

Consumer Engagement Through Quick Commerce Services: A Study of Blinkit

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Abstract— Quick commerce platforms have drastically altered how people shop with their help, quick delivery services, elements of convenience, and digital access. The present study looks at consumer engagement with a particular focus of finding factors affecting consumer satisfaction, repeat purchase behaviour and creating a sense of consumer loyalty. These factors examined by the study include delivery speed, promotional offers, mobile application usability, product availability, and customer service quality. This study is based upon primary data which is gathered through the structured question and answer based questionnaire from the 60 respondents who avail Blinkit services. The method used to analyze and interpret the consumer responses is quantitative method and descriptive research method. The results show that delivery efficiency, digital convenience, discounts, and usability of the application have a good impact on the engagement and repeat usage behaviour of consumers. The detailed conclusion of the study is that Blinkit has been able to build a strong customer engagement by means of efficient performance of its operations, and a sleuth of customer-centric strategies, in the booming quick commerce sector.

Keywords—Quick Commerce, Consumer Engagement, , Customer Satisfaction, Delivery Speed, Consumer Behaviour, Digital Commerce, Online Shopping.

I. INTRODUCTION

A. Background of the Study

Digital technologies and Internet have changed the purchasing behaviour of the consumers in the retail industry substantially, in the course of rapid development of technologies and Internet. Today's customers value ease, convenience, speed, and accessibility – and this is often delivered through online platforms offering a seamless shopping experience. This change has led to the emergence of “q-commerce,” which has been referred to as “quick commerce,” which targets delivering products in a very short duration. Quick commerce platforms have gained enormous rewards among the urban consumers as they full non-urgent shopping demands with decreased efforts / time required on the traditional retail stores. In India, Inc. is one of the top players in the quick commerce industry, with a strong market presence, providing ultra-fast delivery services, digital convenience and customer-centric approach in its operations. Mobile adoption, rapid advance of smart devices and mobile consumption of payment apps have been further driving the expansion of quick commerce. This is where consumer engagement comes into the picture for the success of such platform as customer satisfaction, customer loyalty and customer repurchase behavior contribute to long-term business performance and competitiveness.

B. Statement of the Problem

Given the soaring demand and expectations among customers for faster, cheaper, ever-available products and better customer experience, coupled with the swift rise and proliferation of players offering digital commerce and retail solutions, the quick commerce sector has turned out to be

fiercely competitive. While Blinkit offers fast delivery and easy online experiences to many, keep hold of their customers is a challenge. Before building loyalty to a platform, consumers constantly check the quality of service, promotional deals, ease of use of the application as well as treatment of reliability of operations. This research was aimed at finding the key factor that affects consumer engagement and customer satisfaction towards Blinkit services.

C. Objectives of the Study

The main aim of the study is to explore the consumers' engagement with Blinkit quick commerce services. The secondary goals are to investigate how delivery speed could influence the satisfaction of the customers, if promotional offers could make an impact with customers' purchasing behaviour, if Blinkit has an easy-to-use mobile application or not and what influences repeat purchase intentions and consumer satisfaction.

D. Research Questions

Important research questions addressed in the study are: What are the demographic characteristics of consumers who use quick commerce services? How satisfied are they with those services? What are their experiences with the services? What are their expectations from quick commerce services? These include delivery speed and its impact on customer satisfaction, promotional offers and their impact on customer purchasing behaviour, the impact of the usability of mobile apps on customer repeat buying and the extent to which customer service quality contributes towards customer loyalty and engagement.

E. Significance of the Study

This study holds importance as quick commerce service is gaining tremendous momentum in the Indian retail landscape. The findings of the research are helpful for understanding the consumer preferences, consumer engagement, and consumer satisfaction towards Blinkit services. The results can aid management to optimize how they operate, how they engage customers, and what they promote, and how they shop online. The study also aims to shed light on academic knowledge on consumer behaviour in the burgeoning quick commerce industry.

