Service Quality and Consumer Retention in Quick Commerce Platforms: A Study of Blinkit and Zepto

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ABSTRACT:

Quick-commerce has evolved as one of the fastest growing categories in the electronic marketing environment by offering ultra-fast deliveries of groceries and other daily essentials within 10 to 30 minutes. Quick-commerce platforms like Blinkit, Zepto, Instamart have considerably transformed the entire purchasing behaviour of the urban consumers. These quick-commerce platforms operate with the latest network of hyperlocal logistics and latest mobile technologies. Despite the faster adoption and good consumer retention strategies these platforms have to face major challenges in the form of intense competition, frequent platform switching behaviour of the consumers and challenges of retention The current study examines the factors that influence the consumer retention in the quick-commerce platforms by investigating the role played by factors like delivery speed, the quality of the product, perception of the consumers about the pricing, service quality and consumer support that shape the levels of consumer satisfaction and their loyalty towards the platforms.

Data was collected from users of the Blinkit and zepto platforms using a 5-point Likert scale questionnaire. The data was collected and analyses using a SEM (Structural Equation Modelling) Model.The findings indicate that service reliability, product quality, and customer support significantly influence customer satisfaction, which subsequently drives customer retention. While delivery speed and discounts play an important role in attracting users initially, they do not guarantee long-term loyalty. The study highlights that consistent service performance and trust-building mechanisms are critical for sustaining customer relationships in the quick commerce ecosystem.

Keywords: Consumer Satisfaction, Retention, Logistics, Artificial Intelligence, Algorithms, Route Optimization

1. Introduction

A large number of new business models which are aimed at increasing the convenience of the consumer have emerged as a consequence of the digital transformation in the retail business sector. A large number of quick commerce retail business sector whose main focus is on delivering goods to the consumer at a very short period of time which ranges between 10 to 30 minutes is the most recent innovations in this retail business segment.

In order to ensure quick supply of daily essentials like groceries medication and other household requirements quick commerce platforms depend to a great extent on hyperlocal logistics systems micro fulfillment set centers and also digital platforms. Quick-commerce has become very popular in India because of companies like Blinkit, Zepto, Swiggy Insta Mart, and Zomato. These quick-commerce platforms have played a significant role in ensuring that the customers receive their order on time 10 to 30 minutes of time and in order to ensure that the order reaches the consumers on time these Quick-commerce platforms make use of technologies like artificial intelligence, demand forecasting, and use algorithms with route optimizations.

The delivery speed is the main factor which works as a competitive advantage for these Quick-commerce platforms but several studies that have been conducted have indicated that consumer loyalty cannot be guaranteed only by the speed of delivery Some of the elements that a quick commerce platform should focus in order to ensure consumer loyalty is discounts availability of the product service reliability and consumer service reliability and consumer experiences and all these factors not only ensure consumer loyalty but also ensure that there are repeat purchases done through the platforms.

This highlights that one of the most significant issues that a quick-commerce platform is facing today is consumer retention because getting new customers on a regular basis led to a higher marketing cost and therefore retaining existing consumers is becomes very crucial.

Thus, it becomes very crucial for a quick farmers platform to understand all the elements that impact the ability of the platform to retain the existing consumers.

Statement of the Problem

Though there have been several studies conducted in the past exploring the rapid growth of quick-commerce there still exist limited empirical research which is based on primary data that has explained how the dimensions of service quality have influenced customer retention in quick-commerce. The current study tries to fill this existing gap by examining the relationship between the dimensions of service quality, consumer satisfaction and retention using the context of Blinkit and Zepto

Objectives of the Study

1. To understand the factors that influence the consumer retention in quick-commerce platforms Blinkit and Zepto**.**
2. To analyze the impact of the service quality dimensions on consumer satisfaction in quick-commerce platforms Blinkit and Zepto**.**
3. To evaluate the role played by delivery speed, pricing, product quality and customer support in influencing the satisfaction
4. To identify key factors that encourage the consumers to continue the usage of the quick-commerce platforms.

