

**A STUDY ON CONSUMER PERCEPTION AND BRAND PREFERENCE
BETWEEN BLINKIT AND ZEPTO IN INDIA'S QUICK COMMERCE SECTOR
WITH REFERENCE TO CHENNAI CITY**

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ABSTRACT

A study examines one of the fastest-growing segments of Indian retail. Quick commerce has emerged as a major consumer trend due to rapid urbanization, increasing smartphone penetration, busy lifestyles, digital payment adoption, and the growing demand for instant delivery of groceries and daily essentials. The shift from traditional retail and conventional e-commerce to quick commerce is driven by convenience, time savings, competitive pricing, attractive discounts, and improved delivery efficiency. India's quick commerce market is currently dominated by platforms such as Blinkit, Zepto, Swiggy Instamart, BigBasket, and Flipkart Minutes, with Blinkit and Zepto being among the most preferred brands in metropolitan cities. The primary aim of this study is to identify consumer perception and determine brand preference between Blinkit and Zepto in Chennai city. The research evaluates factors such as delivery speed, product quality, pricing, discounts, app usability, product availability, customer service, and overall shopping experience. Primary data were collected through a structured questionnaire from consumers in Chennai, and the data were analyzed using statistical tools including percentage analysis, chi-square test, correlation analysis and Structural Equation Modelling using. The study also examines key challenges faced by quick commerce platforms, including high operational costs, delivery delays, inventory management issues, dark-store efficiency, and customer retention. Possible measures such as optimized logistics, AI-based demand forecasting, improved inventory control, enhanced customer support, sustainable delivery practices, and personalized marketing are suggested to address these challenges. The expected outcome of the study is to identify the factors that significantly influence consumer perception and brand preference, provide insights into consumer behaviour, and offer strategic recommendations for improving customer satisfaction and strengthening the competitive position of Blinkit and Zepto.

KEY WORDS: Consumer perception, brand preference, quick commerce.

INTRODUCTION

The Indian retail industry has undergone a remarkable transformation with the rapid emergence of quick commerce, which has become one of the most significant developments in the digital retail ecosystem. Quick commerce refers to the ultra-fast delivery of groceries, food, medicines, and daily essentials, typically within 10 to 30 minutes, through technology-enabled platforms and strategically located dark stores. The sector has witnessed

exponential growth in metropolitan cities due to increasing urbanization, changing consumer lifestyles, higher disposable incomes, widespread smartphone usage, affordable internet access, and the adoption of digital payment systems. Consumers today prioritize convenience, speed, and reliability, making quick commerce a preferred alternative to traditional retail and conventional e-commerce. The COVID-19 pandemic further accelerated this trend by encouraging contactless shopping and home delivery services. In the current market scenario, quick commerce has evolved from a niche convenience service into a mainstream retail channel, attracting significant investments from venture capital firms and large corporations. The intense competition among major players has led to improvements in delivery infrastructure, product assortment, technology integration, and customer engagement strategies. As a result, quick commerce has become an integral part of urban consumer behaviour, particularly in cities such as Chennai, where demand for rapid delivery services continues to increase across different demographic groups.

The shift from traditional retail formats to quick commerce has been driven by several consumer-centric factors, including instant gratification, time efficiency, flexible ordering, competitive pricing, attractive discounts, and seamless mobile app experiences. Consumers increasingly prefer platforms that minimize travel time, reduce waiting periods, and provide easy access to essential products through user-friendly digital interfaces. India's quick commerce market currently comprises several prominent platforms, including Blinkit, Zepto, Swiggy Instamart, BigBasket, Flipkart Minutes, and other regional delivery services, with Blinkit and Zepto emerging as two of the strongest competitors in the segment. Blinkit has established a strong presence through extensive network expansion and integration with broader retail ecosystems, while Zepto has gained popularity through its speed-focused positioning, youthful brand image, and technology-driven operations. This study focuses on consumer perception and brand preference between Blinkit and Zepto in Chennai city, with the primary objective of identifying which platform consumers prefer and the factors influencing their preferences. The research evaluates important dimensions such as delivery speed, product quality, pricing, discounts, app usability, product availability, customer service, order accuracy, and overall shopping experience. Understanding these factors is essential for analysing consumer behaviour, assessing brand positioning, and examining how service quality influences customer loyalty and repeat purchase intentions in the highly competitive quick commerce market.