F. Scope and Limitations

The study will target consumers within urban areas who use Blinkit services, while looking at different factors which include the delivery efficiency, promotional impact, satisfaction of consumers, easiness to use the application, and repetition of purchasing behaviour. This study suffers from its fairly small number of respondents and relies on their perceptions which can differ from person to person. There were also limited geographical and time scales due to time and resource limitations.

II. REVIEW OF LITERATURE

With the fast growth and development of digital commerce and technological advancement, retail has undergone a drastic shift and people's shopping habits around the world have changed as well. Quick commerce is one of the industry's fastest-growing segments in recent years, as the convenience and speed are gaining preference among consumers, offering them immediate product access. Quick commerce platforms provide a service for grocery delivery, household goods, drinks, beauty products and just about anything and everything in an utmost brief time which ranges between 10 minutes to 30 minutes at most. The smartphone technology it has today, the internet which is now everywhere, digital payments and urban living habits have made a significant impact on the rise of quick commerce channels. The scholars have noted that the working class, students and urban family living are much more keen on choosing the online platform while keeping in mind the reduced efforts of having to do any shopping in physical retail stores and to save their valuable time. The importance of consumer engagement in digital commerce is therefore prominent as it directly affects the growth, profitability and competitive edge of the organization, and because a strong relationship with a consumer is characterized as a long-term one. Consumer engagement is the connection between the customer and the specific brand or particular service provider at an emotional, psychological and behavioral level. Within the quick commerce sector, all businesses try to get customers to engage with them at the very least by offering a rapid delivery system, chances to redeem with personalized offers, promotional codes, loyalty programs, engaging customer support and easy mobile applications. The research on online consumer behaviors suggests that the efficiency of delivery, pricing strategies, convenience, trust, digital experiences, and product availability are all key factors that greatly impact customers' satisfaction and returning customer behaviors. Consumers have also been shown to have multidimensional experiences with brands as they engage using mobile apps, online reviews, social media, and digital ads, etc. In his effort to cause a paradigm shift in urban shopping behaviour, companies like Zepto, Swiggy Instamart, etc. have focussed on the metrics of ultra-fast delivery and seamless digital experience in the quick commerce space. The literature also indicates that one of the most critical factors improving customer satisfaction is delivery time as the customers' demands grow bigger day-by-day for products without any delay. Discounts, cash-back deals, promos and brain teasers are also among the factors that impact buying behaviour, as they make the consumer want to interact with digital platforms more often. Mobile app usability has also been highlighted as a crucial factor influencing digital shopping experiences. User-friendly navigation, safe payment methods, order tracking options, and intuitive interface design contribute to consumer confidence and engagement. Consumers are also known to be positively affected by customer service quality and availability of digital product. Research on the fast commerce sector has revealed that companies that operate efficiently, can integrate technology, and have a customer-centric approach are more likely to reinforce the retention and competitiveness of their customers. Although the quick commerce services are gaining popularity, there is less research that specifically addresses customer engagement with Blinkit services, as well as their combined effects on customer behaviour, such as delivery time, app usability, promotions, and CSQ. The present study thus aims to add its own voice to the knowledge about

engagement patterns of consumers within the growing quick commerce.

