Quick Commerce and Customer Retention: A Study of Blinkit and Zepto

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Abstract

Quick commerce, also known as Q-Commerce, has completely changed how people shop for grocery and daily life products through very quick deliveries (within 10–20 minutes). Platforms like Blinkit and Zepto have gained a competitive advantage by making efficient use of modern and new technology, forecasting demand, and properly located micro-fulfillment centers. However, while these companies focus on speed and heavy discounting strategies, a lot of other aspects are not considered by them. This paper aims to find out if faster deliveries and frequent discounts ensure long-term customer retention and loyalty for q-commerce companies. The answer to this question will heavily impact the future of q–commerce players in our country.

This research paper covers various topics like: the rise of Q-Commerce in India, what are the marketing strategies used by major players, various pricing models, and customer satisfaction levels of Blinkit and Zepto. By evaluating customer reviews and secondary data , this study point out the different factors influencing consumer retention in this high competitive sector. The findings indicate that while the customers definitely prefer speed and affordability, other factors like service consistency, product quality, and customer support play a more significant role in making sure the customers are retained for the long run.

KEYWORDS: Q-commerce, quick commerce, blinkit, zepto, swiggy, fast delivery, e-commerce

1. INTRODUCTION

The rise of q-commerce was led by various factors like the digital revolution, changing customer preferences, busy life schedules, etc. Q-commerce refers to the type of e-commerce which focuses on quickest possible delivery of products to the customers. The duration typically varies from company to company. Blinkit often delivers products within 7 to 10 minutes while Zepto takes a bit longer (10 to 12 minutes). These also vary depending on the location of the user. Traditional e-commerce was focused on next-day deliveries or within a week delivery. This is being challenged by q-commerce companies through the use of dark stores, micro-fulfillment centres and nearby delivery networks for faster orders.

Various companies like Blinkit, Zepto, Swiggy Instamart, and Dunzo are the key players of q-coomerce in India, along with Getir and Gopuff on the global level. These companies have drastically changed the way people shop for groceries, daily essentials, and even medicines. Even though the major points of competition among these companies are delivery speed and convenience, customer loyalty is another factor which is very important for keeping a competitive advantage.

Customers often shift between platforms based on different deals, pricing differences, and service quality. This paper puts focus on how blinkit and zepto use different types of marketing strategies, different incentives, changing prices and promotion techniques to keep their customers from shifting to other platforms. This research will analyze customer reviews, pricing models and strategies to find whether speed and discounts are enough to ensure brand attachment among

the users. While e-commerce platforms such as Amazon and Flipkart initially focused on one-day or two-day deliveries, Q-Commerce platforms have made this better for the users by promising deliveries within 10-20 minutes.

This paper explores the differentiating factors used by these companies to keep themselves ahead of others, what all challenges they face in keeping their operations efficient and the consumer shopping behavior's effect on business. The impact of q-commerce has been very huge on people's minds. These impacts include the positive side as well as a negative side.

Positive Impacts:

1. Convenience: Customers benefit a lot from superfast delivery as they do not have to spend their time by going out and shopping for daily essential items like groceries, medicines or last minute needs. They can get it with just a few clicks at their doorstep.

2. Time saving: Quick commerce platforms save customers' precious time by delivering products at their doorstep, which is really important for busy lifestyles today.

3. Enhanced choices: customers get access to a wider variety of products, all in one app, which is very good for new businesses as well.

4. Increased accessibility: It is very useful for late night deliveries or emergencies for the customers.

Negative Impacts:

1. Environmental Costs: More carbon emissions and wastage are on a rise due to frequent small orders from the customers.

2. Impulsive buying: customers often end up over-spending and making unnecessary purchases due to convenience

3. Fluctuations in service quality: In order to fulfill the orders in lesser time the service quality may be compromised by the provider.

