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Customer Satisfaction and Brand Loyalty in Quick Commerce Platforms (Blinkit, Zepto)

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Abstract: ***Quick commerce (Q-commerce) platforms, which provide ultra-fast delivery of everyday necessities, have revolutionized urban retail consumption. Platforms like Blinkit and Zepto, which compete mainly on delivery speed, service quality, pricing, and customer experience, have become major players in the Indian market. With particular reference to Blinkit and Zepto, this study investigates the connection between brand loyalty and customer satisfaction in fast commerce platforms. A structured questionnaire was used to gather primary data from 120 quick commerce service users in urban areas as part of a mixed research approach. Secondary data was gathered from academic literature, industry reports, and company websites. The data was analyzed using descriptive and inferential statistical techniques like regression, correlation, and mean analysis.The results show that customer satisfaction is strongly positively impacted by service quality, delivery speed, app usability, and pricing transparency, all of which have a positive effect on brand loyalty. Additionally, the study finds that customers perceive Blinkit and Zepto differently, especially when it comes to delivery dependability and marketing tactics. In a fiercely competitive online market, the study offers uick commerce companies managerial insights to improve customer retention and foster enduring brand loyalty.***

Keywords: Quick commerce, Customer satisfaction, Brand loyalty, Company, Blinkit, Zepto, Digital retail.

I. INTRODUCTION

The rapid digital transformation of India's retail sector has led to the emergence of quick commerce (Q-commerce) platforms that prioritize ultra-fast delivery of daily essentials. Unlike traditional e-commerce models, Q-commerce emphasizes speed, convenience, and hyperlocal fulfillment, supported by dark stores and technology-enabled logistics systems. This model has gained significant traction in urban and semi-urban markets, driven by changing consumer lifestyles, increased smartphone usage, and growing demand for on-demand services.

Platforms such as Blinkit and Zepto have emerged as leading players in the Indian Q-commerce ecosystem, reshaping consumer purchasing behavior. While fast delivery attracts customers initially, long-term success in this highly competitive and cost-intensive industry depends on maintaining consistent service quality and building strong customer relationships. Given the low switching costs among platforms, customer satisfaction alone is insufficient; converting satisfied users into loyal customers has become a strategic priority. Customer satisfaction and brand loyalty are closely linked in marketing theory, as satisfied customers are more likely to exhibit repeat purchase behavior and positive word-of-mouth. In the context of Q-commerce, factors such as delivery speed, order accuracy, product availability, pricing transparency, app usability, and customer support play a critical role in shaping customer perceptions and loyalty intentions. This study examines customer satisfaction and brand loyalty in Indian Q-commerce platforms through a comparative analysis of Blinkit and Zepto. By evaluating customer perceptions and behavioral intentions, the research aims to provide insights into how Q-commerce firms can enhance customer retention and achieve sustainable competitive advantage in a rapidly evolving digital retail environment.

II. LITERATURE REVIEW

A. Customer Satisfaction in Digital and Quick Commerce

Existing literature on digital and service-based commerce identifies customer satisfaction as a fundamental determinant of long-term business success. Customer satisfaction is commonly explained using Expectation–Confirmation Theory (ECT), which suggests that satisfaction results from the comparison between customers' initial expectations and their actual service experience. In the context of quick commerce (Q-commerce) platforms, where consumers expect ultra-fast delivery and high service reliability, managing customer expectations becomes particularly critical. Failure to meet these expectations often leads to dissatisfaction and platform switching.

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B. Service Quality Models in Digital Platforms

Service quality has been extensively examined using models such as the SERVQUAL framework, which emphasizes key dimensions including reliability, responsiveness, assurance, and ease of use. In digital and app-based retail environments, these dimensions are reflected through timely deliveries, accurate order fulfillment, intuitive app interfaces, and responsive customer support systems. Prior research consistently demonstrates that improved service quality positively influences customer satisfaction in online and mobile commerce platforms.

C. Brand Loyalty in Online and App-Based Services

The brand loyalty literature suggests that customer satisfaction acts as a primary antecedent to loyalty outcomes such as repeat purchase behavior, brand preference, and positive word-of-mouth. Loyalty development is viewed as a multi-stage process progressing from cognitive evaluation to emotional attachment and habitual usage. In digital commerce environments, additional factors such as convenience, perceived value, and low switching barriers further shape loyalty intentions.

