

Customer Behaviour & Customer Satisfaction in Blinkit / Zepto with Special Reference to Coimbatore District

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INTRODUCTION

This study offers a comprehensive understanding of how individuals interact with, perceive, and evaluate these online grocery delivery platforms within the context of a growing urban landscape. Consumer behaviour refers to the decision-making processes, motivations, and preferences that drive individuals to choose certain products or services over others. It encompasses various stages, from recognizing a need to the actual purchase and post-purchase evaluation. On the other hand, consumer satisfaction pertains to the extent to which a product or service meets or exceeds the expectations of the customer. Together, these aspects form a critical foundation for analyzing the success and efficiency of platforms like Blinkit and Zepto.

SCOPE OF THE STUDY

This study aims to understand the purchasing behavior of customers on Blinkit and Zepto by analyzing their preferences, shopping patterns, and the factors influencing their choices. It will evaluate customer satisfaction levels, focusing on key aspects such as delivery speed, product quality, and reliability of services. The study will also identify common pain points and areas for improvement to enhance customer experience.

OBJECTIVES

- Evaluate the impact of delivery speed on customer satisfaction
- Examine the influence of product range expansion on consumer behaviour
- Assess the effectiveness of pricing strategies and promotion
- Analyse the role of product quality and safety in consumer trust
- Investigate user experience and app interface preference

LIMITATIONS OF THE STUDY

The study on "Customer Behavior and Customer Satisfaction in Blinkit/Zepto" may have several limitations. Firstly, the research might rely on self-reported data from surveys and interviews, which can be influenced by biases or inaccuracies in respondents' answers. Secondly, the study may be limited to specific geographic regions, making it difficult to generalize findings to all Blinkit and Zepto users.

RESEARCH METHEDODOLOGY

The study will adopt a descriptive research methodology to explore and analyze customer behaviour and satisfaction levels. This approach is well-suited for gathering detailed insights into consumer preferences, buying patterns, and satisfaction factors within the quick commerce context.

SAMPLE DESIGN

A stratified random sampling technique will be used to ensure representation from various demographic groups, such as age, income, occupation, and geographic location. This ensures that the study reflects the diversity of Blinkit and Zepto's customer base.

SAMPLE SIZE

The sample size could range from 100 – 150 respondents, depending on available resources and the scope of the research. A larger sample size will improve the reliability and generalizability of the findings.

METHODS OF DATA COLLECTION

1. Primary data
2. Secondary data

TOOLS USED FOR THIS STUDY

This Study has the objective of ascertaining the “**CUSTOMER BEHAVIOUR & CUSTOMER SATISFACTION IN BLINKIT / ZEPTO** ” for analysing the primary data, the following statistical tool was used.

- Simple Percentage Analysis
- Chi – Square analysis

REVIEW OF LITERATURE

Shawar Saleem and Dr. Vinayak M. Bhandari examined the determinants of consumer behavior on quick-commerce platforms. Their study focused on how Q-commerce, characterized by ultra-fast delivery, influences brand loyalty, impulsive buying tendencies, and sustainable delivery practices.

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Mukhopadhyay : This study found that most customers prioritize affordability over brand loyalty in online grocery services. The author emphasized that platforms maintaining competitive pricing without compromising quality earn higher satisfaction.

ANALYSIS AND INTERPRETATION

SIMPLE PERCENTAGE ANALYSIS

- **The current delivery speed of Blinkit/Zepto**

S.No.	The current delivery speed of Blinkit/Zepto	Frequency	Percentage
1	Very satisfied	50	32.9%
2	Satisfied	36	23.7%
3	Neutral	43	28.3%
4	Dissatisfied	20	13.2%
5	Very dissatisfied	3	2%
	Total	152	100%

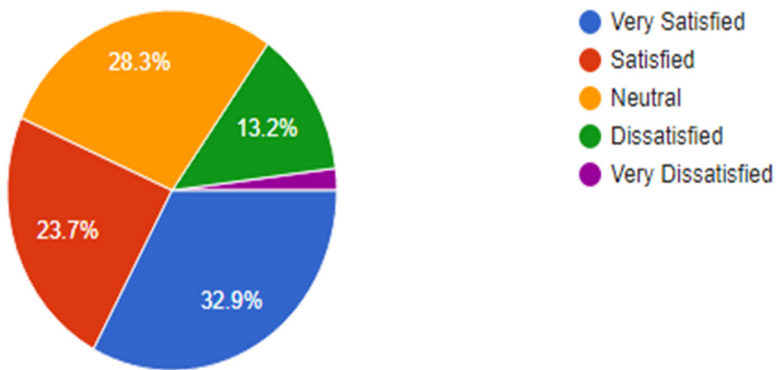
Source: Primary Data

Interpretation

The above table 4.1.16 shows The current delivery speed of Blinkit/Zepto The Maximum of the respondents very satisfied with (32.9%) The current delivery speed of Blinkit/Zepto the second place hold

by the Neutral group of customers with (28.3%) the third place was hold by the satisfied (23.7%) the fourth place was hold by the (13.2%) dissatisfied category and the least was very dissatisfied (2%)