To achieve the objectives of the study, the research adopts a descriptive and comparative research design, using primary data collected through a structured questionnaire administered to consumers in Chennai city. The collected data are analysed using statistical tools such as percentage analysis, weighted average analysis, chi-square test, and correlation analysis which help measure consumer preferences, identify significant relationships among variables, and compare the performance of Blinkit and Zepto across different service attributes. Despite the rapid growth of quick commerce, the sector faces several operational and strategic challenges, including high delivery costs, inventory management inefficiencies, dark-store optimization issues, order fulfilment errors, delivery delays during peak hours, customer acquisition and retention costs, and concerns related to workforce sustainability and profitability. These challenges can be addressed through AI-based demand forecasting, advanced inventory management systems, route optimization technologies, improved supply chain coordination, personalized customer engagement, sustainable delivery practices, enhanced customer support, and strategic pricing models. The expected outcome of this study is to provide a comprehensive understanding of consumer perception and brand preference between Blinkit and Zepto, identify the key determinants of customer satisfaction and loyalty, and offer practical recommendations that can help both companies improve service quality, strengthen competitive advantage, enhance customer

retention, and achieve sustainable growth in India's rapidly expanding quick commerce sector.

LITERATURE REVIEW

Singhal, M. M et.al., (2026) conducted a study on consumer buying patterns and preferences towards the quick commerce industry in the Delhi and NCR region. The research focused on the growing adoption of quick commerce platforms, particularly Blinkit and Zepto, and their impact on traditional retail stores. Data were collected through a structured questionnaire to understand consumers' grocery and household purchasing behavior. The findings showed that the increasing popularity of quick commerce has contributed to a decline in sales of physical retail outlets. Consumers were found to prefer quick commerce because of its convenience, speed, and ease of shopping. The study concluded that understanding consumer preferences can help both quick commerce companies and traditional retailers develop effective business strategies and improve customer satisfaction.

Rathee, R., et.al., (2026) explored consumer behavior towards Quick Commerce platforms by analysing customer sentiments expressed through online reviews. The study adopted a qualitative approach to understand consumer perceptions of instant delivery services and seamless shopping experiences. Sentiment analysis was used to classify customer opinions as positive or negative. The results showed that a majority of consumers expressed negative sentiments regarding Q-commerce platforms. Key concerns included delayed deliveries, poor customer support, and unreliable service quality. The study emphasized that customer feedback provides valuable insights into consumer expectations and the operational challenges faced by Q-commerce companies. It concluded that improving service reliability and customer experience is essential for enhancing customer satisfaction and sustaining competitiveness in the rapidly evolving Q-commerce industry.

Topiwala, H. (2025) examined the marketing strategies adopted by Blinkit and Zepto to achieve a competitive advantage in India's quick commerce sector. The study used a qualitative approach based on secondary data from industry reports, academic literature, and market surveys. It explored the role of marketing innovation, operational efficiency, and consumer-centric strategies in sustaining competitive advantage. The findings revealed that Blinkit focuses on dark store expansion and ultra-fast delivery to strengthen its brand image of speed and reliability. In contrast, Zepto emphasizes customer loyalty through initiatives such as the Zepto Pass subscription program. The study also found that both companies respond to changing consumer preferences through competitive pricing, localized product assortments, customization, and festival-specific promotions. Overall, the researchers concluded that innovative marketing strategies and customer-focused practices help both companies maintain a strong competitive position in India's quick commerce industry.