4. Getting used to Fast Service: Customers may expect instant results and lose patients with slower options.

The growth of q-commerce has been led by a lot of factors. Some of these are as follows:

1. Changing customer behavior: Due to COVID-19, the shopping habits of the customers were changed completely due to restrictions in leaving home and risks of the virus. The people of urban areas shifted to q-commerce as it saved their time and delivered their daily essentials like groceries within 10-20 minutes.

2. Support of digital payments: People prefer using online modes of payment which lead to a more convenient way of shopping for the users and led to a rapid growth of q-commerce platforms

3. Digital age: Due to the easy access of smartphones to most people, quick commerce was easily adopted by a large number of people. This was also supported by wide use of the internet in people's daily life.

4. Heavy discounts and offers: A lot of q-commerce platforms majorly attracted their customers by imposing heavy and fancy discounts on the essentials products which led to bulk purchasing by the users.

2. LITERATURE REVIEW

The past two decades have led to a huge evolution in fast delivery services. Due to increasing customer expectations, the focus of online sellers went from same-day or one-day delivery to same-hour delivery. Companies like Blinkit and Zepto introduced various new elements to this sector like dark stores (small warehouses which do not let customers to a walk-

in shopping and handles only online orders), demand forecasting using AI technologies, and decentralized inventory models (small various locations for product storage instead of one big warehouse).

According to **Johnson and kumar (2021),** the factors driving the shift from traditional e-commerce to quick commerce are changing customer preferences, need for convenience and better technological inventions. They studied how urbanization and digitalization affected the demand for q-commerce platforms.

Various industry reports indicate that this model of e-commerce works majorly in the highly populated urban areas where it is easier to complete the orders due to a small radius. High population leads to higher number of orders. Q-commerce operated very differently from traditional commerce in terms of size of the warehouse. Traditional e-commerce uses large warehouses and centralized fulfillment centres whereas q-commerces uses micro-fulfillment centres (MFCs) which store limited but high in-demand goods.

2.1 Importance of q-commerce:

Q-commerce has become highly important in urban lifestyle. Reports have found that people have become highly addicted to Blinkit and Zepto. With annual orders of blinkit going as high as 20,03,000 orders and Zepto having an average of 6,00,000 daily orders, the q-commerce addiction has become very real. The various factors making these important are as:

1. **Employment opportunities**: A lot of job opportunities have come up for the public due to the emergence of e-commerce like delivery services, warehousing, inventory management, and other technology related operations.
2. **Expansion of cashless economy:** This sector has allowed people to shift to cashless payments using UPI and other methods. The transactions are more secure and quicker.
3. **Enhanced customer experience**: Customers are getting fast delivery, order tracking and smooth ordering process which is very essential in present times. The users are gaining trust due to reliability, speed and ease of use.
4. **Growth of local and small businesses:** Blinkit and Zepto allow small local businesses to sell their products online on their platforms which is very helpful for them and gives a required boost to them. This is helpful for the economy as well.
5. **Instant access to products:** The users have a real quick access to any product that they might need in urgency like personal care items, gifts, medicines or groceries.
6. **Helps in busy lifestyles:** With hectic work schedules, long commutes and limited free time, these companies have become a major life savor in terms of saving time and getting things done quickly.

A study done by **Green et al. (2021)** showed that more than 80% of the consumers prefer ordering from platforms which offer them consistent and timely deliveries. They do not prefer the ones which give fluctuating results. They also suggested that personalization can be a big step in improving customer experience by recommending products based on their past purchases.

As stated by **Das and Ramasamy (2021),** various e-commerce platforms in india have hugely impacted the employment rate by providing delivery jobs to a huge number of youth. Even though people have found these jobs, various issues like job security, fair wages and labor rights still exist.

2.2 Limitation in Q-Commerce

Q-Commerce is fast growing, but it is facing big challenges. The cost is high because it requires dark stores in key city locations, and the rent is expensive. It also includes running 24/7 delivery services which increases the expenses by a lot.

