

A Study on Factors Influencing Customer Preference Among Quick - Commerce Platforms in Mysuru City

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Abstract

The rapid expansion of quick commerce (Q-commerce) in India has transformed grocery and essential-goods retailing by enabling delivery within 10-30 minutes. Platforms such as Blinkit, Zepto, Swiggy Instamart, JioMart, and Flipkart Minutes have adopted dark-store networks, hyperlocal logistics, and data-driven demand forecasting to serve time-sensitive urban consumers. While these platforms compete intensely for market share, limited research has examined how they stratify and serve different customer segments. This study compares the customer segmentation strategies of the five leading platforms and identifies the factors that shape consumer preference, satisfaction, and continued usage. A descriptive research design was used, with primary data collected from 400 respondents through a structured questionnaire and analysed using percentage analysis, chi-square tests, correlation, and regression. The findings show that respondents aged 25-35 years, particularly those in business occupations and middle-income brackets, form the core user base. Zepto and Flipkart Minutes emerge as the most preferred platforms, while fast delivery, cashback, and free-delivery offers are identified as the strongest drivers of platform choice. Delivery speed shows the strongest correlation with customer preference ($r = 0.70$), and regression analysis confirms that delivery, discounts, price, and usability all significantly predict preference. However, satisfaction with delivery speed, product quality, and app usability remains largely neutral, and 41.5 percent of respondents are unwilling to recommend their platform to others, indicating moderate rather than strong loyalty. The study concludes that while quick commerce has strong growth potential in urban and Tier-2 markets, sustained success will depend on platforms improving delivery consistency, product quality, and personalised engagement to convert neutral users into loyal advocates.

Keywords: Quick Commerce, Customer Stratification, Consumer Behaviour, Customer Segmentation, Zepto, Blinkit, Swiggy Instamart, Customer Satisfaction

1. Introduction

Consumer purchasing behaviour has undergone a major transformation in the digital era, driven by the rapid growth of e-commerce and mobile technology. Quick commerce (Q-commerce) has emerged as one of the most significant developments in Indian retail, offering delivery of groceries and daily essentials within 10-30 minutes. Companies such

as Blinkit, Zepto, Swiggy Instamart, JioMart, and Flipkart Minutes have become key players, relying on mobile applications, data analytics, dark stores, and last-mile delivery networks to provide ultra-fast service.

India's quick commerce market was valued at approximately USD 6-7 billion in 2024 and is projected to grow at a compound annual rate exceeding 40 percent, reaching an estimated USD 30-35 billion by 2030. Growth has been driven by rising smartphone penetration, digital payment adoption, urbanisation, and busy urban lifestyles that create demand for instant delivery. The industry has evolved through three broad phases: traditional e-commerce with multi-day delivery before 2020, pandemic-driven growth of 10-minute delivery between 2020 and 2022, and a hyper-growth phase from 2023 onward marked by the entry of large conglomerates such as Reliance Retail and Flipkart-Walmart.

A central concept underlying platform strategy is customer stratification: the division of customers into segments based on demographics, purchase frequency, spending patterns, and preferences. Platforms use stratification to personalise offers, improve retention, and allocate delivery and inventory resources efficiently. Despite the strategic importance of stratification, limited empirical work compares how the leading Indian Q-commerce platforms segment and serve their customers. This study addresses that gap by comparing customer stratification and satisfaction across Instamart, Zepto, Blinkit, JioMart, and Flipkart Minutes, drawing on primary survey data from 400 respondents.

2. Conceptual Background and Literature Review

The study draws on four core concepts: customer stratification, the categorisation of customers by purchase behaviour and demographic traits; consumer buying behaviour, which explains how individuals decide to purchase goods; customer segmentation, the grouping of customers with similar needs; and the quick commerce model itself, a retail format built around instant delivery through localised fulfilment centres.