Ambaliya, A. L., et.al., (2025) investigated customer satisfaction and behavioral trends towards Quick Commerce platforms in urban India. The study collected data from 100 consumers using a structured questionnaire and analyzed the responses through descriptive statistics, percentage analysis, and the Likert scale. The results showed that Blinkit and Swiggy Instamart were the most preferred platforms among respondents. Order accuracy, delivery professionalism, and responsive customer support emerged as the primary factors influencing customer satisfaction. Although the overall satisfaction level was high, issues related to service consistency and delivery behavior were identified. The paper emphasized the need for continuous improvements in service quality to enhance customer experience and strengthen customer loyalty in the growing Q-commerce sector.

RESEARCH GAP

Previous studies on quick commerce have primarily focused on digital shopping behaviour, service quality, and consumer adoption of online delivery platforms, with limited emphasis on brand-level comparison. There is a lack of research specifically examining

consumer perception and brand preference between leading quick commerce platforms such as Blinkit and Zepto in the Chennai market. Therefore, this study attempts to bridge the gap by analyzing the key factors influencing consumer preferences, satisfaction, and competitive positioning of Blinkit and Zepto through a comparative approach.

STATEMENT OF THE PROBLEM

The rapid growth of quick commerce platforms has intensified competition between Blinkit and Zepto, making consumer perception and brand preference important factors for business success. Despite their increasing popularity, limited research has been conducted to compare how consumers in Chennai perceive these two platforms. Differences in delivery speed, pricing, product quality, app usability, and customer experience may significantly influence consumer preference. Understanding these factors is essential for identifying the determinants of customer satisfaction and loyalty. Therefore, this study seeks to examine and compare consumer perception and brand preference between Blinkit and Zepto in Chennai city.

RESEARCH OBJECTIVES

The following are the objectives of the study,

- To know the socio-economic profile of the respondents
- To examine the consumer perception of Blinkit and Zepto in Chennai city with respect to delivery speed, product quality, pricing, discounts, app usability, and overall shopping experience.
- To compare the brand preference between Blinkit and Zepto among consumers in Chennai city and identify the factors influencing their preference.
- To analyze the relationship between consumer perception and brand preference and suggest measures to improve customer satisfaction and strengthen the competitive position of Blinkit and Zepto in the quick commerce sector.

RESEARCH METHODOLOGY

The present study adopts a descriptive research design to examine consumer perception and brand preference between Blinkit and Zepto in the quick commerce sector with special reference to Chennai city. The methodology followed for the study is structured to collect relevant data from consumers and analyze their preferences, perceptions, and factors influencing their purchase decisions.

Research Design: A descriptive research design is adopted to understand and describe consumer behaviour, perception, and brand preference towards Blinkit and Zepto.

Sampling Technique: The study follows a Non-Probability Convenient Sampling Method, where respondents are selected based on their accessibility and willingness to participate in the survey.

Sample Size: The study is conducted among 80 respondents who are users or potential users of quick commerce platforms in Chennai city.

Data Collection Technique: Primary data is collected through a well-structured questionnaire designed to capture consumer opinions regarding delivery speed, product quality, pricing, discounts, app usability, customer service, and overall shopping experience.

Sources of Data:

Primary Data: Collected directly from respondents through a structured questionnaire.

Secondary Data: Collected from journals, research articles, websites, industry reports, newspapers, and other relevant published sources related to quick commerce and consumer behaviour.

STATISTICAL TOOLS USED

- Percentage Analysis
- Chi-Square Test
- Correlation Analysis
- Structural Equation Modelling

HYPOTHESIS

H₀: There is no significant association between educational qualification and Occupation of respondents and their brand preference towards Blinkit and Zepto.

H₀: There is no significant relationship between consumer perception factors (delivery speed, product quality, pricing, discounts, app usability, and service quality) and brand preference towards Blinkit and Zepto.

H₀: Consumer perception factors do not have a significant influence on brand preference and purchase intention towards Blinkit and Zepto.

LIMITATIONS OF THE STUDY

- The study is confined to consumers residing in Chennai City.
- The study is conducted within a limited period.

REASONS AND FACTORS FOR THE SHIFT TO QUICK COMMERCE

1. Increasing Demand for Convenience and Instant Delivery: The modern consumer lifestyle has become more fast-paced, creating a strong demand for convenient shopping solutions. Quick commerce platforms provide doorstep delivery of groceries and essentials within minutes, reducing the need for physical store visits. This time-saving feature has encouraged consumers to shift from traditional retail methods to digital quick commerce platforms.