This is on top of logistics and sustainability issues that make things more difficult, and which have to be overcome with creative solutions.

Clear and Open Sourcing: According to **Adams, Johnson, and Thompson (2018)**, most local vendors are also known to have clear sourcing practices so that consumers know where their produce comes from. Whereas, QC platforms may not be as transparent as they should be, making consumers question the freshness and quality of their products.

Infrastructure and Technology: Advanced technology is one of the key aspects of running a good q-commerce business. Advanced tools like route planning systems, live tracking, and strong communication networks are very much used in quick-commerce. These tools help reduce the time spent, but they are expensive and come with various risks. **Kumar V. and Ramasamy V. (2020)** mention that it is important to have good technology systems, but also that technology may not work properly.

Freshness and Seasonality of Produce: Usually, local vendors get their produce from nearby farms, keeping it fresh and in season, as **Brown and Smith (2020)** discovered. However, QC platform produces its food from other areas or countries and this may make it not so fresh and not be up to the season.

Customer Expectation and Service Standards: Customers want fast, correct and reliable deliveries. Wrong orders, late deliveries, bad customer service can affect their trust and loyalty. To maintain customer trust, as mentioned by **Smith J. and Brown L. (2021)**, good service quality is very important.

Effects on the Environment: Due to the fast and frequent deliveries of quick commerce, more carbon emissions and more traffic on the city are created. To reduce the effect this has, eco-friendly methods such as electric vehicles and more effective delivery route planning are important. In this area, **Green A. and White R. (2021)** stress the need for sustainable solutions.

Managing Employees: It's a big challenge to handle a large and changing team of delivery workers that are often gig workers. The workers often work in difficult situations like extreme weather conditions, festivals and emergency situations. Fair pay, safety and job satisfaction are critical for these workers to succeed in the long term. **Das S. (2022)** highlights the need for improved worker policies in quick-commerce.

2.3 Marketing Strategies of Blinkit and Zepto

Blinkit and Zepto have proven to be able to captivate consumers' attention and retain them with data driven and innovative marketing strategies. They attract and retain their user base by employing referral programs, leveraging social media engagement, as well as personalized promotions.

By using meme culture and humor driven advertising, Blinkit has built a vibrant and youthful brand identity and turned the shopping experience into a fun one which is not just about transactions. Whereas Zepto focuses on showcasing its strengths of being fast and reliable, and spending its promotional time on the timely delivery of necessities exactly when they are needed.

Both brands persistently pursue innovation.In December 2024, Zepto launched a separate app for its "Zepto Cafe" division, which focuses on delivering coffee and ready to eat food. Along with this, in February 2025, Blinkit announced the delivery of various Apple products such as Macbook Air, ipad, Airpods, Apple watch and iphones.

Both platforms use AI algorithms to send personalized offers to users, encouraging repeat purchases. They also invest in digital ads, influencer partnerships, and cashback incentives to drive customer engagement. Their focus on app-based notifications and gamification elements further enhances brand loyalty and user retention.

Beyond conventional promotions, their marketing strategies encompass artificial intelligence, which is used to deliver personalized offers to encourage repeated user engagement. And they use digital advertisements, collaborations with influencers and cashback incentives to sustain high levels of interaction. In addition, app notifications and gamification features that engage customers are used to encourage customer loyalty. With products becoming the least of what Blinkit and Zepto are doing, they are creating immersive customer experiences in an increasingly fast paced environment.

2.4 Pricing Strategies of Blinkit and Zepto

When it comes to pricing strategies, Blinkit and Zepto have different strategies, making the most of their respective strengths.

Blinkit is a premium service that markets itself based on quality and convenience. Due to its higher pricing, its platform strategically offers discounts and bundle offers to create the impression that it offers more to the customers for their spending thus increasing the customers' perception of what they get from their spending.