Literature Review

Evolution of Quick-Commerce

Quick-Commerce in India has grown at a very rapid speed due to an increased penetration of internet, changes in the consumer's lifestyle and also increase in the online grocery purchases by the consumers during the time of Covid 19 pandemic. Consumers started a preferring instant delivery for their daily and immediate purchases which led to the emergence of quick commerce platforms that ensure delivery of the groceries and other essentials in 10 to 30 minutes The research showed that this industry operates through technology driven platforms dark stores also known as micro -warehouse centers and efficient logistics system because of which companies like Blinkit, Zepto, Swiggy Instamart are able to fulfil their orders on time. Quick - Commerce platforms offer several benefits to consumers like convenience, loyalty and better inventory management. These platforms also have to operate with some major operational and sustainability challenges like high cost of operations, dependency on discounts, delivery partner safety concerns and check and environmental implications. The findings in this study suggest that automation in the system of warehousing effective and efficient supply chain management and balanced delivery is very important for improving efficiency and ensuring

long-term environmental sustainability in the quick- commerce sector. **(Rajekar et.al 2023)**

Quick commerce in the South Asia is mostly driven by how convenient and faster it is to shop even if is time consuming. As more consumers value convenience over time while making their purchase decisions. Pricing and security of payments are also the factors influencing the purchase decisions. As these three factors convenience, pricing and security play a significant role in influencing the purchase decisions of the consumers on the quick-commerce platforms the platforms must focus more on creating a strong consumer trust and loyalty so that there is no threat to shift to competitors' platform **(Shafighi et.al 2022).**

The study conducted by Yang et.al highlighted that at the surface level quick-commerce may look simpler for faster delivery of small orders but it is actually very complicated and expensive to manage the deliveries of the orders. The biggest challenge being balancing of speed of delivery and the cost. To ensure faster deliveries in minutes the quick-commerce companies need a large number of small micro-fulfillment centers rather than larger warehouses. Maintaining these small micro-fulfillment centers increases the set-up and operational costs. And another challenge being the un-willingness of the consumers to pay extra for the speed. In the study it was also showed that maintaining of multiple small micro-fulfillment close to the location of the consumers to ensure faster deliveries can push up the cost by 50%. Overall, the success in quick-commerce depends on finding the right combination of location, size and the technology used in these centers while continuing to maintain faster deliveries and reliable and dependable services **(Yang et.al 2024)**

Manani, J. (2020) in their study found that the consumers usually show a positive attitude toward quick-commerce platforms mainly because of the speed, convenience and ease of ordering of daily essentials. But looking back at the reviews there is a combination of appreciation and frustration. While many users of the platforms appreciate the platforms for its quick deliveries and user-friendly apps a large number of users also raise complaints about issues like delayed deliveries, cancellation of orders and the unavailability of the products. The analysis of 3000 reviews has revealed that negative experiences in form of words like "worst" and "bad" are frequently seen indicating that there still exists a gap in service quality. To sum it up consumers appreciate the concept of quick-commerce and are willing to continue using it but this depends on the service quality dimensions of reliability and consistency making the platforms more aware of their responsibility of improvement of service quality if they want to continue in business.

Consumer Behaviour in Quick-Commerce

As per the study conducted it has been identified that the consumer satisfaction with Quick-commerce platform in the city of Delhi NCR is generally high mainly due to faster deliveries convenience ease of use and blink it and Zepto being the most preferred and used platform by the people of Delhi NCR. Most users were young urban consumers who use these services during several times in a week for purchase of groceries and small purchases. while factors like delivery speed, packing and order accuracy were given a positive rating. Issues like shortage of stock, hidden charges and inexperienced consumer support gave a negative response. In spite of these challenges most consumers still intend to use these quick -commerce platforms indicating a strong future potential for these quick commerce platforms if their services are reliable and transparent **(Harsh et.al 2025)**

In a study conducted it was found that a greater number of people are shifting from the traditional e-commerce to quick-commerce mainly due to it ease and convenience. When the traditional e-commerce platforms become slow and inefficient consumers are more likely to switch to those platforms which are simpler and convenient to use with several other features like cash on delivery and flexible return policies. Personal habits and social influence also influence the decision to switch as these are more convenient. What stands out here is that the

decision to shift is just not about the need but it is about the behaviour. Quick-commerce encourages unplanned purchases as there is availability of multiple options. To conclude quick-commerce is changing the way people are making their purchase decisions. **(Mukhopadhyay 2023)**