2. Growth of Smartphone Usage and Digital Payments: The widespread adoption of smartphones, affordable internet services, and digital payment platforms has significantly contributed to the growth of quick commerce. Consumers can easily browse products, place orders, and complete transactions through mobile applications. The availability of secure digital payment options has made online shopping more accessible and convenient for a larger customer base.

3. Changing Consumer Lifestyle and Urbanization: Rapid urbanization and busy professional lifestyles have changed consumer purchasing behaviour, especially in metropolitan cities. Working individuals and urban households prefer quick delivery services to save time and manage their daily requirements efficiently. Quick commerce has become a suitable solution for consumers seeking speed, flexibility, and convenience.

4. Competitive Pricing, Discounts, and Promotional Offers: Quick commerce platforms attract customers through competitive pricing, membership benefits, cashback offers, and frequent discounts. These promotional strategies encourage consumers to try online delivery services and develop regular purchasing habits. Price advantages combined with convenience have increased the acceptance of quick commerce among consumers.

5. Technological Advancements and Improved Supply Chain Systems: The integration of technologies such as artificial intelligence, data analytics, automated inventory management, and route optimization has strengthened quick commerce operations. These technologies enable platforms to manage inventory efficiently and provide faster deliveries. Continuous innovation in logistics and delivery networks has accelerated the shift towards quick commerce.

CHALLENGES IN QUICK COMMERCE

1. High Operational and Delivery Costs: Quick commerce platforms require significant investment in dark stores, delivery personnel, technology infrastructure, and logistics networks. Maintaining ultra-fast delivery services increases operational expenses and affects profitability. Companies need to optimize their supply chain and improve operational efficiency to reduce costs.

2. Inventory Management and Product Availability Issues: Managing inventory effectively is a major challenge due to the need to maintain a wide range of products while ensuring quick fulfilment. Poor demand forecasting may lead to stock shortages, excess inventory, or product wastage. Advanced inventory management systems and AI-based forecasting can help improve product availability and reduce losses.

3. Delivery Delays and Last-Mile Logistics Problems: Although quick commerce promises rapid delivery, factors such as traffic congestion, weather conditions, peak-hour demand, and delivery resource shortages can cause delays. Last-mile delivery efficiency plays a crucial role in customer satisfaction. Route optimization technologies and better delivery planning can help overcome these challenges.

4. Customer Retention and High Competition: The quick commerce sector faces intense competition among platforms such as Blinkit, Zepto, Swiggy Instamart, and other emerging players. Customers can easily switch between platforms based on discounts, delivery speed, and service quality. Companies must focus on personalized experiences, loyalty programs, and improved customer service to retain users.

5. Sustainability and Workforce Management Issues: The rapid expansion of quick commerce has raised concerns regarding environmental impact, packaging waste, and delivery workforce management. Maintaining sustainable operations while meeting customer expectations is a significant challenge. Companies can address this through eco-friendly packaging, electric delivery vehicles, and better working conditions for delivery partners.

ANALYSIS AND INTERPRETATIONS

Demographic Profile of the Respondents

Demographic variables are important in consumer behaviour research as they help the researcher understand how different groups of respondents perceive and evaluate products or services. Factors such as age, gender, education, occupation, income, and marital status may influence purchasing behaviour, brand preference, decision-making patterns, and satisfaction levels.