On the other hand, the prices offered by Zepto are competitive and they always offer targeted promotional offers to lure budget conscious shoppers. It was in March 2025, when the company further went on with the SuperSaver campaign, with unbelievably low prices and free delivery in orders of over ₹1000, a game changing step that was taken to give families and bulk purchasers a huge saving.

Both these platforms often use dynamic pricing strategies according to the real time data collected by them. Various factors influence these price fluctuations like demand of goods, peak hours, festivals and availability of stock of goods. Blinkit and Zepto apply artificial intelligence (AI) and data analytics to optimize their prices to include and satisfy a wider range of users.

2.5 Analyzing the Psychological Impact of Discounts and Promotional Strategies in Q-Commerce

Have you ever wondered why a limited time promotion or first order discount leads to swift purchasing decisions? This is due to the fact that such discounts take advantage of the human tendency to think about urgency and cost savings. This strategy has been refined by quick commerce (Q-Commerce) platforms like Blinkit and Zepto through flash sales, cashback offers and free delivery incentives to build an impression of exceptional value. This often leads customers to make impulsive buying behavior.

The problem is that loyalty based on discounts is fragile. Particularly, a lot of Blinkit and Zepto customers often shift between the two services in an attempt to grab the most favorable deal possible at any point in time. Q-Commerce companies face a tough dilemma in this scenario, how do they change price sensitive consumers into steadfast and loyal patrons?

It's been studied that discounts do work in attracting new users but retaining them calls for more than just lower prices. What this means to the users is that platforms that develop loyalty programs, subscription services, exclusive benefits, etc., are more likely to have a loyal and lasting customer base. Amazon Prime is a good example of this, where users are not only discounted but also for added perks such as expedited delivery, exclusive offers, and a VIP type experience.

Despite the importance of offering the lowest possible Q-Commerce price, Q-Commerce brands must now eschew competitive pricing strategies in favour of providing experiences that drive customer loyalty. They can retain customers on a long term basis by providing the most excellent service quality, an exclusive array of premium products and the fastest and most convenient delivery possible. But the price sensitive deal seekers will always be there, while consumers who want reliability, efficiency and easy transactions will always associate themselves with a platform that values them as more than a one time purchaser.

2.6 Zepto & Blinkit: Speed vs. Decision-Making in Food Delivery

Speed is the name of the game in quick commerce. Groceries are demanded with immediacy. Delivery services have been elevated to an art form by companies like Zepto and Blinkit to great effect. Zepto works with a hub and spoke model, where they have dark stores (small scale warehouses) positioned in urban areas. This system is integrated with AI powered order fulfillment processes and the company is able to deliver in less than 10 minutes in some regions, offering truly unprecedented service. Like Blinkit, also using a similar strategy but with a different approach, it collaborated with local retailers and grocery brands to bring in a wider range of products while delivering the goods extremely fast.

Both platforms have been using advanced logistical solutions to stay competitive. Route optimization technologies are used to find the most efficient ways, AI based demand forecasting is used to anticipate customers orders even if they are not made conscious, and real time tracking systems are used to keep the operations smooth. Ultimately it comes down to how fast a company is and how quickly they can scale and adapt to a market where every second matters.

2.7 Factors Influencing Consumer Decision-Making in Quick Commerce

What aspects of the customers who order groceries online are most important to them when they are discussing their preferences? Is it the speed of the delivery service, the quality and freshness of the products or the price of the items? It turns out that it is not just one of these aspects but a combination of all three factors that have an impact on customer satisfaction. Nevertheless, the fact is that customers' perceptions of these factors have a great effect on their total experience and decision making.

As seen in a 2019 study by **Green, Taylor and Roberts,** a large amount of the populace has more faith in local vendors than they do with Quick Commerce (Q-Commerce) platforms when purchasing fresh produce. The preference is based on the notion that fruits and vegetables sold by local sellers are fresher, tastier and more nutritious than what is delivered by quick-commerce apps. Although that perception may not always correspond to reality, it is a critical element in determining consumer decision making and in encouraging their loyalty to local vendors.