In a study conducted it has been identified that quick-commerce has become very crucial in the daily lives of young urban users especially the students. These students depend on these platforms for convenience and saving of time. More number of people use these platforms for purchase of daily essentials like groceries, snacks and immediate purchases. Blinkit and Zepto were the most commonly used platforms. Blinkit was used for faster and reliable deliveries while Zepto was preferred for better quality products and better user experience. When the deliveries are quick and accurate orders are delivered the satisfaction levels of the consumers are high. But there exist issues like stock running out of stock, hidden charges and inconsistency in the quality of the product that impact the consumer satisfaction. Despite these existing issues most consumers still depend on quick-commerce platforms as they are very convenient and dependable. In order to continue to maintain consumer loyalty these platforms must improve their consumer services **(Raj et.al 2025)**.

In a study conducted it was shown that people use the quick-commerce platforms for convenience and ease of access to everyday food items like snacks and daily essentials. What really increases the usage is the overall experience they get while using the app like ease-of-use, smooth navigation process and reliability of services. If the app seems confusing or complicated there would be resistance to use the app. Another interesting fact is factors like price differences and quick-deliveries didn't seem very important in comparison to hassle free and dependable experiences than just speed or cost. Users were satisfied with services and preferred digital payments. To conclude quick-commerce works best when it is simpler, reliable and convenient rather than just being quick or cheaper (**Chavan, A. & Gujarathi, S. (2025)**

A study conducted highlighted how quick-commerce has reshaped the way people shop in India giving priority to speed and convenience. A large number of consumers are getting drawn to these platforms as they are time-saving, provide easy access to daily essentials and provide a smooth and a hassle-free digital experience. Dimensions like ease of use, availability of product, trust and security of a transaction have a strong influence on the purchase decisions and quicker deliveries encourage repeat purchases. The study also showed that quick-commerce is not only changing the buying behaviour but also impacting the economy by drawing investments, creating job opportunities and influencing the industrial growth. Due to challenges like increased operational cost, issues with deliveries and sustainability issues the quick-commerce platforms need to continuously adapt to matching the ever-growing consumer expectation **(Singh et.al 2024)**

Consumer Retention in Quick-Commerce

Consumer loyalty in quick commerce is majorly driven by factors like value and the interface quality which is followed by the expectations of the consumers and personalization. Sustainability has a smaller impact on the consumer retention in quick commerce. From the results we can interpret that consumers are more likely to remain loyal to a quick- commerce platform when the services are reliable and dependable with good personalized experiences and strong perceived value. To conclude these factors together explain a very major portion of the consumer loyalties in the quick commerce platforms **(Singh et.al 2025)**

The study conducted showed that quick-commerce has turned shopping into faster and more convenient with no impact on the purchase decisions of the consumers. As a matter of fact, consumers enjoy the faster deliveries, easy access and wider choices which leads to faster and impulsive purchase decisions increasing the overall satisfaction of the consumers. Certain decision-making factors like preferences of the consumers, habits and evaluation of alternatives still remain crucial and not replaced by quick-

commerce. The results as per the Chi-Square analysis indicted that quick-commerce does not create a strong impact on the decision-making process. In simpler terms quick-commerce increases the overall shopping experience and influences the behaviour at a very surface level but does not actually change how the consumers think and their purchase decisions **(Goswami et.al 2024)**

Service-Quality in Quick-Commerce

From the previous studies conducted it was proved better the e-service quality leads to a higher satisfaction of the consumers in the quick-commerce platforms. E-service quality dimensions like reliability, efficiency, accuracy and order fulfillment plays a significant role in shaping the consumer's expectations from the quick-commerce platforms. Factors like security of the transaction smooth performance of the app, helpful customer support and the availability of the systems also have led to a significant satisfaction of the consumers. Overall e- service quality dimensions like reliability, responsiveness, efficiency and accurate order fulfillment are very essential in shaping consumer satisfaction **(Saidalavi et.al 2025)**