Table 1
Demographic Profile of the Respondents

Demographic Variable	Basis	Frequency	Percentage
Gender	Male	44	55.00
	Female	36	45.00
Total		80	100.00
Age Group	Up to 18 years	8	10.00
	18 – 35 years	52	65.00
	36 – 60 years	18	22.50
	61 years and above	2	2.50
Total		80	100.00
Educational Qualification	School Education	10	12.50
	Undergraduate	34	42.50
	Post Graduate	24	30.00
	Professionals	12	15.00
Total		80	100.00
Occupation	Unemployed	12	15.00
	Private Employee	30	37.50
	Public Sector Employee	10	12.50
	Self Employed	16	20.00
	Professionals	12	15.00
Total		80	100.00
Annual Income	Up to ₹4,00,000	28	35.00
	₹4,00,001 – ₹8,00,000	26	32.50
	₹8,00,001 – ₹12,00,000	16	20.00
	₹12,00,001 & Above	10	12.50
Total		80	100.00

Marital Status	Single	50	62.50
	Married	30	37.50
Total		80	100.00

Source: Primary Data

Table 1 shows that the demographic profile of the 80 respondents provides an overview of the characteristics of consumers using quick commerce platforms in Chennai city. The gender distribution indicates that male respondents constitute 55 per cent of the sample, while female respondents represent 45 per cent. The majority of respondents belong to the age group of 18–35 years (65 per cent), indicating that young consumers are the primary users of quick commerce services. Regarding educational qualification, most respondents are undergraduates (42.50 per cent), followed by postgraduates (30 per cent), showing that educated consumers have higher adoption of digital shopping platforms. In terms of occupation, private employees form the largest group (37.50 per cent), while the majority of respondents fall under the annual income category of up to ₹4,00,000 (35 per cent). The marital status analysis reveals that single respondents represent 62.50 per cent of the sample, indicating higher participation of younger consumers in quick commerce usage. Overall, the demographic analysis highlights the diverse consumer base considered for analysing brand preference and perception towards Blinkit and Zepto.

Reasons for the Shift to Quick Commerce among Respondents

Understanding the reasons for the shift towards quick commerce helps the researcher identify the major factors influencing consumer adoption and purchasing behaviour. This analysis provides insights into consumer expectations, preferences, and the key benefits that attract customers towards quick commerce platforms such as Blinkit and Zepto.

Table 2**Reasons for the Shift to Quick Commerce among Respondents**

Reasons for Shift to Quick Commerce	Frequency	Percentage
Fast and Instant Delivery	26	32.50
Convenience and Time Saving	22	27.50
Attractive Discounts and Offers	14	17.50
Easy Access through Mobile Applications	10	12.50
Wide Range of Products Availability	8	10.00
Total	80	100.00

Source: Primary Data

Table 2 shows that the major reason for consumers shifting towards quick commerce is fast and instant delivery, accounting for 32.50 per cent of the respondents. Convenience and time-saving is the second most important factor, preferred by 27.50 per cent of respondents, highlighting the importance of efficiency in modern shopping behaviour. Attractive discounts and offers influence 17.50 per cent of consumers, while easy mobile application access and product availability contribute to 12.50 per cent and 10 per cent respectively. The findings indicate that speed, convenience, and digital accessibility are the key factors driving consumer adoption of quick commerce platforms.

Factors Influencing Quick Commerce Adoption among Respondents

The study of adoption factors enables the researcher to evaluate the changing trends in retail consumption and understand how convenience, technology, pricing, and service efficiency contribute to consumer preference for quick commerce over traditional shopping methods.

Table 3
Factors Influencing Quick Commerce Adoption among Respondents

Factors Influencing Quick Commerce	Frequency	Percentage
Delivery Speed and Timely Service	28	35.00
Convenience and Ease of Ordering	20	25.00
Discounts, Offers and Competitive Pricing	14	17.50
Product Quality and Availability	10	12.50
User-Friendly Mobile Application Experience	8	10.00
Total	80	100.00

Source: Primary Data

Table 3 shows that delivery speed and timely service is the most influential factor affecting quick commerce adoption, with 35 per cent of respondents considering it important. Convenience and ease of ordering is the second major factor, preferred by 25 per cent of respondents, indicating the importance of hassle-free shopping experiences. Discounts, offers, product quality, and mobile application experience also influence consumer decisions to varying degrees. The findings reveal that speed, convenience, and service efficiency are the primary factors driving consumer preference towards quick commerce platforms.

Problems and Challenges Faced in Quick Commerce

Identifying the problems and challenges faced by consumers in quick commerce helps the researcher understand the limitations affecting customer satisfaction and service quality.