OBJECTIVES OF THE STUDY

1.   To find if delivery speed and heavy discounts are enough to make customers loyal to the q-commerce companies.
2.   To analyze the impact of quick commerce strategies on customer retention in Blinkit and Zepto.
3.   To assess the role of pricing, discounts, and delivery speed in influencing repeat purchases and customer loyalty.

3. RESEARCH METHODOLOGY

In this study, secondary data analysis was conducted to examine the degree of customer loyalty towards Blinkit and Zepto from the company report, industry analysis, customer feedback and market research. Also, real feedback from users at the Google Play Store was scrutinized to learn about what the users liked and did not like about these platforms. Meticulously analyzed were critical aspects like delivery speed, product quality, service reliability, and problem resolution.

In this study, client loyalty is estimated by the pricing strategies, marketing techniques and operational proficiency of Blinkit and Zepto. I examined Play Store ratings and user reviews to determine what people were complaining about and what they liked, and thus what factors are critical in determining whether a user will retain or churn.

To understand factors of user loyalty and tendency of some users to switch between platforms, customer sentiment was monitored over a period of time. Business reports and market trends also gave a complete overview of the strategies employed by Q Commerce platforms to provide long-term customer engagement.This study combines data analysis, consumer feedback and market trends to identify the main drivers of customer loyalty in Q-Commerce and the elements of purchasing decision.

4. DATA ANALYSIS AND INTERPRETATION

4.1 The impact of delivery speed on customer retention

Ultra fast delivery services are what Blinkit and Zepto are based on. Their goal is to deliver groceries in 10 to 20 minutes. In this unprecedented speed, consumer expectations have been elevated to need instant gratification. However, although rapid delivery is able to attract new customers, it is not intrinsically guaranteed to maintain customer loyalty over time.

Customers often switch to other platforms due to delays in receiving orders, missing items or sub par product quality. Research suggests that an initial swift delivery may give a good impression; but recurring errors will attract users away from competitors. Most companies that provide false delivery speed ultimately suffer their reputation as they fail to meet these expectations.

To keep a customer base for Q-Commerce platforms, it is necessary to find a balance between delivery speed and also accuracy, product quality, and service reliability. Hardly enough to just prioritise rapid delivery, companies must continue to have well stocked inventories, execute operations flawlessly and address problems quickly.

4.2 Satisfaction of Customers

While Blinkit and Zepto are both very fast in terms of delivery speed, their customer experiences are different. While Blinkit is known for providing a wider range of products, Zepto gets higher ratings for its service consistency. Nevertheless, both the platforms face shared challenges like incorrect deliveries, pricing inconsistencies and order cancellations. Reviews on the Google Play Store underscore significant determinants influencing user satisfaction: Delivery Speed, Quality of Products, Customer Assistance and Support, Delayed responses and unresolved complaints.

Speed and convenience attract the users at first but it is reliability and ability to solve problems successfully that keeps them hooked. Blinkit and Zepto should improve quality control, enhance customer support, and ensure that their service is how they promise it to be.

Table 1 "Differences in Blinkit and Zepto"

BASIS	Blinkit	ZEPTO
Delivery Speed	7-10 minutes (average)	8-12 minutes (average)
Product Range	Larger variety, including Apple products	Focuses more on grocery and daily essentials
Pricing Strategy	Premium pricing with bundle deals	Competitive pricing with aggressive discount campaigns (e.g., SuperSaver)
Loyalty Approach	Discounts and partner	Discounts and free delivery on

	collaborations	bulk orders
Customer Satisfaction	Stronger product variety, but complaints about pricing and quality inconsistencies	Higher ratings for service reliability, but occasional issues with fresh produce
Customer Support	Refund and replacement options	Refund-only policy (no replacements)
App Performance	Well-optimized with AI-driven recommendations	Users report occasional issues like disabled cash offers
Marketing Strategy	Meme-based, youth-oriented promotions	Focuses on speed and affordability
Sustainability Efforts	Partnering with local retailers to optimize delivery	Exploring eco-friendly initiatives like electric vehicle (EV) fleets