In a study carried on it was proved that service quality plays a very important role in shaping consumer satisfaction. The findings of the study have revealed that Servqual model does not fit well for the grocery stores as some of the dimensions of service quality overlap with each other making it less dependable. The consumers receive lesser than what they expected hence creating a gap. This makes it very clear that grocery stores are not fulfilling the expectations of the consumers. Therefore, these stores need to improvise their services and better ways to measure service quality (**Daniel et.al 2010)**

The study conducted showed that the online service quality is the main factor in drawing and maintaining consumers and its dependent on four factors which are, the design of the website, website trustworthiness, its reliability and convivence of reaching customer support for help. It was also found that the existing online shoppers carry a positive opinion of these websites quality and features while those who browse just for information are more conscious about the security and trust of the website. Overall, in the study it was suggested that if the online businesses want to convert the information browsers into actual users and earn their loyalty, they need to build trust, provide reliable and dependable services and provide the users a hassle-free experience **(Cai et. al 2012)**

The study was carried out to understand the perception of the consumers about the service quality dimensions of quick-commerce platform swiggy. And from the study it was found that swiggy Instamart was the most popular quick-commerce platform as it's convenient to use and provides faster deliveries. But yet it's not able to meet consumer expectations in most of the areas. The users of this platform are satisfied with the packaging, the features of the app and their overall experiences with the platform. There exist certain issues like delayed deliveries, shortage of the stock, order cancellations and inadequate consumer support. The study also highlighted that the consumers expect a higher improvement in areas like reliability of deliveries, quality of the product and faster resolutions of the grievances. And this makes it important for these platforms to focus on improving their consistency, efficiency and delivery better services to fulfill the consumer expectations **(Divya et.al 2025)**

Quick- Commerce platform Comparison

The case study carried on to understand the marketing strategies used by the two popular quick-commerce platforms Blinkit & Zepto to gain a competitive advantage in the market it was found that these two platforms have successfully been meeting the consumers need for speed, convenience and affordability. While Blinkit focuses on charging lower prices and reliability Zepto is known for its faster deliveries and advanced technologies. Both these platforms are using discounts and offers to attract consumers. However, these platforms are not free from challenges. These platforms face issues like high operational and expansion cost. To be successful they need to maintain balance between speed,

service quality and effective costing **(Hetal Topiwala 2025)**

In a case study conducted to understand which quick-commerce platform is frequently used to order food online it was found that these platforms have completely changed how the people order food online by making it easy, convenient and faster by using an advanced technology. Zomato stood out for its effective communication, creative marketing and its ability to create an emotional connection with the users. While Swiggy focused on efficient deliveries and logistics system. Both these platforms used aggressive strategies like social media engagement, attractive offers and discounts to retain their consumers. In spite of the strong challenges and competition both the platforms have managed to build a strong consumer base and sustained during the pandemic **(Mudgal et.al 2023)**

A study was carried out to understand the reasons as to why quick-commerce platforms are gaining popularity among the youth. The study identified that speed, convenience and wider product options are the major factors. Blinkit and Zepto were preferred for quick grocery purchases with Zepto taking a lead. The study also highlighted that factors like quick deliveries, affordable prices and ease-of -use significantly influence the purchase decisions. Charging higher prices can discourage purchases. The consumers are becoming more aware of factors like product quality, environment friendly packaging used. They prefer those platforms which follow environment sustainable practices. To summarize the findings, it's been suggested that the platforms need to balance speed, maintain product quality and practice sustainability activities to keep the consumer satisfied **(Singhal et.al 2026)**