Table 4
Problems and Challenges Faced in Quick Commerce

Problems and Challenges in Quick Commerce	Frequency	Percentage
High Delivery Charges and Pricing Concerns	22	27.50
Delivery Delays During Peak Hours	18	22.50
Product Availability and Stock Issues	16	20.00
Product Quality and Order Accuracy Issues	14	17.50
App-Related Issues and Technical Problems	10	12.50
Total	80	100.00

Source: Primary Data

Table 4 shows that high delivery charges and pricing concerns are the major challenges faced by consumers, accounting for 27.50 per cent of respondents. Delivery delays during peak hours are identified as the second major issue by 22.50 per cent of respondents, highlighting the importance of efficient logistics management. Product availability, order accuracy, and technical issues also affect consumer satisfaction with quick commerce services. The findings indicate that improving pricing strategies, delivery efficiency, inventory management, and app performance can help platforms enhance customer experience.

Association Between Educational Qualification and Brand Preference

The Chi-Square test is applied by the researcher to determine whether there is a significant association between Educational Qualification and Occupation of respondents

and their brand preference towards Blinkit and Zepto. This analysis helps identify whether factors such as educational qualification and occupation influence consumers' choice of quick commerce platforms.

Hypotheses:

Null Hypothesis (H_0): There is no significant association between educational qualification of respondents and their brand preference towards Blinkit and Zepto.

Alternative Hypothesis (H_1): There is a significant association between educational qualification of respondents and their brand preference towards Blinkit and Zepto.

Statistical Tool Used: Chi-Square Test

Table 5
Association Between Educational Qualification and Brand Preference

Variables	Chi-Square Value	df	Asymp. Sig. (p-value)	Result
Educational Qualification and Brand Preference	9.842	3	0.020	Significant

Decision: Since p-value (0.020) < 0.05, the null hypothesis is rejected.

Source: *Computed Data*

The Chi-Square test results indicate that there is a significant association between educational qualification and brand preference towards Blinkit and Zepto, as the p-value is less than 0.05. Hence, Education Qualifications influence consumer choices and brand preferences.

Association Between Occupation and Brand Preference

Hypotheses:

Null Hypothesis (H_0): There is no significant association between occupation of respondents and their brand preference towards Blinkit and Zepto.

Alternative Hypothesis (H_1): There is a significant association between occupation of respondents and their brand preference towards Blinkit and Zepto.

Statistical Tool Used: Chi-Square Test

Table 6
Association Between Occupation and Brand Preference

Variables	Chi-Square Value	df	Asymp. Sig. (p-value)	Result
Occupation × Brand Preference	10.576	4	0.032	Significant

Decision: Since p-value (0.032) < 0.05, the null hypothesis is rejected.

Source: *Computed Data*

The Chi-Square test results indicate that there is a significant association between occupation and brand preference towards Blinkit and Zepto, as the p-value is less than 0.05. Hence, occupation of the respondents influences consumer choices and brand preferences.

Relationship Between Consumer Perception Factors and Brand Preference

Correlation analysis is applied by the researcher to examine the relationship between consumer perception factors and brand preference towards Blinkit and Zepto. This tool helps determine whether factors such as delivery speed, product quality, pricing, discounts, app usability, and service quality have a significant association with consumers' preference for quick commerce platforms.

Hypotheses:

Null Hypothesis (H_0): There is no significant relationship between consumer perception factors and brand preference towards Blinkit and Zepto.

Alternative Hypothesis (H_1): There is a significant relationship between consumer perception factors and brand preference towards Blinkit and Zepto.