4.3 The Influence of Customer Support on Retention and Brand Image

While speed and competitive pricing lures customers in the beginning of the realm of rapid commerce, it is the quality of customer support that keeps them. If there is a problem with not having an item, not having a good item, or an incorrect delivery, the way a company handles these types of problems will have a big impact on the company's reputation. A bad customer support experience can ruin a customer even if an order is delivered as quickly as possible.

AI driven chatbots and refund mechanisms are used by Blinkit and Zepto for managing customer complaints and the automated system. For instance, Blinkit provides replacement and refund options that allow users to address their issues in different ways. However, customer feedback actually shows continued problems with slow response and insufficient problem resolution. Consumers of today do not just want to receive things quicker but also resolve their issues faster. Customers are likely to switch to competing platforms if a company delays too much in processing refunds or does not handle grievances well. Those that focus on live customer support agents, real time chat functionality and proactive problem solving strategies will be able to leverage significant competitive advantage.

Post purchase engagement is also something that quick commerce companies must focus on in addition to fixing current problems. It can create a sense of appreciation if you make efforts such as conducting feedback surveys, sending personalized support message or providing exclusive deals. In the end, customers remember how a brand made them feel, either in a good or bad way.
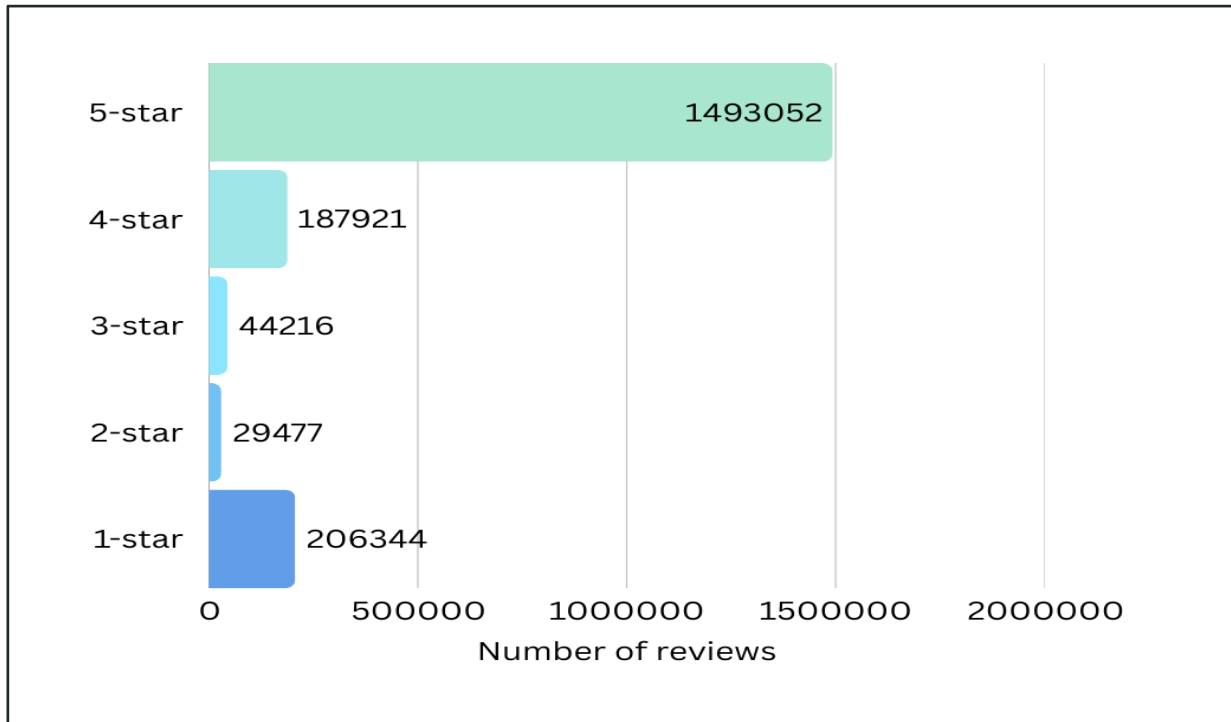
Analysis of Blinkit's Play stay performance:

Total Downloads: Over 50 million installs as of April 2025.

