

## Consumer Perception of product quality in quick commerce: a comparative study of Zepto and Blinkit

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### Abstract

Quick commerce (Q-commerce) has revolutionized e-commerce by providing ultra-fast deliveries within 10 to 30 minutes. While speed drives its popularity, product quality plays a crucial role in consumer trust and satisfaction. This study analyzes consumer perceptions of product quality in Q-commerce by comparing Zepto and Blinkit, two major players in India. It examines key factors such as freshness, packaging, and delivery efficiency using data collected from 117 respondents in Mumbai. Quantitative analysis, including regression and t-tests, reveals that product quality significantly influences consumer perception, with freshness being the most critical factor. The findings show that Blinkit ( $M = 3.82$ ) is rated higher than Zepto ( $M = 3.46$ ), indicating a statistically significant difference. The study underscores the need for Q-commerce platforms to prioritize quality alongside speed to enhance customer satisfaction. Future research could explore factors like pricing, brand reputation, and customer service to offer deeper insights into consumer preferences.

### Keywords:

Consumer perception, product quality, quick commerce, Zepto, Blinkit, etc.

### Introduction

Quick commerce (Q-commerce) has revolutionized the e-commerce industry by providing lightning-fast delivery, usually in 10 to 30 minutes. This business model meets the needs of modern customers who want quick access to necessities, including food, medications, and personal hygiene products. Q-commerce guarantees quick order fulfillment by utilizing micro-warehouses, AI-driven demand forecasts, and efficient delivery routes. However, convenience is a significant factor, but issues with product quality, inaccurate delivery, and sustainability are still common in quick commerce. In Q-commerce, product quality has a substantial impact on consumer trust and satisfaction. While companies prioritize speed, customers want their products to arrive in perfect shape, with accurate descriptions and a few problems. However, the necessity of ultra-fast delivery can sometimes lead to quality compromises such as broken, inaccurate, or counterfeit items. Price transparency, return procedures, and product authenticity all play a crucial role in shaping consumer perceptions. According to a recent study, 48% of online customers experienced getting defective products, while 20% discovered counterfeit items, highlighting the importance of strong quality control procedures. In India's Q-commerce business, Zepto and Blinkit are two of the biggest players, each employing unique strategies to improve productivity and consumer satisfaction. Zepto has built its success on a smooth supply chain, hyper-local storage, and precise logistics that guarantee delivery in ten minutes. Zepto keeps enhancing its market position by diversifying its categories beyond groceries, such as pharmaceuticals and cosmetics. Blinkit, previously known as Gofers, operates on a similar rapid gratification model, leveraging dark stores and AI-powered logistics to enhance delivery speed. When Zomato acquired Blinkit in 2022, it benefited from strategic synergies that allowed it to improve operations and increase the range

of products it offered. This study compares Zepto with Blinkit to investigate how consumers see product quality in the Q-commerce market.

### Review of literature

Naik and Kapdi (2025), in their study, examined the rise of quick commerce in India, identifying convenience as the primary driver, followed by delivery speed and discounts. This study emphasized how the factors shape consumer preferences in the Q-commerce sector. Akhtar and Farooqi's (2022) study focused on e-grocery shopping and highlighted trust as the most critical factor influencing the adoption of e-grocery shopping. In their research, they found that risk perception, ease of use, and relative advantage positively affected consumer trust, suggesting that user-friendly platforms could enhance customer engagement. Harter, Stich, and Spann (2024) have examined the impact of delivery time deviations on repurchase behavior in Q-commerce. Their study revealed that late deliveries increased inter-purchase times, reducing overall customer retention. Similarly, Goswami and Kumari (2024) explored how quick commerce influences the consumer decision-making process, particularly in terms of decision speed, impulsiveness, and satisfaction levels. They found that the rapid nature of Q-commerce accelerates consumer choices and fosters higher satisfaction rates. Mukhopadhyay (2023), in his study, investigated the role of Q-commerce in reshaping online consumer behavior using fuzzy cognitive mapping. The study highlighted how the COVID-19 pandemic accelerated the adoption of Q-commerce, enabling consumers to shop conveniently without leaving their homes.