III. RESEARCH METHODOLOGY

Research methodology is the “mechanism”, “scheme”, or “plan” used to do a research work scientifically and organizedly. It gives the procedures, techniques and methods employed in collecting, analyzing and interpreting the data pertinent to the research problem. It has been identified that the present study has been targeted towards understanding the consumer engagement using services and determining the factors influencing the customer satisfaction, repatronage behaviour as well as the overall engagement perspective in the context of the quick commerce industry. The study has been conducted using a quantitative research approach as it involves the analysis as well as statistical interpretation of consumer response, mainly targeting the research objectives. The methodology used for this project is descriptive research to understand the consumer opinion, behaviour and satisfaction level towards Blinkit services. The study aims to analyze existing consumer perceptions towards the services and levels of satisfaction with the services; hence, descriptive research is appropriate in which an attempt is made to identify the relationships between variables including delivery speed, promotional offers, customer support quality, product availability and the mobile application usability. Both the primary and secondary sources have been used for the research. The data collection was done by two means, primary data were gathered directly from the respondents through a structured questionnaire, designed specifically for this study and secondary data was gathered from journals, books, company reports, research articles, websites and studies related to quick commerce, consumer behaviour and digital commerce services. Questionnaire method was chosen as it can be used to gather responses from various participants and get a standardised response within a limited time period. It was a questionnaire consisting of closed ended questions and the statement type items were used for the measurement of the respondent's opinion about Blinkit services in Likert scale method. The survey was carried out via online platforms as the majority of the Blinkit users are in the digitally active group of consumers, who are familiar with smartphones and applications used online. The study was targeted on the consumers who were availed of Blinkit services in urban areas. Convenience sampling technique was used in the selection of the respondents as it was accessible and convenient in data collection due to the limited time and resources. In total, 60 respondents were selected for the study. Those who responded were students, working professionals, homemakers and the self-employed, from across various age groups and income levels. Questionnaire was divided into 2 sections – Demographic and Behavioural – to collect the following data: Gender, Age, Educational Qualification, Occupation, Income Level, How many times they use Blinkit Delivery, How they feel about delivery services, How they feel about discounts, How satisfactory they find the app to use, and their contact with customer support services. Structured questionnaires were used for data collection which helped in maintaining uniformity in caliber and diminished the chances of interviewers being biased in their responses. All the collected data were carefully organized, classified and tabulated to make the statistical analysis and interpretation easy. The ethical aspects of the study have been considered during the research process by conducting it based on voluntary participation,

confidentiality of the answers, and informing explicitly about the academic aim of the study.

Data analysis and interpretation were carried out through diverse statistic and descriptive analysis methods to draw significant conclusions from the opinions of the respondents and their behavior's. Demographic aspects were classified extensively, and the percentage analysis method was used to assess the consumers' preference to use Blinkit services. The use of percentage helped show the response in a simplified numerical form; hence easy comparisons of the different categories of the respondents were possible. Some of the methods used to analyze central tendency and variability within the consumer responses were also mean and standard deviation techniques. These steps made it possible to determine the average consumer perception of delivery efficiency, digital shopping experiences, the influence of promotions and quality of customer support. Correlation analysis has been used to investigate the relationships between various variables, e.g. delivery satisfaction and repurchase behavior and hypothesis testing has been carried out to test the significance of the relationships between the operational variables and consumer engagement. The hypotheses of the study were proposed concerning the delivery speed, promotion offers, ease of use of the mobile application, and quality of customer service, and the results were interpreted derived from the respondents' answers and statistics. The reliability and validity were ensured in the careful preparation of the questionnaire based on the objectives of the study and by checking its questions with consumers in the quick commerce environment. Easy and clear language was used when wording the questionnaire to ensure that the answer questions were understood correctly and respondents would not be confused leading to inaccurate responses. The researchers also ensured the transparency and objectivity in the analysis since the results were systemically presented in tables and interpretations. Although the methodology developed findings, there are some particular limitations encountered. The study size is small (60 respondents), and is primarily urban consumers that use Blinkit. Convenience sampling was used, which means that the research results may not be a good representation of all quick commerce consumers. Interpretation and perception of respondents is also a major element in the study and can include implicit bias or subjective opinion. Due to time limitations and resource constraints, the geographical range and extent of analysis were limited. Future consumer behaviours could also be affected by technology and market changes in the fast-running market of quick commerce, which might differ from the technology and market properties studied in this paper. Notwithstanding this, the research methodology adopted offers a structured and reliable framework that enables understanding the consumer engagement with Blinkit services, while also offering some insights on customers' satisfaction, and digital shopping behaviour and operational efficiency in the Quick Commerce industry.