Prior studies converge on a number of themes. Tembulkar et al. [1] found that customer satisfaction and demographic factors significantly influence quick commerce usage in India, while Singh [2] showed that Q-commerce reshapes consumer expectations through speed, convenience, and service quality. Sheikh and Thakur [3] identified ease of use, delivery speed, and product availability as key adoption determinants, and Upadhyay and Banerjee [4] found that product quality, freshness, and packaging shape consumer trust when comparing Zepto and Blinkit. Ambaliya et al. [6] and Singh and Tomar [7] similarly reported that delivery speed, pricing, and convenience are the primary drivers of satisfaction and purchase decisions.

Other studies highlight the demographic and technological dimensions of adoption. Somaya Jula et al. [9] identified younger consumers aged 18-24 as the primary user base, while Joshi and Pathak [8] emphasised the role of artificial intelligence, dark stores, and logistics efficiency in shaping behaviour. Verma [10] and Sharma and Jain [11] linked trust, perceived risk, and mobile app usability to adoption and repeat usage, and Gupta [12] found that discounts and offers increase purchase frequency. Reddy [14] and Mehta and Shah [15] examined behavioural segmentation and found that convenience tends to outweigh price sensitivity among urban consumers, while Das [16] and Kumar et al. [17] linked delivery reliability and brand trust to platform choice.

Although this body of work establishes the importance of speed, trust, pricing, and demographics in quick commerce adoption, comparatively little research has directly compared customer stratification strategies across competing platforms operating in the same market. This study aims to fill that gap by comparing how Instamart, Zepto, Blinkit, JioMart, and Flipkart Minutes segment and serve different categories of customers.

3. Research Design and Methodology

Statement of the Problem: The quick commerce industry is growing rapidly, but platforms face intense competition in attracting and retaining customers. Understanding how customers are stratified and targeted across platforms is essential for improving marketing strategy and customer satisfaction.

Objectives: (1) To compare the customer segmentation strategies of Instamart, Zepto, Blinkit, JioMart, and Flipkart Minutes; (2) To study the factors influencing customer preference; (3) To analyse customer satisfaction levels across platforms.

Hypotheses: H1 - Customer satisfaction differs significantly among quick commerce platforms. H2 - Delivery speed significantly influences customer preference.

Research Design and Sampling: The study adopts a descriptive research design. Primary data were collected through a structured questionnaire, supplemented by secondary data from research journals, company websites, and industry reports. A convenience sampling method was used, yielding a final sample of 400 respondents from urban quick commerce users. Data were analysed using percentage analysis, chi-square tests, correlation analysis, and regression analysis.

Limitations: The study is subject to a convenience-based sample, restriction to selected urban respondents, time constraints on data collection, and the possibility of respondent bias in self-reported satisfaction and usage measures.

4. Data Analysis and Interpretation

This section presents demographic characteristics of the 400 respondents followed by their platform usage patterns, preferences, and satisfaction levels. Percentage analysis was used to summarise categorical responses, supported by bar charts for visual interpretation.

4.1 Demographic Profile of Respondents

Table 1: Age Distribution of Respondents

Age Group	No. of Respondents	Percentage
Below 25	62	15.50%
25-30	82	20.50%
30-35	153	38.25%
35-45	80	20.00%
Above 45	23	5.75%
Total	400	100.00%

