blinkit focuses on large-scale operations, while Zepto emphasizes customer retention through loyalty programs. Banerjee and Upadhyay (2025) studied consumer perception of product quality and concluded that Blinkit is perceived to provide better freshness compared to Zepto. Singh (2025) highlighted that delivery speed and app usability are the key factors influencing customer satisfaction in quick commerce platforms.

Goswami and Kumari (2024) observed that quick commerce increases consumer dependency due to convenience and frequent usage. Sharma and Gupta (2023) found that younger consumers prioritize speed and convenience over price. The Redseer Report (2024) predicted significant growth in the quick commerce sector, impacting traditional retail stores.

VIII. OVERVIEW OF THE STUDY

This study focuses on a comparative analysis of Blinkit and Zepto, two leading quick commerce platforms operating in India, with special reference to Coimbatore city. Both platforms provide ultra-fast delivery services, typically within 10 to 20 minutes, using advanced logistics systems and strategically located dark stores. Blinkit operates through partnerships with local stores and a strong delivery network, while Zepto relies heavily on micro-warehouses and technology-driven supply chain systems. The study examines various aspects such as service quality, delivery speed, pricing strategies, product availability, and customer satisfaction. It also explores consumer behavior, preferences, and the factors influencing their choice between the two platforms. By analyzing these elements, the study aims to provide a clear understanding of how quick commerce platforms function and compete in the market. It also highlights their impact on consumer lifestyle and traditional retail systems.

IX. ANALYSIS AND INTERPRETATION

The analysis and interpretation of data play a crucial role in understanding consumer behavior and preferences. In this study, data collected from 160 respondents was analyzed using percentage analysis, chi-square test, and ranking analysis. The results indicate that a majority of respondents belong to the age group of 21–30 years and are aware of quick commerce platforms. Most users prefer using these apps weekly, mainly for purchasing groceries and vegetables. A significant number of respondents agree that quick commerce apps save time, although many have experienced occasional delivery delays. The analysis also shows that offers and discounts are the primary reasons for choosing Blinkit and Zepto. Ranking analysis reveals that delivery speed is the most important factor, followed by ease of use and product quality. The chi-square test indicates no significant relationship between gender and satisfaction levels, suggesting that preferences are similar across genders.

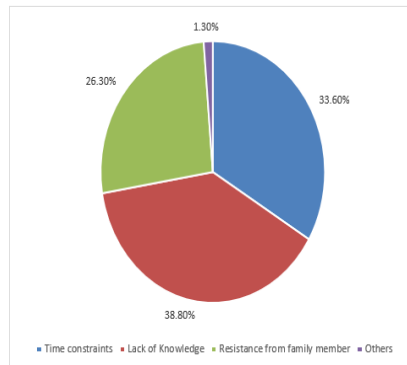


Fig. 1 Chart showing the challenges faced in participating in family investment decisions of respondents

TABLE I challenges faced in participating in family investment decisions of respondents

Particulars	No. of Respondents	Percentage
Very confident	49	32.2%
Somewhat confident	82	54%
Not very confident	21	13.8%
TOTAL	152	100%

INTERPRETATION:

The above table 4.17 shows that 32.2% of respondents were very confident; 54% of respondents were somewhat confident and 13.8% of respondents were not very confident. Most of the respondents were somewhat confident in financial knowledge (54%).

X. CHI SQUARE ANALYSIS

Observed Value	Expected value	(O-E)	(O-E) ²	(O-E) ² /E
45	36.91	8.09	65.44	1.77
55	63.68	-8.68	75.34	1.18
10	11.58	-1.58	2.49	0.21
5	11.41	-6.41	4.09	3.60
25	19.68	5.32	28.30	1.43
4	3.58	0.42	0.18	0.05
1	3.69	-2.69	7.23	1.86
8	6.37	1.63	2.65	0.42
2	1.16	0.48	0.71	0.61
		$X^2 = \sum(O-E)^2 / E$	Total Calculated Value	11.23

Degree of Freedom

$$df=(r-1)(c-1)$$

$$= (3-1)(3-1)$$

$$= (2)(2)$$

$$df=4$$

Significance Level =0.05

Table Value =9.488

Chi-Square Test Result

The calculated Chi-square value (χ^2) is 11.23, and the table value at 5% level of significance with 4 degrees of freedom is 9.488.

Decision

Since the calculated value (11.23) is greater than the table value (9.488), the null hypothesis (H_0) is rejected.

Conclusion

The chi-square analysis further reveals that there is a significant relationship between confidence level and financial knowledge, as the calculated value is greater than the table value. This implies that confidence plays an important role in influencing financial understanding and decision-making.

XI. FINDINGS

The study reveals several important findings regarding consumer behavior and preferences toward quick commerce platforms. The majority of respondents are young adults aged between 21 and 30 years, indicating that younger consumers are the primary users of these services. Awareness of quick commerce applications is high among respondents, and most users access these platforms on a weekly basis. It is observed that fruits, vegetables, and groceries are the most commonly purchased items. While many respondents agree that these apps save time and provide convenience, a significant number have experienced delays in delivery. Offers and discounts are identified as the main factors influencing consumer preference, followed by delivery speed and ease of use. Additionally, many respondents still prefer visiting physical stores occasionally. Overall, the findings suggest that while quick commerce platforms are popular, there is scope for improvement in service reliability and customer support.

XII. SUGGESTIONS

Based on the findings of the study, several suggestions can be made to improve the performance of quick commerce platforms like Blinkit and Zepto. Firstly, companies should focus on improving delivery accuracy and reducing delays to enhance customer satisfaction. Strengthening customer support services and ensuring quick resolution of issues can build trust among users. Offering competitive pricing and attractive discounts will help in attracting and retaining customers. Companies should also invest in advanced technology and logistics to improve efficiency and service quality. Expanding product variety, including local and specialty items, can further increase customer engagement. Personalizing user experience through recommendations and offers based on purchase history can enhance loyalty. Additionally, introducing subscription services may provide added convenience to regular users. Overall, focusing on reliability, convenience, and customer satisfaction will help these platforms remain competitive in the growing quick commerce market.

XIII. CONCLUSION

The study concludes that quick commerce platforms like Blinkit and Zepto have significantly transformed the way consumers purchase daily essentials. Their ability to deliver products quickly and conveniently has made them popular, especially among younger consumers in urban and semi-urban areas. The comparison shows that while both platforms perform well in terms of delivery speed and offers, challenges such as delayed delivery and customer service issues still exist. Consumer preference is mainly influenced by factors like speed, pricing, and convenience. Despite the growing popularity of these apps, some consumers still prefer traditional shopping methods. To sustain growth and remain competitive, companies must focus on improving service reliability, enhancing customer experience, and adopting innovative strategies. Overall, quick commerce has a strong future, but continuous improvement is essential to meet increasing consumer expectations and maintain customer satisfaction.



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