D. Empirical Studies on E-commerce and Quick Commerce Platforms

Empirical studies focusing on e-commerce, hyperlocal delivery, and Q-commerce platforms identify delivery speed, order accuracy, pricing transparency, and user-friendly interfaces as major drivers of customer satisfaction. While promotional pricing strategies are effective in attracting new users, research indicates that long-term brand loyalty depends largely on consistent service performance. Comparative studies in digital retail also reveal that differences in logistics efficiency, customer engagement strategies, and service reliability lead to varying levels of customer satisfaction and loyalty across competing platforms.

E. Research Gap in Quick Commerce Studies

Despite the growing body of research on digital commerce and customer satisfaction, limited empirical studies specifically examine quick commerce platforms in the Indian context. Moreover, comparative analyses focusing on leading Q-commerce platforms such as Blinkit and Zepto remain scarce.

Existing studies often address general e-commerce models without accounting for the unique operational characteristics of Q-commerce, including ultra-fast delivery and dark-store logistics. This study addresses these gaps by examining the relationship between service quality, customer satisfaction, and brand loyalty within Indian Q-commerce platforms.

III. METHODS AND MATERIAL

A. Research Design

The study adopts a descriptive and analytical research design to examine the relationship between customer satisfaction and brand loyalty in quick commerce platforms. A comparative approach is used to analyze differences in customer perceptions between Blinkit and Zepto. This design is appropriate as it allows systematic collection, analysis, and interpretation of data related to customer experiences and behavioral intentions.

B. Research Approach

A mixed research approach combining both quantitative and qualitative elements was employed. The quantitative approach was used to measure customer satisfaction and brand loyalty through structured survey responses, while qualitative insights were obtained through open-ended questions to better understand customer expectations and experiences with quick commerce services.

C. Population and Sample Size

The population for the study consists of customers who actively use quick commerce platforms in India. The sample was drawn from users of Blinkit and Zepto located in selected urban and semi-urban regions. A total of 120 respondents were included in the study, providing adequate representation for comparative analysis.

D. Sampling Technique

A convenience sampling technique was adopted due to ease of access and time constraints. Respondents were selected based on their prior usage of either Blinkit or Zepto within the last three months, ensuring relevance and reliability of responses.

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E. Data Collection Methods

Both primary and secondary data were used in the study.

1) Primary data were collected using a structured questionnaire administered online.

2) Secondary data were sourced from academic journals, research articles, industry reports, company websites, and published market studies related to quick commerce, customer satisfaction, and brand loyalty.

Table 4.1 Demographic Distribution of Respondents

Demographic Variable	Category	Frequency	Percentage (%)
Gender	Male	68	56.7
	Female	52	43.3
Age Group	18–25	34	28.3
	26–35	52	43.4
	36–45	22	18.3
	Above 45	12	10.0
Area	Urban	82	68.3
	Semi-Urban	38	31.7

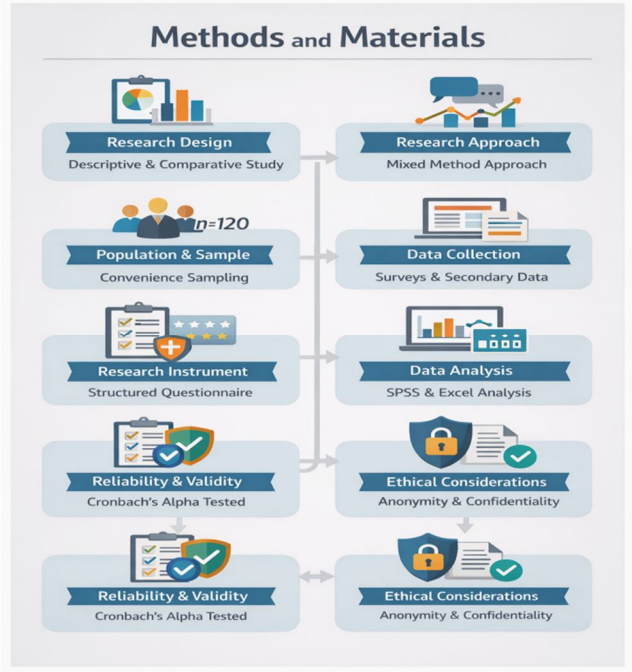




Fig : Research Design and Methodological Framework of the Study

IV. CONCLUSION

The study confirms that customer satisfaction plays a pivotal role in shaping brand loyalty within India's rapidly expanding quick commerce ecosystem. The findings reveal a high level of overall customer satisfaction with Q-commerce platforms, highlighting strong consumer acceptance of ultra-fast delivery services. Among the various service attributes, delivery speed emerged as the most critical determinant of satisfaction, particularly influencing customer preference in time-sensitive purchase situations.