Astini et al. (2024) examined the impact of Q-commerce on e-grocery purchase decisions, emphasizing that technological advancements have significantly altered consumer shopping habits, particularly in the post-pandemic era. Their research underscored how e-grocery platforms have gained prominence due to their convenience and efficiency. Sudirjo et al. (2023) studied Generation Z consumer behavior in e-commerce and found that site quality, privacy security, and online shopping enjoyment were key motivators for online purchases. These insights suggest that Q-commerce platforms targeting Gen Z must focus on seamless user experiences and data security. Mukhopadhyay (2022), in his study, examined India's Q-commerce landscape, discussing how Zepto distinguished itself from competitors like BigBasket, JioMart, and Blinkit by emphasizing delivery speed over discounts. The study highlighted the role of dark stores in facilitating the rapid gratification model. Nagarathinam and Chellasamy (2025) explored the effects of family dynamics, time pressure, and physical effort on women's grocery shopping decisions in Q-commerce. Their study found that urban women in India prefer Q-commerce platforms due to the reduced physical effort and time required for grocery shopping, making these platforms an essential part of their daily routines. JM Financials (2024) provided insights into the competitive landscape of quick commerce in India. The report highlighted that Zepto has become the third-largest player in the industry, accelerating the category's growth through its focus on instant gratification. On the other hand, Blinkit, originally Grofers, pioneered quick commerce in India in 2014. The company transformed during the COVID-19 pandemic, shifting from scheduled delivery to an ultra-fast delivery model. The adoption of the dark-store model proved to be a strategic success, contributing to Blinkit's current market leadership in the space. The objective of this study is to examine how consumer perceptions of product quality in quick commerce are influenced by elements such as freshness, packaging, and delivery quality. Most of the existing material concentrates on competitive strategies, delivery speed, and convenience. Comparative studies

evaluating the opinions of product quality across popular platforms such as Zepto and Blinkit are also lacking. The study evaluates important quality-related factors to close these discrepancies.

### **Objectives, methods and methodology:**

The objectives of the present research study are as follows-

- To evaluate the significance of product quality in shaping consumer perception of quick commerce.
- To examine factors such as freshness, packaging, and delivery influencing consumer perception of product quality on quick commerce platforms like Zepto.
- To examine factors such as freshness, packaging, and delivery influencing consumer perception of product quality on quick commerce platforms like Blinkit.
- To compare consumer perception regarding the product quality of Zepto and Blinkit.

### **Based on the research questions, the following hypotheses were postulated**

H01: There is no significant impact of product quality on consumer perception of quick Commerce.

H02: There is no significant influence of product quality factors such as freshness, packaging, and delivery on consumer perception of product quality on Zepto.

H03: There is no significant influence of product quality factors such as freshness, packaging and delivery on consumer perception of product quality on Blinkit.

H04: There is no mean difference in consumer perception of product quality between Zepto and Blinkit.

The sample size for this study is collected exclusively from the Mumbai region, including suburban and outskirt areas. The estimated sample size was 150; however, the actual data collected consisted of 117 respondents. The sample frame comprises consumers of quick commerce residing in the Mumbai region, its suburbs, and outskirts. The researchers have used a non-probability sampling method, specifically the convenience sampling technique, for this study. The study's primary data was collected through a structured questionnaire aimed at assessing consumer perception of product quality in quick commerce, specifically comparing Zepto and Blinkit. This questionnaire included multiple-choice questions, a Likert scale for measuring opinions, and demographic details to understand consumer perception. Additionally, secondary data was sourced from reputable materials such as academic journals, research papers, online resources, and published reports. These references were instrumental in supporting the literature review and strengthening the study's credibility. This study utilizes a descriptive research design to examine consumer perceptions of product quality in quick commerce, with a specific focus on comparing Zepto and Blinkit. The research is structured to systematically gather and analyze data, providing insights into consumer behavior, preferences, and satisfaction related to product quality. A quantitative approach is adopted, allowing for the measurement and comparison of consumer perceptions clearly and objectively.