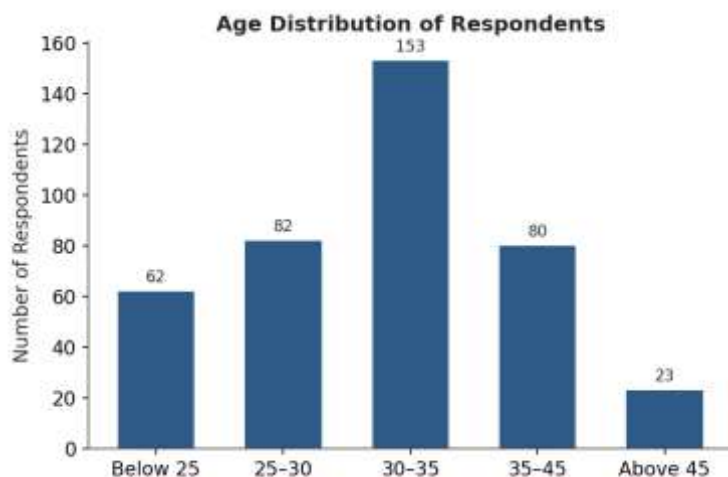
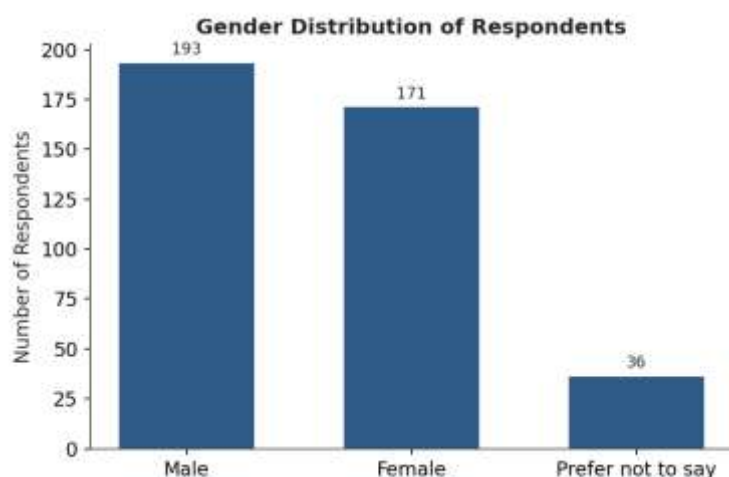


Figure 1: Age Distribution of Respondents

The largest respondent group (38.25%) falls in the 30-35 age bracket, followed by the 25-30 and 35-45 groups at around 20 percent each. Respondents above 45 years form the smallest group (5.75%), indicating that quick commerce usage is concentrated among young and early middle-aged adults.

Table 2: Gender Distribution of Respondents

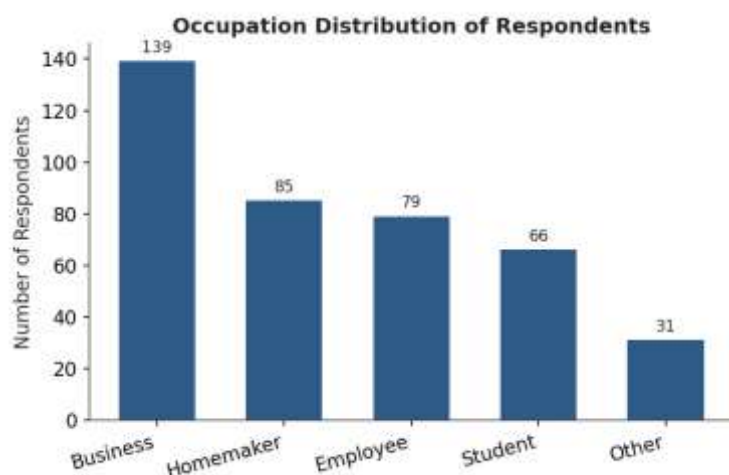
Gender	No. of Respondents	Percentage
Male	193	48.25%
Female	171	42.75%
Prefer not to say	36	9.00%
Total	400	100.00%


Figure 2: Gender Distribution of Respondents

Male respondents (48.25%) slightly outnumber female respondents (42.75%), with the sample showing a reasonably balanced gender representation overall.

Table 3: Occupation Distribution of Respondents

Occupation	No. of Respondents	Percentage
Business	139	34.75%
Homemaker	85	21.25%
Employee	79	19.75%
Student	66	16.50%
Other	31	7.75%
Total	400	100.00%


Figure 3: Occupation Distribution of Respondents

Respondents engaged in business form the largest occupational group (34.75%), followed by homemakers and employees, while students and other occupations make up smaller shares, reflecting a diverse but business-skewed sample.