Total Ratings: Approximately 1,961,382.

Average Rating: 4.54 out of 5.

Fig. 4.1 Blinkit's rating distribution as per Google play store 2025.

Both favorable and adverse experiences were emphasized in user feedback.

1. Delivery Service: Consumers are very happy with the delivery service provided by the app.
2. Benefits to users: The software is convenient for users' daily needs.
3. Provision of defective goods or expired goods: Complaints regarding the provision of defective or expired goods.
4. Challenges in Managing Customer Grievances and Delayed Assistance in Customer Service
5. Product damage issues: The issue here is that the product can get damaged while it is being packaged.

Analysis of Zepto's Play stay performance:

Total Downloads: Over 50 million installs.

Total Ratings: Approximately 1,510,000.

Average Rating: 4.7 out of 5.
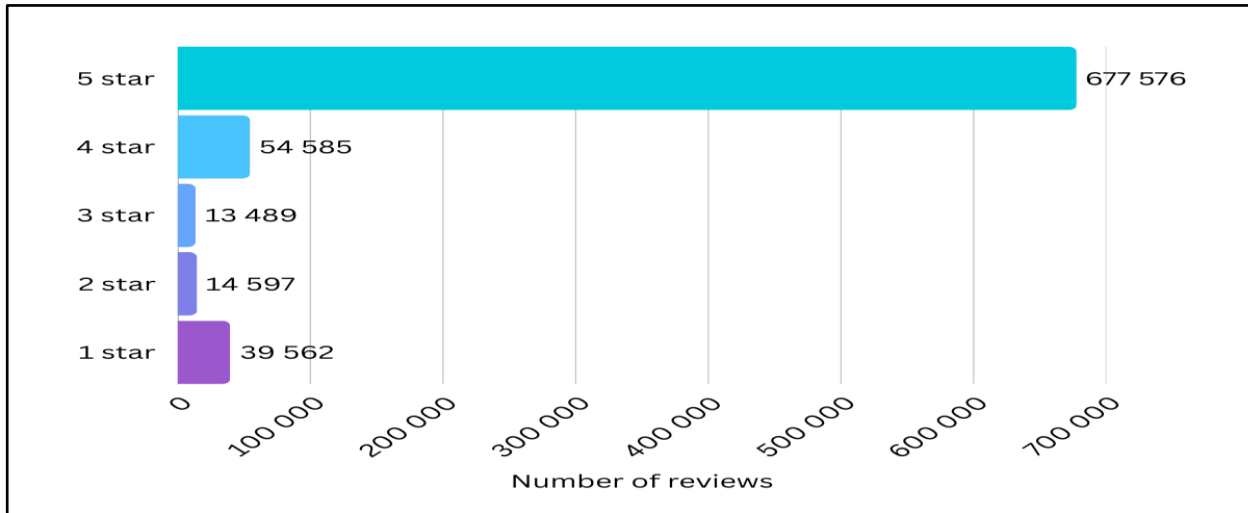
Fig 4.2 Zepto's rating distribution as per Google play store 2025.

User comments show a mix of contentment and worries such as:

1.   Quick Delivery: Customers praise the quick delivery times.
2.   Product Selection: Thank you for offering such a wide range of things.
3.   App functionality: People have complained about features like "free cash" being turned off.
4.   Product Quality: Occurrences of obtaining defective or ruined goods.
5.   Customer service: Having trouble getting in touch with help and fixing problems.