To ensure accuracy and reliability, statistical analysis is used to interpret the collected data and derive meaningful conclusions. Since the study relies on numerical data obtained through structured questionnaires, it is categorized as quantitative research, emphasizing statistical evaluation to assess consumer opinions effectively. The significance of this study lies in its

assessment of how consumer perceptions are shaped by product quality in the rapidly expanding quick commerce industry. As customers increasingly rely on platforms like Zepto and Blinkit for essential goods, factors such as freshness, packaging, and delivery play a crucial role in their satisfaction. This study provides insights into how these elements impact product quality, helping quick commerce platforms optimize their strategies to better meet customer expectations. Additionally, by comparing Zepto and Blinkit, businesses can gain a deeper understanding of their strengths and weaknesses, enabling them to enhance service quality effectively. This study is limited to the Mumbai region, including its suburban and outskirt areas, which may not accurately represent consumer perceptions across India. Although the estimated sample size was 150, only 117 responses were collected, which may impact the generalizability of the findings. The research relies on primary data obtained through a structured questionnaire, and there is a possibility that some respondents provided answers without prior experience, introducing potential subjectivity. Additionally, the study primarily examines product quality factors such as freshness, packaging, and delivery, without addressing other crucial aspects like pricing, customer service, or brand reputation. Furthermore, time constraints posed a limitation, as the research was conducted within a short period of one to two months.

## Results

### Hypothesis 1

**H01:** There is no significant impact of product quality on consumer perception of quick Commerce.

**H11:** There is a significant impact of product quality on consumer perception of quick Commerce.

**Table 1.** Model Fit Measures for consumer perception of quick Commerce

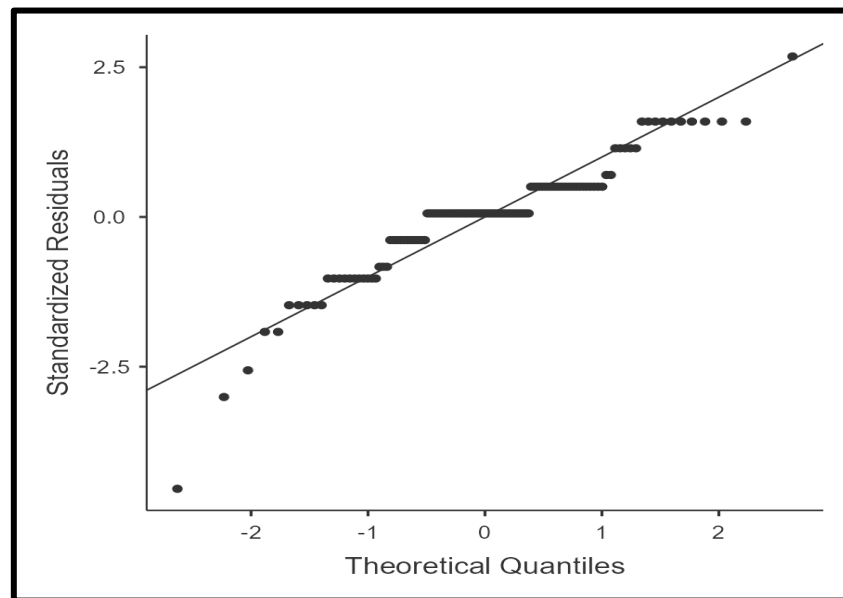
Model	R	R <sup>2</sup>
1	0.658	0.432

The model demonstrates a moderate to strong fit, with an R<sup>2</sup> value of 0.432, indicating that the predictors explain 43.2% of the variance in consumer perception of product quality.

**Table 2.** Model Coefficients-Consumer Perception

95% Confidence Interval						
Predictor	Estimate	SE	Lower	Upper	T	P
Intercept	1.124	0.3122	0.506	1.743	3.60	<0.001
Product Quality	0.709	0.0758	0.559	0.859	9.36	<0.001

Product quality has a significant impact on consumer perception ( $p < .001$ ), with a strong positive relationship (estimate = 0.709). The confidence interval does not include zero, reinforcing statistical significance.