Table 4: Monthly Income Distribution of Respondents

Income Group	No. of Respondents	Percentage
Below ₹25,000	66	16.50%
₹25,000-30,000	100	25.00%
₹30,000-50,000	134	33.50%
₹50,000-1,00,000	85	21.25%
Above ₹1,00,000	15	3.75%
Total	400	100.00%

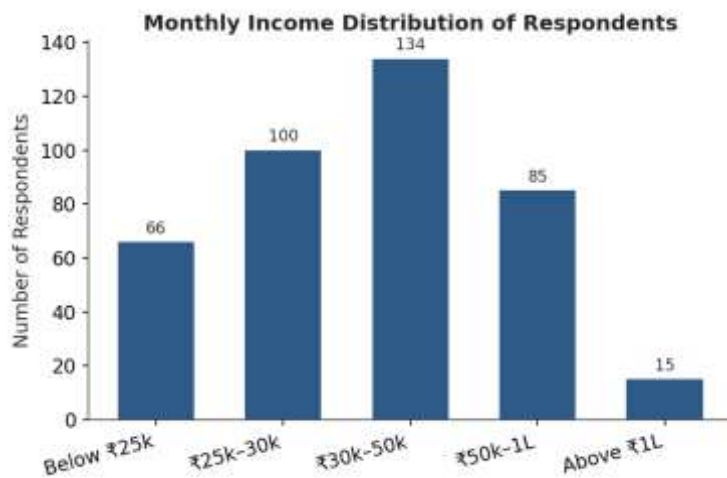


Figure 4: Monthly Income Distribution of Respondents

The ₹30,000-50,000 monthly income bracket accounts for the largest share of respondents (33.50%), confirming that the core quick commerce user base belongs to the middle-income segment rather than high-income households.

4.2 Platform Usage and Preference

Table 5: Overall Platform Preference of Respondents

Platform	No. of Respondents	Percentage
Zepto	118	29.50%
Flipkart Minutes	99	24.75%
Instamart	79	19.75%
Blinkit	54	13.50%
JioMart	50	12.50%
Total	400	100.00%

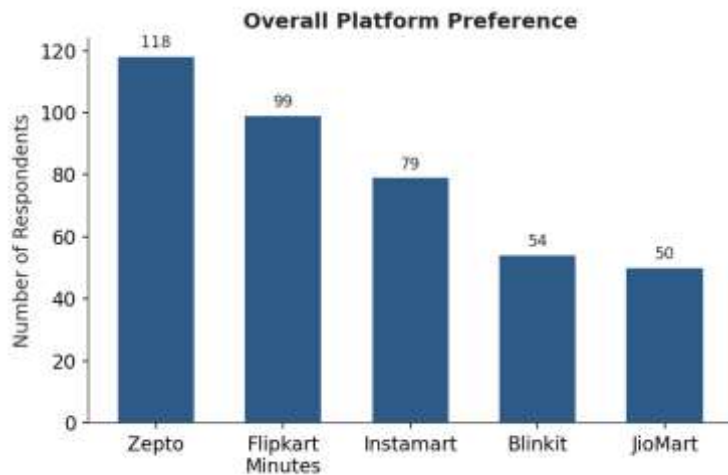


Figure 5: Overall Platform Preference

Zepto is the most preferred platform overall (29.50%), followed closely by Flipkart Minutes (24.75%) and Instamart (19.75%), while Blinkit and JioMart trail with lower preference shares, indicating that the competitive market is led by two dominant players.

Table 6: Frequency of Quick Commerce App Usage

Frequency	No. of Respondents	Percentage
Once a week	167	41.75%
Once a month	83	20.75%
2-3 times a week	81	20.25%
Daily	41	10.25%
Rarely	28	7.00%
Total	400	100.00%