4.4 Comparison in rating of Zepto and Blinkit on google play store

Between blinkit and Zepto, the competition runs on a continuous basis. Both are continually adjusting their strategies as customers tend to switch between the platforms in order to find the most advantageous offers. They have improved on refund and replacement policies, real-time chatbot support, as well as tightened quality control measures to reduce product defects to enhance customer satisfaction. While attractive discounts and quick delivery may pull the customers initially, it is the factors like trust, dependability and solving the problems efficiently that binds the customers to your company. Success in the quick commerce space will not only exist in speed, but rather a brand's ability to attentively listen, proactively respond and create a sense of value for its customers.
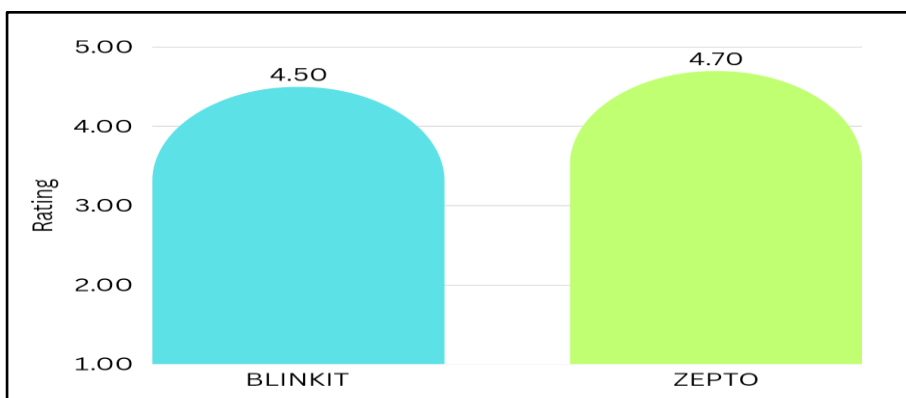
Fig 4.3 Average rating: Blinkit vs Zepto on Google Play Store (2025)

5. CONCLUSION

Quick commerce has heightened urban shopping behaviors so much. In the ultra fast delivery space, companies like Blinkit and Zepto have achieved success through ultra fast delivery, intelligent supply chain optimization through the application of AI and competitive discount strategies. However, while these methods work in enticing users to your platform, they are more difficult to keep them retained given that customers tend to hop from one platform to another depending on promotional offers and delivery speed.

This study proves that even though affordability and speed are primary factors to encourage adoption, building loyalty as a customer can only be done through reliability. If there are multiple instances of wrong deliveries, bad product quality or poor customer support, customers do not hesitate to switch services. Then taking a look at the reviews on the Google Play Store, it turns out that not only Blinkit but also Zepto faces problems in these matters. This is why quick commerce firms need to place trust, reliability and a complete shopping experience above everything if they want to retain the customer base, and not rely on discounts.

RECOMMENDATIONS

Strategies for fostering Customer Loyalty Through Q-Commerce:

1. **Reduce Enhance Order Precision** – Utilise advanced AI enabled logistics and inventory management systems.
2. Transforming from automated bots reliance to providing genuine real help with human representatives will enhance Customer Support.
3. **Serve Tailored Promotions** – Instead of uniform offers, give discounts riding on the Rain of individual purchasing behavior.
4. **Quality Assurance Enhancement** – Ensure that such items as fresh produce and perishable goods meet the highest quality standards.
5. **Designing Creative Membership Initiatives** – Work on Comprehensive loyalty programs that go well beyond offering cut down costs yet give the member additional advantages like complimentary deliveries or special offers.
6. **Sustainability Focus** – Attention is directed towards using eco-friendly packaging with carbon neutral deliveries to make the brand highly attractive.

Speed is not going to define the future of quickcommerce alone. Instead, ultimately the brands that work at maintaining that consistency, building that trust with customers, ensuring those reliable services will be the ones that eventually lead this market.

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