**Figure 1.** Q-Q plot for product quality on consumer perception of quick Commerce

The results of the regression analysis provide strong evidence to reject the null hypothesis ( $H_0$ ). The regression coefficient for product quality is  $0.709 > P\text{-value } 0.01$ , indicating there is a significant impact of product quality on Shaping Consumer Perception. The 95% confidence interval (0.559 to 0.859) and high t-value (9.36) further validate this relationship.

## Hypothesis 2

H02: There is no significant influence of product quality factors such as freshness, packaging, and delivery on consumer perception of product quality on Zepto.

H12: There is a significant influence of product quality factors such as freshness, packaging, and delivery on consumer perception of product quality on Zepto.

Table 3. Model Fit Measures

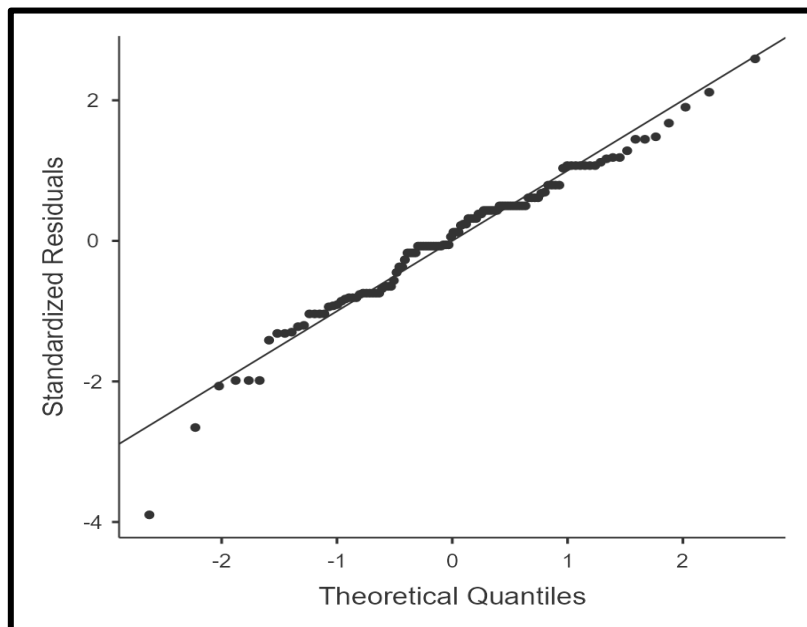
Model	R	$R^2$	Overall Model Test			
			F	df1	df2	P
1	0.497	0.247	12.3	3	112	<0.001

The model explains 24.7% of the variance in consumer perception ( $R^2 = 0.247$ ), and the overall model is statistically significant ( $F(3,112) = 12.2$ ,  $p < .001$ ), indicating a strong model fit.

Table 4. Model Coefficients – Consumer Perception of Product Quality of Zepto

95% Confidence Interval						
Predictor	Estimate	SE	Lower CI	Upper CI	t-value	p-value
Intercept	1.114	0.3570	0.40663	1.821	3.12	0.002
Freshness of products	0.229	0.0994	0.03169	0.426	2.30	0.023
Packaging quality	0.215	0.1061	0.00514	0.425	2.03	0.045
Delivery service	0.182	0.0909	0.00187	0.362	2.00	0.048

The multiple regression model analyzes factors affecting consumer perception of product quality on Zepto. All predictors, freshness, packaging quality, and delivery service, are significant ( $p < .05$ ), with freshness having the strongest impact ( $\beta = 0.229$ ,  $p = 0.023$ ).