The Maximum of the respondents very satisfied with (32.9%) The current delivery speed of Blinkit/Zepto



FINDINGS

a) SIMPLE PERCENTAGE ANALYSIS

1. Majority (65.1%) of the respondents are Male.
2. The Majority of the respondents are from the age group of 18 – 24 years
3. The Majority of the respondents are from the unmarried people (63.8%)
4. The Maximum of the respondents are from the category of less than 3,00,000 (44.7%)
5. The Maximum of the respondents are thought that the importance of price decisions was somewhat important (48%)
6. The Maximum of the respondents are choose sometimes (32.2%)
7. The Maximum of the respondents choose the buy – one – get one free offers (35.5%)
8. The Maximum of the respondents satisfied with the price level of the products in the blinkit / zepto (44.1%)
9. The Maximum of the respondents satisfied (yes – 48.7%)with the premium for express delivery or other premium sevicees offered by blinkit / zepto
10. The Maximum of the respondents satisfied (yes – 68.4%)with The Quality of products purchased from Blinkit/Zepto
11. The Majority was hold by the somewhat confident with the percentage of (31.6%)
12. The Maximum of the respondents satisfied (yes – 61.8%)with Premium for products that have additional safety certifications or quality assurances
13. The majority was likely the respondents Purchasing from Blinkit/Zepto if they ensure high-quality and safe products (28.9%)
14. The majority was somewhat easy with (36.8%) To Navigate and find what you're looking for on the Blinkit/Zepto app
15. The Maximum was hold by the personalized product recommedations (46.1%)
16. The Maximum of the respondents very satisfied with (36.8%) The Overall user experience of the Blinkit/Zepto app
17. The Majority was hold by the Minimalistic app interface with 49.3%
18. The Maximum of the respondents satisfied (yes – 68.4%)with The Quality of products purchased from Blinkit/Zepto

19. The Maximum of the respondents satisfied (yes – 61.8%) with Premium for products that have additional safety certifications or quality assurances
20. The Maximum of the respondents satisfied (yes – 61.8%) with Premium for products that have additional safety certifications or quality assurances
21. The Majority was hold by the fashion & apparel with 43.4%
22. The Most of the respondent choose the very important 40.1%
23. The Maximum of the respondents satisfied (yes – 61.9%) with Willing to pay a premium for the convenience of being able to purchase a wide range of products from a single platform like Blinkit/Zepto
24. The Maximum of the respondents are from the somewhat important respondents with 32.9%
25. The Expected delivery time when ordering from Blinkit/Zepto the majority was 28.9%
26. The Maximum of the respondents satisfied (yes – 74.3%) with Experienced delayed deliveries when ordering from Blinkit/Zepto
27. The Maximum of the respondents very satisfied with (32.9%) The current delivery speed of Blinkit/Zepto
28. The Maximum of the respondents satisfied (yes – 66.4%) with Willing to pay a premium for even faster delivery options (e.g., 10-15 minute delivery)

b) ONE – WAY ANNOVA

1. The ONE WAY - ANNOVA table 4.3.1 provides information on the some of squares, degree of freedom, mean square, F- value and the significance level associated with the hypothesis test. The between groups sum of squares(SS)is 121.107 with 3 degree of freedom(df), while within – groups SS is 67.288 with 150 df . the total SS 188.395 with 151 df .The mean square for between groups is 121.1 while F – value is 269.976. the significance level(p - value) associated with F – value is .000 sine the P- value is greater than the significane level od 0.05, there is no enough evidence to reject thew null hypothesis. Therefore, we can conclude that there is no significant association between the gender and the current delivery speed of blinkit / zepto
2. The ONE WAY - ANNOVA table – 4.3.2 provides information on the some of squares, degree of freedom, mean square, F- value and the significance level associated with the hypothesis test. The between groups sum of squares(SS)is 93.361 with 1 degree of freedom(df), while within – groups SS is 34.159 with 150 df . the total SS 127.520 with 151 df. The mean square for between groups is 93.361 while F – value is 409.976. the significance level(p - value) associated with F – value is .000 sine the P- value is greater than the significane level od 0.05, there is no enough evidence to reject thew null hypothesis. Therefore, we can conclude that there is no significant association between the gender and The importance of fast delivery when ordering in blinkit / zepto

ONE – WAY ANNOVA

➤ **Current delivery speed of blinkit / zepto**

	Sum of Squares	Df	Mean square	f	Significance
Between Two Groups	121.107	1	121.107	269.976	.000
Within Groups	67.288	150	449		
Total	188.395	151			

SOURCE: Primary Data

INTERPRETATION

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CONCLUSION

The study of consumer behaviour and customer satisfaction in Blinkit and Zepto highlights the evolving preferences of consumers in the quick-commerce grocery delivery sector. It emphasizes the importance of factors such as convenience, pricing strategies, and loyalty programs in shaping customer satisfaction.

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