The study shows a vivid picture of the quick-commerce scenario in India where speed, affordability and product quality are the main driving factors. Young users aged 18-25 are the major users of these platforms. They prefer using Blinkit and Zepto as they are faster in their deliveries and offer affordable prices. Working professionals prefer Swiggy Instamart as this platform maintain a right balance between speed and variety in offering. The older population prefer to use BigBasket or Amazon Fresh for bulk and reliable purchases. Among all competing platforms Zepto emerged as the affordable platform in terms of prices and discounts, Blinkit for speed and good quality products. Dunzo and BigBasket were lagging behind both in affordability and the service quality. The results highlighted that quick-commerce is just not delivering groceries but ensuring that the strategies are tailored as per the needs and the age of the consumers. The platforms to survive in the long must strike a perfect balance between cost and consumer centric approach **(Basu et.al 2025)**

2. Methodology

Research Design:

The study will use both primary and secondary data. The primary data will be obtained using questionnaires sent to the study's samples. A structured questionnaire using 5-point Likert Scale will be employed for the study. The questionnaire would be designed in a way that covers all the objectives of the study. It will consist of questions that will help us understand what are the factors that influence consumer retention in quick commerce platforms.

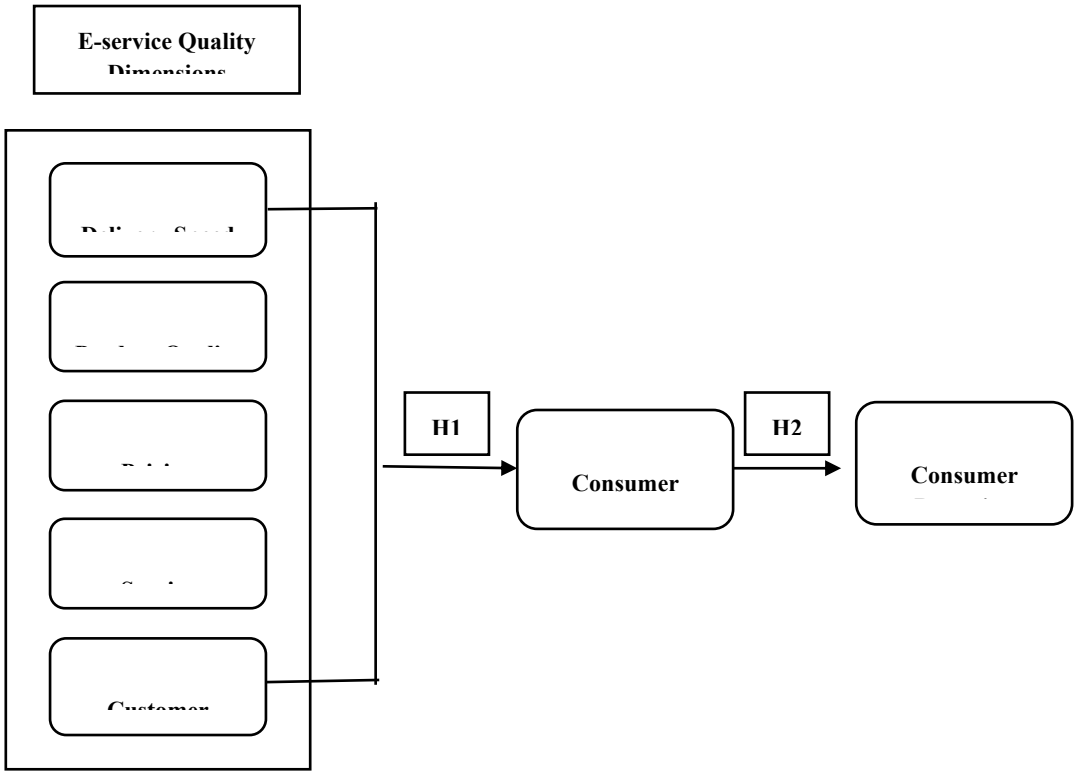
Study population:

The samples that will be selected for the study would be the Online consumers who are using Q-commerce platforms Blinkit and Zepto.

Research Instruments

The data collected will be analysed for reliability and validity, interpreted using PL and SEM (Model fit). A structured questionnaire using 5-point Likert Scale will be employed for the study.

Hypothesis Developed



H1: E-Service quality dimensions have a positive effect on consumer satisfaction in quick-commerce platforms.

H2: Consumer satisfaction positively influences consumer retention in quick-commerce platforms.