**Figure 2.** Q-Q plot for product quality factors influencing consumer perception of product quality of Zepto.

The multiple regression analysis confirms that freshness, packaging quality, and delivery service significantly influence consumer perception of product quality on Zepto. Each factor has a  $p$ -value  $< 0.05$ , indicating statistical significance. Additionally, their confidence intervals exclude zero, reinforcing their impact. Freshness ( $p = 0.023$ ), packaging quality ( $p = 0.045$ ), and delivery service ( $p = 0.048$ ) all contribute meaningfully to shaping consumer perception. Therefore, we reject the null hypothesis ( $H_0$ ) and conclude that there is a significant influence of product quality factors such as freshness, packaging, and delivery on consumer perception of product quality on Zepto.

### Hypothesis 3

H03- There is no significant influence of product quality factors such as freshness, packaging, and delivery on consumer perception of product quality on Blinkit.

H13- There is a significant influence of product quality factors such as freshness, packaging and delivery on consumer perception of product quality on Blinkit.

**Table 5** Model Fit Measures

Model	R	R <sup>2</sup>
1	0.550	0.303

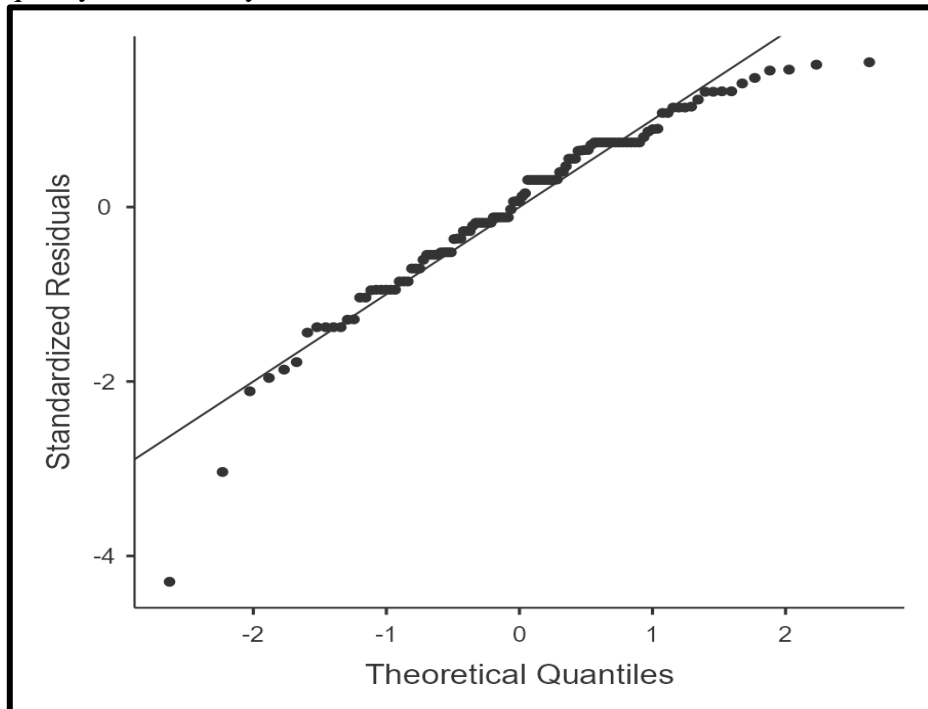
The model explains 30.3% of the variance in consumer perception of product quality, with an R-value of 0.550, indicating a moderate relationship.

**Table 6.** Model Coefficients – Consumer Perception of Product Quality of Blinkit

95% Confidence Interval						
Predictor	Estimate	SE	Lower CI	Upper CI	t-value	p-value
Intercept	1.117	0.3760	0.37237	1.862	2.97	0.004
Freshness of products	0.269	0.0995	0.07143	0.466	2.70	0.008

Packaging quality	0.193	0.0964	0.00200	0.384	2.00	0.048
Delivery service	0.197	0.0975	0.00409	0.390	2.02	0.045

The multiple regression model identifies the freshness of products, packaging quality, and delivery service as significant predictors ( $p < .05$ ) of perceived product quality on Blinkit. Freshness of products has the strongest influence ( $\beta = 0.269$ ,  $p = 0.008$ ), followed by packaging quality and delivery service.