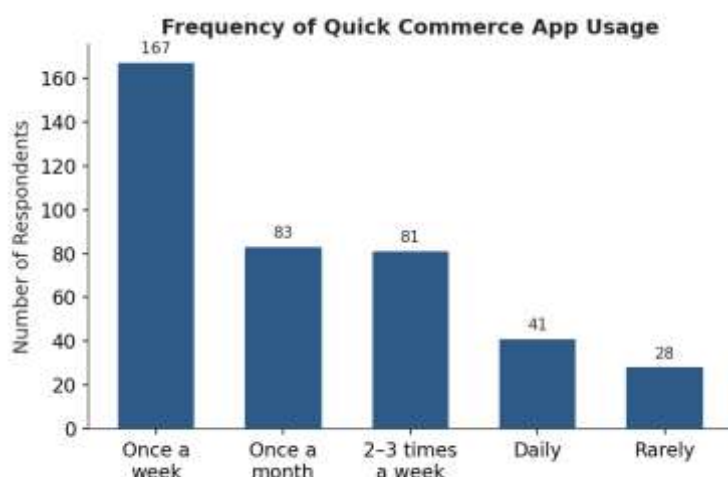


Figure 6: Frequency of Quick Commerce App Usage

Most respondents (41.75%) use quick commerce apps once a week, suggesting these platforms function as a convenient supplement to routine shopping rather than a daily necessity.

Table 7: Perceived Fastest Delivery by Platform

Platform	No. of Respondents	Percentage
Instamart	139	34.75%
Zepto	110	27.50%

Blinkit	81	20.25%
Flipkart Minutes	55	13.75%
JioMart	15	3.75%
Total	400	100.00%

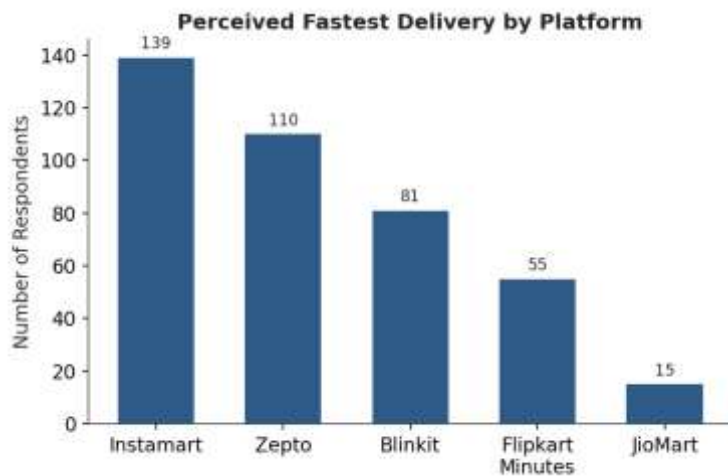


Figure 7: Perceived Fastest Delivery by Platform

Instamart is perceived as offering the fastest delivery by the largest share of respondents (34.75%), ahead of Zepto (27.50%), suggesting that delivery-speed perception does not always align with overall platform preference.

Table 8: Preferred Payment Method

Payment Method	No. of Respondents	Percentage
Cash only	183	45.75%
Digital payments (UPI, cards)	217	54.25%
Total	400	100.00%

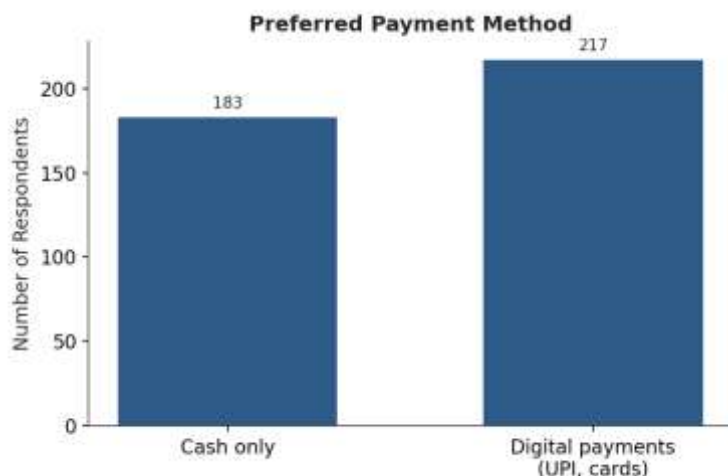


Figure 8: Preferred Payment Method

Digital payments narrowly lead over cash-only transactions among respondents, reflecting a continuing but incomplete shift toward cashless payment in the quick commerce segment.