H3: Consumer satisfaction mediates the relationship between E-Service quality dimensions and consumer retention.

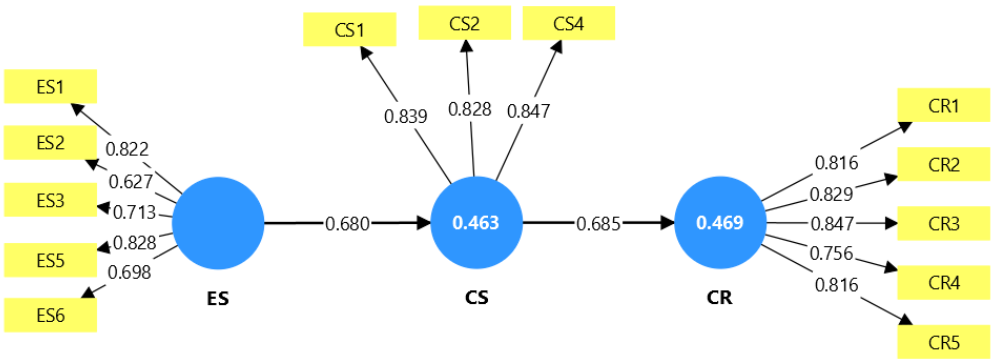
Variables of the Study

Independent: Delivery speed, product quality, pricing perception, service reliability, customer support.

Mediator: Consumer satisfaction.

Dependent: Consumer retention.

3. Results



Convergent Validity

The model was evaluated in order to evaluate the reliability and validity of the variables included in the study. There major variables Expectation Satisfaction **(ES),** Customer Satisfaction **(CS)** and Customer Retention **(CR)** were assessed. The assessment was done through test for convergent validity, internal consistency reliability and discriminant validity.

During the process of analysis three items CS3, ES4 and ES7 were removed since their factor loading was below the recommended levels. The remaining indicators showed a loading above 0.60 which was considered satisfactory indicating adequate representation of their respective constructs. The Cronbach's Alpha and Composite Reliability showed the following results:

Construct	**Cronbach's Alpha**	**Composite Reliability**	**AVE**	**Interpretation**
CR	0.872	0.876	0.661	Indicating an excellent internal consistency and reliability
CS	0.789	0.791	0.703	Indicating extremely good reliability. AVE above 0.50 is confirmation of convergent validity
ES	0.793	0.809	0.550	Satisfactory reliability. AVE marginally above threshold

Discriminant Validity

This test ensures that each of the constructs are independent and do not overlap with each other. Discriminant validity was measured using Fornell-Larcker Criterion and HTMT Ratios.

The results obtained from the Fornell-Larcker Criterion showed that each of the constructs used for the study were strongly related to their own indicators. All HTMT values were below 0.90 the recommended limit. Thus, the constructs were distinct from each other but not redundant.

Structural Model Assessment

Before testing of the hypothesis multicollinearity was tested using Variance Inflation Factor **(VIF).** The VIF values were below 5 ranging from 1.4 to 2.4 indicating no multicollinearity issues in the model and the variables are fit for hypothesis testing

Hypothesis Testing

H1: E-Service quality dimensions have a positive effect on consumer satisfaction in quick-commerce platforms

Hypothesis	Path	Beta coefficient (β)	T- value	P-Value
H1: CS ⟶ CR	0.685	8.756	0.000	Supported

Interpretation:

E-Service quality dimensions significantly influence customer satisfaction as the users find the platforms efficient, secure and reliable.

H2: Consumer satisfaction positively influences consumer retention in quick-commerce platforms.

Hypothesis	Path	Beta coefficient	T- value	P-Value

		(β)		
H1: ES ⟶ CS	0.680	9.073	0.000	Supported

Interpretation:

Consumer satisfaction significantly influences consumer retention as satisfied consumers continue using the quick-commerce platforms.

H3: Consumer satisfaction mediates the relationship between E-Service quality dimensions and consumer retention

Hypothesis	Path	Beta coefficient (β)	T- value	P-Value
H1: ES ⟶ CS ⟶ CR	0.466	5.548	0.000	Supported

Interpretation:

Consumer satisfaction serves as an important link between E-Service quality and retention. Satisfied consumers are the loyal consumers.