**Figure 3.** Q-Q plot for product quality influences consumer perception of product quality of Blinkit.

The multiple regression analysis indicates that freshness, packaging quality, and delivery service significantly influence consumer perception of product quality on Blinkit. All three factors have  $p$ -values  $< 0.05$ , confirming statistical significance. Their confidence intervals exclude zero, reinforcing their impact. Freshness ( $p = 0.008$ ), packaging quality ( $p = 0.048$ ), and delivery service ( $p = 0.045$ ) all contribute significantly to consumer perception. Therefore, we reject the null hypothesis ( $H_0$ ) and conclude that there is a significant influence of product quality factors such as freshness, packaging, and delivery on consumer perception of product quality on Blinkit.

#### Hypothesis 4

H04- There is no mean difference in consumer perception of product quality between Zepto and Blinkit.

H14- There is a significant mean difference in consumer perception of product quality between Zepto and Blinkit.

**Table 7.** Independent Samples T-Test – Overall Perception of Product Quality

95% Confidence Interval								
Measure	Test	Statistic	df	p-value	Mean Difference	SE Difference	Lower CI	Upper CI
Overall	Student's	2.07 <sup>a</sup>	115	0.041	0.355	0.172	0.0154	0.695

perception of product quality	t							
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$H_a: \mu (\text{Blinkit}) \neq \mu (\text{Zepto})$

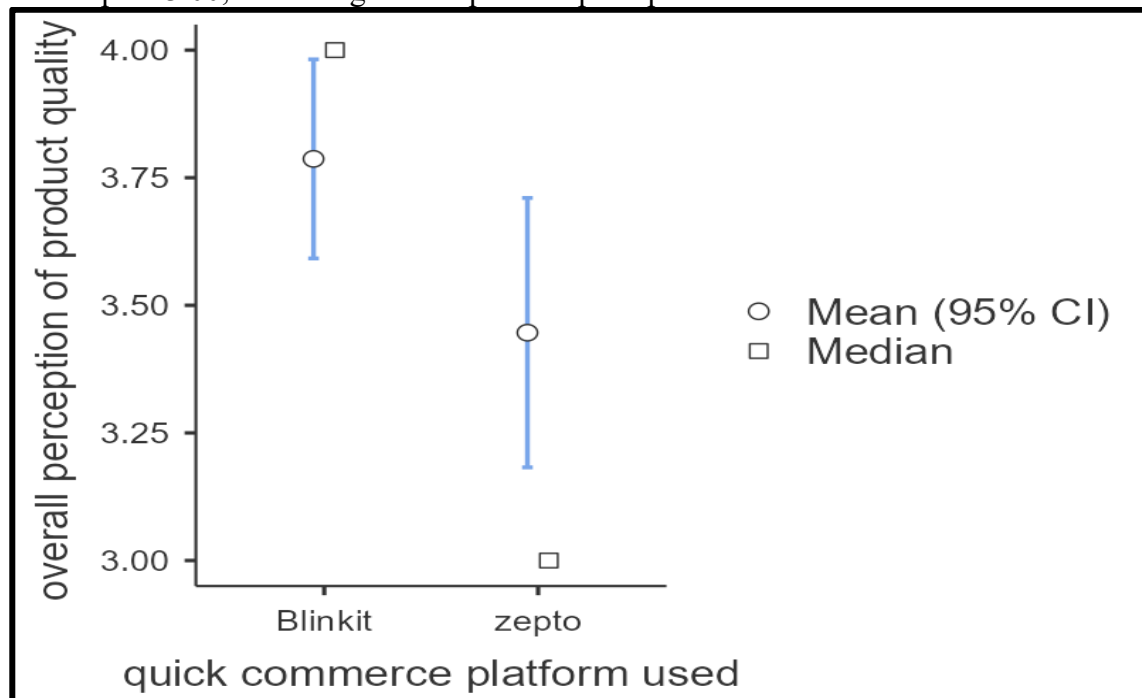
<sup>a</sup> Levene's test is significant ( $p < .05$ ), indicating a violation of the assumption of equal variances.