IV. RESULTS AND DISCUSSION

The analysis and interpretation on data collected from respondents can be based on consumer engagement through services as outlined below: The study is carried out based on the number of respondents who responded with 60 respondents, using a structured questionnaire. The study measures all the important key factors which affect consumer engagement such as delivery speed, promotional offers, ease

of application and customer satisfaction. To understand the behaviour and engagement of the respondent in the quick commerce environment, the statistical interpretation and percentage analysis method has been used. The results obtained in this chapter are significant insights on the consumers' preferences, repeat buying behavior and operational efficiency of Blinkit services.

Table 4.1. Demographic Profile of Respondents

Demographic Variable	Category	Number of Respondents	Percentage
Gender	Male	34	56.7%
	Female	24	40.0%
	Other	2	3.3%
Age Group	Below 20 Years	8	13.3%
	21–30 Years	28	46.7%
	31–40 Years	14	23.3%
	41–50 Years	7	11.7%
	Above 50 Years	3	5.0%
Occupation	Student	18	30.0%
	Private Employee	22	36.7%
	Government Employee	6	10.0%
	Business/Self-Employed	9	15.0%
	Homemaker	5	8.3%

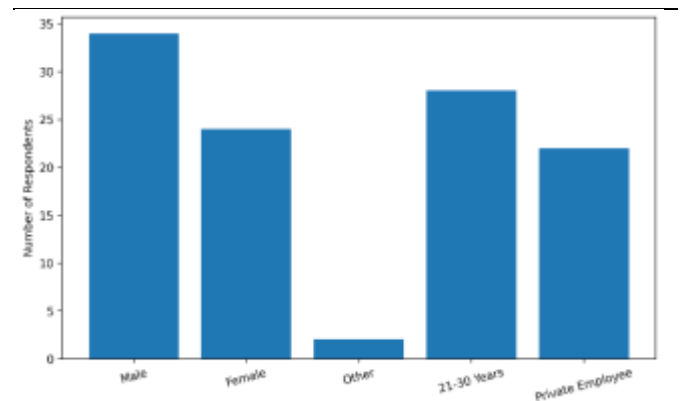


Fig. 4.1. Demographic Profile of Respondents (Clustered Bar Chart)

Interpretation:

The demographic characteristics of the respondents who took part in the study is given in the table above. Majority of respondents were they males consumers (56.7%) and females consumers (40%). According to the age-wise classification, the age groups between 21 to 30 years were the largest category in the respondents with a 46.7% participation, which indicates that younger people are more comfortable with smartphones and digital payments and are more likely to shop online through apps which make them more active on the quick commerce platforms. The occupational analysis shows that the

proportion of private employees and the students together exceeded 66% which mean that working professionals and younger consumers prefer quick commerce services as they save time and are convenient. The results reveal that digitally active urban consumers prefer the Blinkit services as they are convenient and fast in terms of delivery.

Table 4.2. Consumer Usage Behaviour and Platform Preference

Variable	Category	Number of Respondents	Percentage
Frequency of Usage	Daily	14	23.3%
	Weekly	26	43.3%
	Monthly	10	16.7%
	Occasionally	7	11.7%
	Rarely	3	5.0%
Platform Preference	Highly Preferred	20	33.3%
	Preferred	24	40.0%
	Neutral	9	15.0%
	Less Preferred	5	8.3%
	Not Preferred	2	3.4%

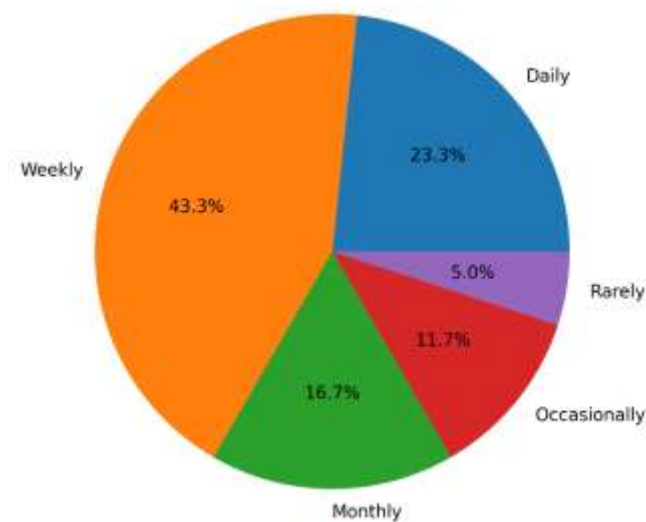


Fig. 4.2. Consumer Usage Behaviour and Platform Preference (Pie Chart)

