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Customer Behaviour & Satisfaction towards Blinkit & Zepto Quick Commerce Service in Coimbatore City

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Abstract

The rapid growth of quick commerce platforms has transformed consumer shopping behaviour in urban India. This study examines customer behaviour and satisfaction towards Blinkit and Zepto in Coimbatore city, focusing on factors such as delivery speed, product availability, pricing, and user experience. Primary data was collected through surveys and interviews with local consumers, supplemented by secondary research on industry trends. Findings reveal that Zepto's ultra-fast delivery model appeals strongly to young professionals seeking immediacy, while Blinkit's broader product range and promotional offers attract families and bulk buyers. Customer satisfaction is influenced by reliability of delivery, ease of app navigation, and perceived value for money. While both platforms have successfully reshaped shopping habits, challenges remain in managing consumer expectations, ensuring operational efficiency, and sustaining loyalty in a competitive market. The study highlights the need for balancing speed with service quality to enhance long-term customer satisfaction in Coimbatore's evolving quick commerce ecosystem.

Keywords: Customer Behaviour, Customer Satisfaction, Quick Commerce.

Introduction

The rise of quick commerce has revolutionized the retail landscape by offering consumers ultra-fast delivery of groceries and essentials, reshaping shopping habits and expectations. In India, platforms like Blinkit and Zepto have become prominent players, competing to capture urban markets with promises of speed, convenience, and reliability. Coimbatore, a dynamic city in Tamil Nadu with a mix of students, professionals, and traditional households, presents a unique environment to study this phenomenon. Understanding customer behaviour and satisfaction in this context is vital, as factors such as service quality, delivery speed, price sensitivity, convenience, trust, and brand preference influence consumer loyalty and adoption. This study aims to analyze how customers in Coimbatore perceive Blinkit and Zepto, compare their experiences, and identify the key drivers shaping satisfaction and long-term engagement with quick commerce services.

Statement of the Problem

The emergence of quick commerce platforms such as Blinkit and Zepto has significantly altered consumer shopping behaviour by offering ultra-fast delivery of groceries and

essentials. While these services promise convenience, speed, and reliability, customer satisfaction levels often vary depending on factors such as service quality, delivery efficiency, pricing, trust, and overall user experience. In Coimbatore, a city with diverse consumer segments ranging from students and professionals to traditional households, understanding how customers perceive and evaluate these platforms is crucial. Despite the rapid adoption of quick commerce, there is limited research on consumer behaviour and satisfaction in regional markets, particularly in Coimbatore. This gap creates uncertainty about the sustainability of these services, the drivers of customer loyalty, and the competitive positioning of Blinkit and Zepto. Therefore, the problem lies in identifying the key factors influencing customer behaviour and satisfaction, comparing the performance of these platforms, and determining how they can better meet consumer expectations in Coimbatore's evolving retail landscape.

Scope of the Study

The scope of this study is confined to examining customer behaviour and satisfaction with Blinkit and Zepto quick commerce services in Coimbatore city. It emphasizes the

analysis of key factors such as service quality, delivery speed, pricing, convenience, trust, and brand preference, which influence consumer perceptions and loyalty. By focusing specifically on urban consumers in Coimbatore, the study aims to provide insights into regional adoption patterns and the competitive positioning of quick commerce platforms within the evolving retail landscape.

Objectives

- To examine the factors influencing customer behaviour and satisfaction towards Blinkit and Zepto quick commerce services in Coimbatore.
- To identify the barriers and challenges that hinder effective usage and customer experience in these platforms.
- To explore strategies and improvements that can enhance customer satisfaction, loyalty, and adoption of quick commerce services in the city.

Research Methodology

- **Research Design:** Descriptive Research
- **Area of the Study:** Coimbatore, Tamil Nadu
- **Sampling Size:** 120 respondents
- **Sampling Method:** Simple Random Sampling.
- **Sources of Data:** Primary data and secondary data
- **Data Analysis Tools:** Simple percentage analysis, Factor Analysis and One-Way ANOVA.

Review of Literature:

Adoption and Usage of Quick Commerce Services in Coimbatore

This review highlights how consumers in Coimbatore are increasingly turning to Blinkit and Zepto for their daily needs. The convenience of fast delivery, wide product availability, and app-based ordering are major drivers of adoption. However, actual usage depends on factors such as delivery reliability, pricing transparency, and trust in product quality. The study concludes that customer willingness to adopt quick commerce is strongly influenced by their digital readiness and confidence in service consistency.