5. Discussion

The findings of the current study highlight the important role of E-service quality in shaping the consumer behaviour and influencing satisfaction within the quick-commerce platforms. The results showed that when a consumer perceives the services reliable, efficient and safe their satisfaction increases. The strong relationship between expectation satisfaction and consumer satisfaction indicates consumer evaluate their experiences based on how effectively the platforms delivers it promises. When expectations are met there is a higher level of satisfaction.

There was also a significant positive relationship between satisfaction and retention ((β)=0.685, $p<0.001$) indicating satisfied consumers are more likely to continue using the platform. Satisfied consumers remain loyal to the platform thus leading to a long-term customer relationship in a highly competitive market.

The mediating variable analysis gave further insights of this relationship. The results ((β)=0.466, $p<0.001$) revealed that service quality is not sufficient to ensure loyalty. In fact, a good service experience enhances consumer satisfaction which leads to consumer retention. Therefore, consumer satisfaction serves as an important link between E-Service quality and retention. Satisfied consumers are the loyal consumers.

The findings are consistent with the Expectation Confirmation Theory which states that satisfaction is the result of actual performance meeting or exceeding expectations.

In conclusion the study emphasized that the quick-commerce platforms should continuously provide consistent, reliable, accurate and dependable services making the entire experience of shopping pleasant to the consumer. By constantly meeting or exceeding expectations these companies can strengthen their consumer retention and build a competitive advantage for themselves in a highly competitive and rapidly growing quick-commerce market.

Implications

For Industry:

For various quick-commerce platforms the following are the three strategies that can be implemented:

Investment in flawless digital experiences: Faster-loading apps, reliable and dependable systems, and security of transactions directly enhance satisfaction.

The quick-commerce platforms must prioritize service recovery: providing quick refunds, replacements, supportive and responsive

customer support strengthen trust and satisfaction of the consumers

Concentrate on satisfaction as a retention factor: The quick -commerce platforms must focus on designing loyalty programs, promotions, personalized offers, and consistent delivery experiences to strengthen satisfaction and not just focus on speed.

Limitations

The study carried on is not free from limitations. Some of the limitations of the study are:

i. The study is based on primary data which may be subject to bias in response
ii. The sample was limited only to two platforms Blinkit and Zepto urban users which limits the generalizability to other quick-commerce platforms and the rural population.
iii. The study used a cross-sectional survey showing the consumer loyalty only at one point of time and ignoring the changes in the loyalty in the long run.

5. Conclusion

This study by using survey data from Blinkit and Zepto users showed that reliability, product quality, and customer support are the key drivers of satisfaction and loyalty in quick-commerce. While quick delivery and discounts help in attracting new users they do not ensure long-term retention of the consumer. The results confirmed that satisfaction acts as the mediator between service quality and consumer loyalty.

The application of E-SERVQUAL model to quick-commerce the study highlighted that trust, consistency, and responsiveness matter more than offers and discounts. The platforms should focus on providing reliable services, charging fair pricing, and strong customer support.

Overall, the research showed that service quality is the basis of customer retention and satisfaction is the pathway to loyalty. Future studies can extend to more platforms larger demographics and long-term data to keep pace with the fast-changing quick-commerce industry.

Future Directions

Future researchers show examine how the brand perception and trust will influence trust and loyalty especially among the Gen Z consumers. The Gen Z preferences for sustainability and ethical practises may reframe the retention strategies of the quick-commerce platforms.

Quick-commerce platforms must focus on providing personalized and real-time services to the consumers. The success of personalized services, dynamic prices and location based offers still remains unexplored. These services can enhance the chances of satisfaction and retentions.

Future researchers should also examine how demographic, cultural, regional and literacy factors influence consumer satisfaction in quick-commerce in urban and semi-urban populations

Most existing studies have focussed only on one time satisfaction and retention. Future work must focus on understanding long-term consumer behavioural and loyalty patterns

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7. Author Declaration

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