Interpretation:

Based on the data displayed in the table, it can be concluded that Blinkit's arguments of frequent usage by a large segment of the population are correct. The respondents who used it weekly had the greatest proportion with 43.3%, and those using it daily accounted for 23.3% of the respondents. With these findings, it can be seen that consumers have increasingly become more dependent on quick commerce for the common necessities and necessities they have. More than 73% of the users Highly preferred or preferred Blinkit services

as per the preference analysis. This is indicative of high levels of customer satisfaction and engagement with the platform. Blinkit's appeal in the minds of consumers is driven by its efficiency, convenience, speed of delivery and the digitization among others. The outcome shows that quick commerce services are an integral part of modern shopping behaviour and how Blinkit has made excellent entry to customers' hearts in the competitive digital commerce landscape.

Table 4.3. Satisfaction with Delivery Speed and Mobile Application Experience

Variable	Category	Number of Respondents	Percentage
Delivery Speed Satisfaction	Highly Satisfied	25	41.7%
	Satisfied	22	36.7%
	Neutral	7	11.7%
	Dissatisfied	4	6.6%
	Highly Dissatisfied	2	3.3%
Mobile Application Experience	Excellent	18	30.0%
	Good	26	43.3%
	Average	10	16.7%
	Poor	4	6.7%
	Very Poor	2	3.3%

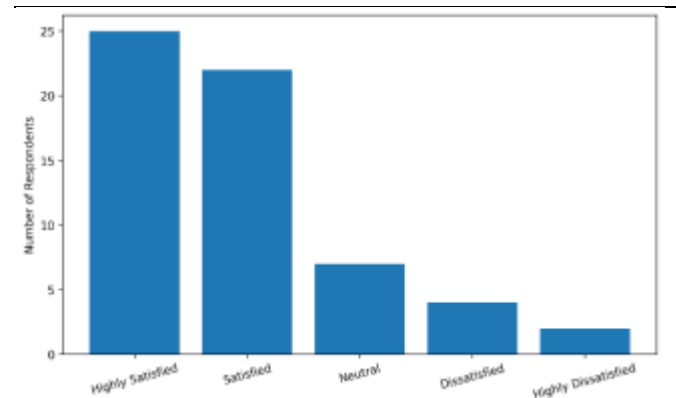


Fig. 4.3. Delivery Satisfaction and Mobile Application Experience (Column Chart)

Interpretation:

The table reveals that the most significant factor affecting consumer engagement during Blinkit services is the efficiency of the deliveries. A majority of over 78% of respondents were satisfied with the speed of delivery offered by Blinkit as it impacts customer experiences and satisfaction levels significantly. When choosing quick commerce platforms, delivery performance emerges as another key factor, with quicker delivery and instant access now being the top consumer demands for a business. The results also show consumers' positive experiences with the Blinkit mobile app usability. About 73% of those who responded indicated that applications had a "excellent" to "good" application experience. Smooth navigation, User Friendly interface,

Digital Payment integration, Order tracking facilities are all some of the positive features that impact the customer's satisfaction and driving repeat purchase. The findings show that with combined adoption of operational efficiency and digital convenience, it supports consumer engagement throughout the whole platform as well as platform loyalty.