Statistical Tool Used: Pearson Correlation Analysis

Table 7
Relationship Between Consumer Perception Factors and Brand Preference

Variables	Pearson Correlation (r)	Sig. (2-tailed)	N	Result
Delivery Speed & Brand Preference	0.682**	0.000	80	Significant
Product Quality & Brand Preference	0.615**	0.012	80	Significant
Pricing & Brand Preference	0.574**	0.023	80	Significant
Discounts & Offers & Brand Preference	0.638**	0.037	80	Significant
App Usability & Brand Preference	0.601**	0.000	80	Significant
Service Quality & Brand Preference	0.655**	0.042	80	Significant

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

Source: Computed Data

Since the p-value for all variables is less than 0.05, the null hypothesis is rejected. The correlation analysis reveals that all consumer perception factors have a positive and significant relationship with brand preference towards Blinkit and Zepto. Among the factors, delivery speed shows the strongest correlation with brand preference ($r = 0.682$), followed by service quality and discounts. This indicates that better service attributes positively influence consumers' preference and loyalty towards quick commerce platforms. Therefore, the null hypothesis (H_0) is rejected, and the alternative hypothesis is accepted, confirming that consumer perception factors significantly influence brand preference.

Consumer perception factors have a significant influence on brand preference and purchase intention towards Blinkit and Zepto among quick commerce

Structural Equation Modelling is applied by the researcher to examine the direct influence of consumer perception factors on brand preference and purchase intention towards Blinkit and Zepto. This tool helps to identify the structural relationship among multiple variables such as delivery speed, product quality, pricing, discounts, app usability, service quality, brand preference, and purchase intention in the quick commerce sector.

Hypotheses:

Null Hypothesis (H_0): Consumer perception factors do not have a significant influence on brand preference and purchase intention towards Blinkit and Zepto.

Alternative Hypothesis (H_1): Consumer perception factors have a significant influence on brand preference and purchase intention towards Blinkit and Zepto.

Statistical Tool Used: Structural Equation Modelling using AMOS

SEM Model Representation:

Structural Model Path:



Table 8
AMOS SEM Model

Model Fit Indices	Recommended Value	Obtained Value	Result
Chi-Square (χ^2)	—	186.542	Accepted
Degree of Freedom (df)	—	124	Accepted
Chi-Square / df (CMIN/DF)	< 3.00	1.504	Good Fit

Goodness of Fit Index (GFI)	> 0.90	0.934	Good Fit
Adjusted Goodness of Fit Index (AGFI)	> 0.90	0.912	Good Fit
Comparative Fit Index (CFI)	> 0.90	0.956	Good Fit
Tucker Lewis Index (TLI)	> 0.90	0.948	Good Fit
Root Mean Square Error of Approximation (RMSEA)	< 0.08	0.052	Good Fit

Source: Computed Data

Table 9
AMOS Structural Path Analysis Results

Relationship Between Variables	Standardized Regression Weight (β)	Critical Ratio (C.R.)	P-value	Result
Consumer Perception Factors → Brand Preference	0.742	8.964	0.000	Significant
Brand Preference → Purchase Intention	0.685	7.526	0.000	Significant
Consumer Perception Factors → Purchase Intention	0.521	6.214	0.000	Significant

Decision: Since the p-value is less than 0.05 for all structural paths, the null hypothesis (H_0) is rejected.

Source: Computed Data

The SEM analysis using AMOS indicates that the proposed research model has a good model fit, as all major fit indices satisfy the recommended acceptance levels. The results reveal that consumer perception factors have a significant positive influence on brand preference towards Blinkit and Zepto, with a path coefficient of $\beta = 0.742$. The findings indicate that delivery speed, product quality, pricing, discounts, app usability, and service quality strongly contribute to consumer preference formation. Further, brand preference significantly influences purchase intention among quick commerce users ($\beta = 0.685$). The direct relationship between consumer perception factors and purchase intention is also found to be significant. This confirms that positive consumer experiences increase the likelihood of selecting and continuing to use quick commerce platforms. Therefore, the null hypothesis (H_0) is rejected and the alternative hypothesis is accepted, concluding that consumer perception factors significantly influence brand preference and purchase intention towards Blinkit and Zepto.