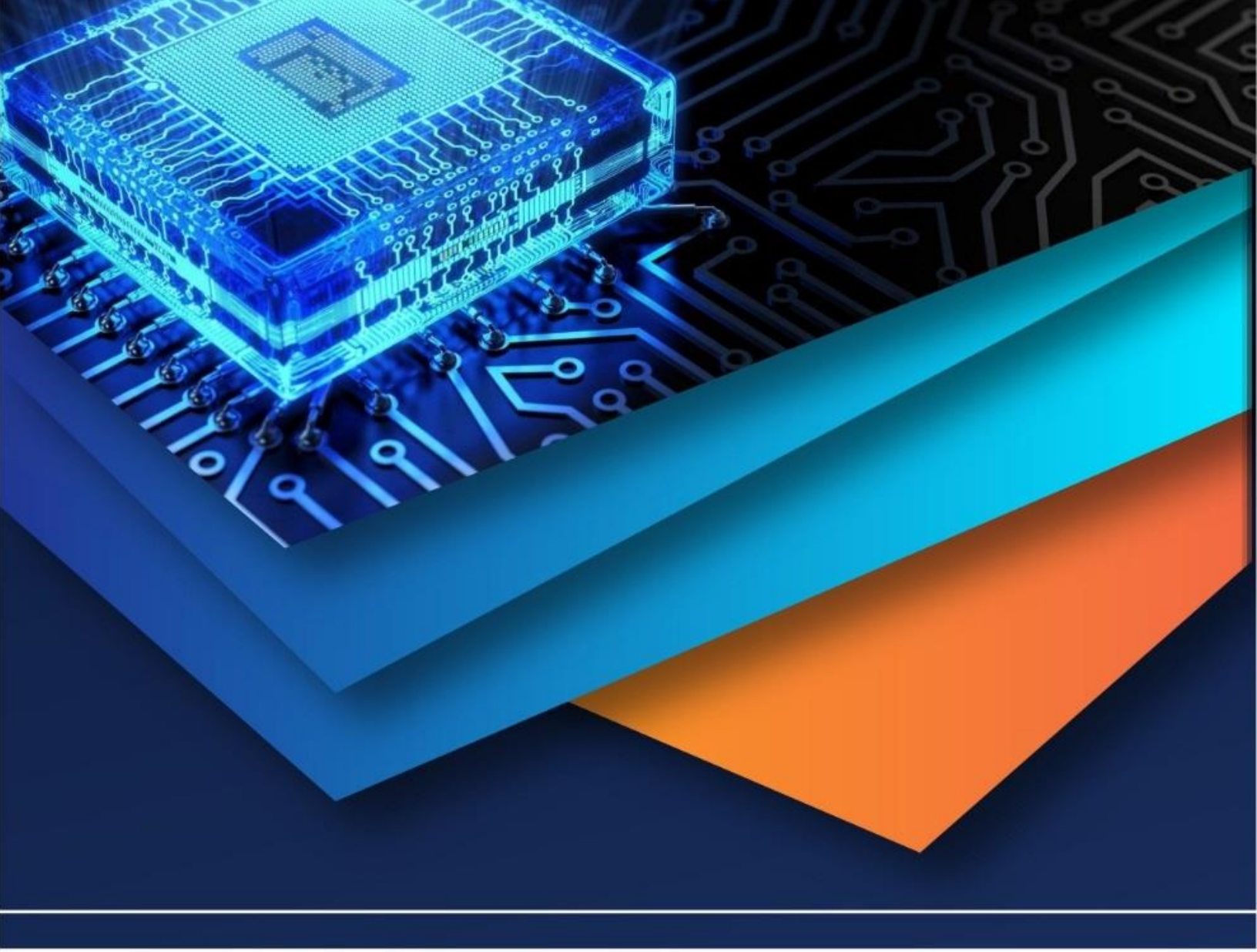
The analysis also demonstrates a strong and positive relationship between customer satisfaction and brand loyalty, indicating that satisfied users are more likely to engage in repeat purchases and recommend the platform to others. While competitive pricing and discounts are effective in attracting customers initially, long-term loyalty is primarily driven by consistent service quality, including order accuracy, product availability, and reliable customer support.

Comparative insights show that different platforms excel in distinct areas, suggesting that sustained success depends on balancing speed with operational reliability. From a managerial perspective, the results emphasize the importance of investing in customer experience, technology-enabled logistics, and loyalty-building strategies to achieve competitive advantage.

Overall, the study concludes that in the Q-commerce sector, speed may attract customers, but reliability and service consistency are essential for retaining them. Continuous innovation and customer-centric strategies will be crucial for platforms seeking long-term sustainability in an increasingly competitive market.

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