4.3 Statistical Analysis

Chi-square tests were used to examine associations between customer segments and platform-related variables. All tested variables - preferred app, awareness source, usage frequency, product type, and perceived delivery speed -

returned calculated chi-square values exceeding the critical table value of 9.488 at the 5 percent significance level, with p-values below 0.05, indicating statistically significant associations between customer segments and these factors.

Correlation analysis showed that delivery had the strongest positive association with customer preference ($r = 0.70$), followed by discounts ($r = 0.68$), price ($r = 0.65$), and usability ($r = 0.62$), all significant against the critical value of 0.195. Regression analysis confirmed these relationships: delivery ($t = 4.10$), discounts ($t = 3.95$), price ($t = 3.57$), and usability ($t = 2.60$) each significantly predicted customer preference at the 5 percent level, with delivery emerging as the strongest predictor.

A one-sample t-test (test value = 3) on marketing and promotional variables found that discounts and offers had the highest mean influence ($M = 4.25$, $t = 15.62$, $p < 0.001$), followed by push notifications and social media marketing, while referral programmes showed comparatively lower but still significant influence. A further regression model examining future usage intention ($R\text{-squared} = 0.72$) found that overall satisfaction ($\text{Beta} = 0.38$) and delivery satisfaction ($\text{Beta} = 0.32$) were the strongest predictors of continued platform use, followed by pricing satisfaction, product quality, and app experience.

5. Findings

- Respondents aged 25-35 years form the core user base of quick commerce platforms.
- Gender representation is fairly balanced, with a slightly higher share of male respondents.
- Business owners and homemakers form the largest occupational groups among users.
- Most respondents fall in the ₹30,000-50,000 middle-income bracket.
- Zepto and Flipkart Minutes are the most preferred platforms overall, though Instamart is perceived as the fastest for delivery.
- Weekly rather than daily usage dominates, indicating supplementary rather than primary shopping behaviour.
- Fast delivery, cashback, and free delivery are the strongest drivers of platform preference and switching behaviour.
- Satisfaction with delivery speed, product quality, and app usability is predominantly neutral rather than strongly positive.
- 41.5 percent of respondents are unwilling to recommend their platform to others, indicating moderate rather than strong brand loyalty.
- Digital payments have marginally overtaken cash transactions, reflecting a gradual shift in payment preference.

6. Suggestions

- Improve delivery speed consistency and reduce operational delays through better logistics planning.
- Strengthen quality checks and packaging standards to raise product-quality perceptions.
- Enhance app usability through improved navigation and interface design.
- Expand cashback and free-delivery schemes, which are the most effective promotional levers identified.
- Introduce personalised, segment-specific offers based on purchase history and demographic profile.
- Invest in loyalty programmes and proactive communication to convert neutral users into active advocates.
- Extend digital-payment incentives to accelerate the shift away from cash transactions.

7. Conclusion

This study set out to compare how Instamart, Zepto, Blinkit, JioMart, and Flipkart Minutes stratify and serve their customers, and to identify the factors shaping preference and satisfaction. The findings confirm that young, middle-income, urban consumers form the primary user base, and that delivery speed, discounts, and usability are the strongest

statistically significant drivers of platform preference. Zepto and Flipkart Minutes currently lead in overall preference, while Instamart is perceived as offering the fastest delivery, suggesting that speed perception and overall preference are shaped by partially distinct factors.

At the same time, satisfaction levels across delivery speed, product quality, and usability remain largely neutral, and a substantial share of users are unwilling to recommend their platform, pointing to a gap between growth and genuine customer loyalty. For quick commerce companies, sustained competitive advantage will depend on converting occasional, price- or offer-driven usage into consistent loyalty by improving service reliability, product quality, and personalised engagement. The sector's continued expansion into Tier-2 and Tier-3 cities makes addressing these gaps increasingly important for long-term profitability and customer trust.

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