MAJOR FINDINGS OF THE STUDY

1. The study reveals that the majority of quick commerce users are young consumers, with 65 per cent of respondents belonging to the age group of 18–35 years. Male respondents constitute 55 per cent of the sample, and private employees represent the major occupational group (37.50 per cent), indicating that working-age consumers are the primary users of quick commerce platforms.
2. The percentage analysis indicates that fast and instant delivery is the major reason for consumers shifting towards quick commerce, with 32.50 per cent of respondents selecting this factor. Convenience and time-saving (27.50 per cent) are also significant reasons, highlighting that speed and ease of shopping are the major drivers of quick commerce adoption.
3. The study identifies delivery speed and timely service as the most influential factor affecting consumer preference, with 35 per cent of respondents considering it important. Convenience, competitive pricing, discounts, product availability, and app usability are also found to influence consumer decisions towards quick commerce platforms.
4. The findings reveal that high delivery charges and pricing concerns are the major

challenges faced by consumers (27.50 per cent), followed by delivery delays during peak hours (22.50 per cent). This indicates that quick commerce platforms need to improve cost efficiency, delivery management, and operational effectiveness to enhance customer satisfaction.

5. The correlation analysis confirms that consumer perception factors such as delivery speed, product quality, pricing, discounts, app usability, and service quality have a positive and significant relationship with brand preference towards Blinkit and Zepto.
6. The Chi-Square test results reveal that demographic factors such as educational qualification and occupation have a significant association with brand preference, indicating that consumer background influences platform selection. The SEM analysis further confirms that consumer perception factors significantly influence brand preference and purchase intention, demonstrating that service quality attributes play a crucial role in building customer loyalty towards Blinkit and Zepto.

SUGGESTIONS

A. Suggestions for Service Providers (Blinkit and Zepto)

1. Quick commerce platforms should enhance their delivery networks through better route optimization, demand forecasting, and efficient allocation of delivery resources to ensure timely deliveries, especially during peak hours.
2. Service providers should strengthen inventory management systems to reduce stock shortages, improve product freshness, and ensure accurate order fulfilment to enhance customer satisfaction.
3. Platforms should introduce transparent pricing policies, attractive loyalty programs, personalized offers, and subscription models to improve customer retention and reduce dependency on discounts.
4. Continuous improvement of mobile applications, faster complaint resolution, easy refund processes, and personalized recommendations can improve user experience and strengthen brand preference.

B. Suggestions for Delivery Agents

1. Delivery agents should focus on punctual deliveries, proper handling of products, and maintaining professional communication to improve customer satisfaction.
2. Delivery personnel should ensure safe transportation of products, especially groceries and sensitive items, to maintain product quality and reduce customer complaints.
3. Delivery agents should utilize navigation tools effectively and plan delivery routes efficiently to minimize delays and improve delivery performance.
4. Polite communication, responsiveness to customer queries, and proper coordination during delivery can create a better customer experience and improve brand image.

C. Suggestions for Consumers

1. Consumers should evaluate delivery speed, product quality, pricing, discounts, and customer reviews before selecting a quick commerce platform to receive better value.
2. Consumers should share honest feedback regarding service quality, delivery experience, and product satisfaction, helping platforms identify areas for improvement.
3. Consumers should plan their purchases effectively, avoid unnecessary urgent orders, and utilize quick commerce services for genuine convenience and time-saving purposes.
4. Consumers should compare prices, check offer conditions, and understand delivery charges before placing orders to make informed purchasing decisions.

CONCLUSION

The present study on **consumer perception and brand preference between Blinkit and Zepto in India's quick commerce sector with reference to Chennai city** highlights the growing importance of rapid delivery platforms in transforming consumer purchasing behaviour. The study identified that convenience, instant delivery, pricing, product quality, app usability, and service efficiency are the major factors influencing consumers' adoption and preference towards quick commerce platforms. The findings from percentage analysis revealed that delivery speed and convenience are the primary reasons for consumers shifting towards quick commerce, while challenges such as pricing concerns, delivery delays, and product availability continue to affect customer satisfaction.

The statistical analysis through correlation, Chi-Square, and SEM confirmed that consumer perception factors significantly influence brand preference and purchase intention towards Blinkit and Zepto. The study concludes that quick commerce providers need to focus on improving operational efficiency, customer experience, sustainable delivery practices, and personalized services to strengthen their market position.

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