Table 4.4. Influence of Promotional Offers and Customer Service Quality

Variable	Category	Number of Respondents	Percentage
Influence of Promotional Offers	Strongly Agree	23	38.3%
	Agree	21	35.0%
	Neutral	8	13.3%
	Disagree	5	8.4%
	Strongly Disagree	3	5.0%
Customer Service Quality	Excellent	17	28.3%
	Good	25	41.7%
	Average	11	18.3%
	Poor	5	8.4%
	Very Poor	2	3.3%

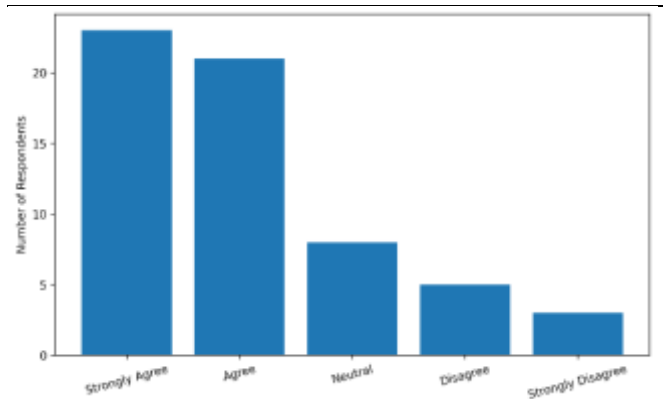


Fig. 4.4. Promotional Influence and Customer Service Quality (Stacked Bar Graph)

Interpretation:

The aforementioned results suggest that promotion offers and customer services are of critical importance in determining consumers' engagement and buying behaviour for Blinkit services. Over 73% of respondents said these discounts, cashback schemes and promotions have a positive impact on their decision making in buying something. Price related incentives/reward systems seem to be extremely effective at zeroing in on consumer behavior because it makes the product more affordable and encourages the repeat purchase of products. The study further shows that the quality of customer service has a great impact on the loyalty and satisfaction of the customers. About 70% of the respondents gave a positive rating for customer support services, including fast customer complaint resolution, the quality of communication with the platform, and refund policies, which helps build customers'

confidence in the platform. Overall, the multifaceted impact of quick commerce promotional strategies and responsive customer service highlights that operational efficiency is only part of the equation when it comes to engaging consumers in quick commerce; sustained relationship management and customer-centric business practices are also crucial. The outcomes generally support the idea that Blinkit has excelled in its customer-centric solutions and achieved high levels of engagement by meeting key metrics for each sector, including product delivery timelines, pricing, and digital ease.

V. CONCLUSION AND FUTURE WORK

The current study explored how consumer engagement occurred with services and also investigated the factors affecting customers' satisfaction, repeat purchasing behaviour and loyalty towards the quick commerce sector. Based on the results of the study, it can be said that the quick commerce service has made a high impact on the shopping behaviour of modern consumers as it offers convenience, speed and smooth online shopping experience. As consumers value time more than ever, they are also looking to online channels that lessen the need to go physically out to buy products and ensure that they are available immediately via a mobile application. One factor identified in the research as crucial in consumers' engagement and satisfaction with products was delivery speed. When asked about their views on the incredibly quick delivery system, most respondents were positive taking delivery speed as a metric to measure retention and repeat usage behaviour; this suggested a high level of operational efficiency. The study has also shown that promotional offers, cash networks, reductions and rewards have a substantial impact on purchase decisions, and improve consumer engagement and interaction with the platform. Mobile application usability also came out as one of the key factors that determines consumer engagement, as they prefer mobile applications that offer user-friendliness, easy navigation, smooth payment systems and real time updates of their orders. The results also indicate that availability of products and valuable customer service has positive impacts on trust and satisfaction of the customers. Among the leading quick commerce providers, Blinkit's delivery efficiency, user-friendly features, and customer satisfaction embodied the brand were among the top factors contributing to its recognition. The findings from the study indicate that the technological convenience, pricing policies, delivery speed, and quality of service are all key factors that affect customer engagement with quick commerce services. The study has its limitations in a relatively small sample size and limited geographical coverage, while still contributing towards meaningful and relevant insights. Future studies can be extended to encompass a larger sample size of respondents in additional cities and regions to enhance the depth of knowledge about consumer involvement in the quick commerce sector and identify other market trends and opportunities. Further research could also focus on the impact of Artificial Intelligence, predictive analytics, personalization, and consumer psychology on digital buying trends and customer retention in the rapidly changing world of quick commerce.

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