The Independent Sample t-Test indicates a significant difference ( $p = 0.042$ ) in perceived product quality between Blinkit and Zepto users. The mean difference is 0.340, with a 95% confidence interval (0.0124 to 0.668), suggesting that platform choice influences consumer perception.

**Table 8.** Group Descriptives – Overall Perception of Product Quality

Group	N	Mean	Median	Standard Deviation (SD)	Standard Error (SE)
Blinkit	61	3.82	4.00	0.827	0.106
Zepto	56	3.46	3.00	1.03	0.137

An independent t-test compares overall product quality perception between Blinkit ( $M = 3.82$ ,  $SD = 0.827$ ) and Zepto ( $M = 3.46$ ,  $SD = 1.03$ ). Blinkit scores higher, with a median of 4.00 versus Zepto's 3.00, indicating a more positive perception.



**Figure 4.** Consumer perception of product quality between Zepto and Blinkit

The independent samples t-test is used to examine the overall perception of product quality between Blinkit and Zepto users. The results depict that there are 115 degrees of freedom (df) and a p-value of  $0.041 < 0.05$ , indicating a statistically significant difference between the two groups. The mean difference is 0.355, with a 95% confidence interval ranging from 0.0154 to 0.695, which does not include zero, further confirming the significance of the difference. Based on these findings, we conclude that there is a significant mean difference in consumer perception of product quality between Zepto and Blinkit. Therefore, we reject the null hypothesis ( $H_0$ ).



### Managerial implications

This research offers essential perspectives for managers and decision-makers in the quick commerce sector, especially on platforms like Zepto and Blinkit. Product quality's strong and significant impact on consumer perception emphasizes the need for consistent investment in maintaining high product standards. Managers must ensure that products meet expectations related to freshness, appropriate packaging, and timely delivery. Freshness was identified as the most influential factor, followed by packaging and delivery services, highlighting the importance of efficient supply chains, cold storage, and protective packaging.

The study also revealed that Blinkit enjoys a relatively higher positive perception compared to Zepto. Consequently, Zepto managers must critically improve freshness, packaging, and delivery standards, while Blinkit must continue to innovate and enhance quality assurance to retain its competitive edge. Given the study's focus on Mumbai, managers must recognize that urban and suburban consumers prioritize fast delivery and product condition, making localized strategies like hyperlocal warehouses and sourcing critical.

Quality assurance must be positioned as a brand differentiator through measures such as freshness guarantees, eco-friendly packaging, and real-time tracking. Building customer trust through Visible quality measures will help build customer trust and enhance brand loyalty. To promote ongoing enhancements to operations, it is important to establish a system for the regular collection and analysis of customer feedback.

Marketing teams should leverage these operational strengths, particularly in freshness, premium packaging, and fast delivery, to attract and retain quality-conscious consumers. Even though the study covers a limited geography, consumer expectations are probably similar in other Indian metropolitan areas. Therefore, the strategies that have been successful in Mumbai can be implemented on a national level, allowing platforms such as Zepto and Blinkit to bolster their market positions within India's competitive quick commerce sector.

### Conclusion

This study compares Zepto and Blinkit to examine how customers perceive product quality in quick commerce. The findings of the study highlight how important product quality is in influencing consumer perceptions, with elements like freshness, packaging, and delivery having a significant influence. Regression analysis depicted that product quality factors have a significant influence on customer impressions on both platforms, with freshness being the most vital element. Additionally, the independent sample t-test revealed that Blinkit and Zepto customers' perceptions of product quality differed significantly. The fact that Blinkit achieved a higher mean rating ( $M = 3.82$ ) than Zepto ( $M = 3.46$ ) suggests that customers have a more positive opinion of Blinkit's product quality. The study highlights the need for quick commerce platforms to focus on maintaining high product quality standards alongside fast delivery. As consumer expectations rise, enhancing quality control measures can help businesses to improve customer satisfaction and strengthen their market position.

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