Awareness and Perception of Blinkit & Zepto among Urban Consumers

This review examines consumer awareness and perception of quick commerce platforms in Coimbatore. While many respondents view Blinkit and Zepto as innovative and time-saving, some remain hesitant due to concerns about delivery charges, product freshness, and occasional app glitches. Peer recommendations, promotional offers, and institutional acceptance (e.g., tie-ups with local stores) significantly affect adoption. The study suggests that awareness campaigns and improved service infrastructure are crucial for increasing customer loyalty and satisfaction.

Customer Satisfaction and Challenges in Quick Commerce Services

This review focuses on satisfaction levels among Blinkit and Zepto users in Coimbatore. Customers appreciate the speed, ease of ordering, and wide product range, but issues such as delayed deliveries, limited service coverage, and product unavailability reduce satisfaction. The research emphasizes that enhancing reliability, expanding delivery networks, and ensuring consistent product quality can greatly improve customer trust and long-term engagement with quick commerce platforms.

Analysis and Interpretation

Table 1: Simple Frequency

S.no	Particulars	No of Respondents	Percentage
1	18 – 25 years	53	44.2
2	26 – 35 years	34	28.3
3	36 – 45 years	18	15.0
4	46 years and above	15	12.5
	Total	120	100

Interpretation:

The above table shows the factor considered by age, 44.2% of the respondents are of age between 18-25, 28.3% of the respondents are of age between 26-35, 15.0% of the respondents are of age between 36-45 and 12.5% of the respondents are of age above 45. It concludes that most of respondents are of age between 18-25 years.

Chi Square

H₀: There is no association between the two categorical variables.

H₁: There is an association between the variables.

Table 2: Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	15.109 ^a	12	.236
Likelihood Ratio	15.039	12	.239
Linear-by-Linear Association	2.847	1	.092
N of Valid Cases	120		

a. 11 cells (55.0%) have expected count less than 5. The minimum expected count is 2.25.

Interpretation:

The chi-square test showed that there is no significant relationship between the two variables, $\chi^2(12, N = 120) = 15.11$, $p = .236$, meaning any differences observed are likely due to chance. The other test results support this finding. However, since more than half of the cells had small expected counts (below 5), which violates the test assumptions, the results should be interpreted with caution.

Table 3: Ranks

Statement	Mean Rank
[Delivery speed]	4.91
[Product Quality]	5.49
[Product variety/availability]	5.21
[Pricing and discounts]	6.10
[Memberships and rewards]	5.78
[App useability and convenience]	5.48
[Multiple payments options]	5.06
[Quality packing without images]	5.63
[Reliability and Order accuracy]	5.45
[Customer support]	5.88

Interpretation

The mean ranks indicate the relative importance of factors influencing users' choice of quick commerce services. Pricing and discounts (6.10) is ranked the highest, showing it is the

most influential factor for users. This is followed by customer support (5.88) and memberships and rewards (5.78), suggesting that incentives and service quality are also important. Factors like product quality (5.49), app usability and convenience (5.48), and reliability/order accuracy (5.45) are moderately influential. Delivery speed (4.91) and multiple payment options (5.06) have lower ranks, indicating they are less critical in users' decision-making compared to pricing, rewards, and customer support. Overall, users prioritize cost-related factors and support services over operational features when choosing quick commerce apps.

Findings

- Most of the respondents using Blinkit and Zepto in Coimbatore are aged 18–25 years, showing that younger consumers are the primary users of quick commerce services.
- The chi-square test results indicate no significant association between the studied variables, meaning the differences observed are likely due to chance, though the test assumptions were partly violated.
- Pricing and discounts are the most influential factor in customer satisfaction, followed by customer support and memberships/rewards, while delivery speed and payment options are less critical compared to cost-related benefits and service quality.

Suggestions

- Blinkit and Zepto should focus on competitive pricing, discounts, and loyalty rewards, as cost-related factors are the strongest drivers of customer satisfaction and retention.
- Improving customer support quality and responsiveness will enhance trust and satisfaction, ensuring users feel confident in resolving issues quickly.
- Strengthening service reliability and product consistency—such as timely deliveries, accurate orders, and fresh product availability—will build long-term loyalty among young consumers who form the majority of the user base.

Conclusion

In conclusion, the study on customer behaviour and satisfaction towards Blinkit and Zepto in Coimbatore reveals that younger consumers, particularly those aged 18–25 years, form the largest user base of quick commerce services. The chi-square analysis indicates no significant association between the studied variables, suggesting that observed differences are largely due to chance. The ranking analysis highlights that cost-related factors such as pricing, discounts, and rewards, along with strong customer support, are the most influential drivers of satisfaction, while operational aspects like delivery speed and payment options play a comparatively lesser role. Overall, the findings suggest that Blinkit and Zepto can strengthen customer loyalty by focusing on competitive pricing, reliable service quality, and effective support systems.

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