

ANALYZING CUSTOMER PERCEPTION ON BLINKIT'S DELIVERY SERVICE

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Abstract

With the increasing demand for fast and reliable delivery services, Q-Commerce has emerged as a critical player in the e-commerce sector. Blinkit, a major delivery service provider in Chennai, aims to offer hyper-fast delivery services to meet consumer expectations. This study focuses on analyzing customer perception towards Blinkit's delivery service, evaluating key factors that shape their experiences and satisfaction levels. The research adopts a mixed-methods approach, combining quantitative surveys and qualitative insights from consumers who have used Blinkit's services. The study assesses aspects such as service quality, reliability, speed, convenience, pricing, packaging, and customer support to determine how these elements impact consumer satisfaction and loyalty. Additionally, a comparative analysis with competitors helps identify Blinkit's strengths and areas for improvement. Findings from this research will provide valuable insights for Blinkit to refine its service offerings and enhance customer experience. The study aims to offer actionable recommendations for Blinkit to maintain a competitive edge in Chennai's fast-growing delivery market. By understanding consumer perception and expectations, Blinkit can drive greater customer satisfaction, retention, and business growth.

Keywords: *Consumer Satisfaction, Customer Perception, Delivery Service, Q-Commerce, Service Quality.*

Introduction

Quick Commerce (Q-Commerce) is a fast-growing sector of e-commerce that focuses on ultra-fast delivery, allowing consumers to receive orders within hours or even minutes. Technological advancements and changing consumer expectations have driven this trend, with companies leveraging AI, drones, and autonomous vehicles for efficient deliveries. Urban areas have seen a surge in Q-Commerce businesses, including grocery and meal delivery services. Chennai's delivery market has expanded significantly, with Blinkit emerging as a key player. To maintain its position, Blinkit must consistently deliver high-quality service and meet consumer expectations. Customer perception plays a crucial role in a delivery service provider's success. Positive perceptions drive satisfaction and loyalty, while negative ones can harm reputation and business growth. This study aims to understand how Chennai residents perceive Blinkit's delivery service, comparing it with competitors and identifying key influencing factors. Using a mixed-methods research approach, the study will survey Blinkit users and customers of other delivery services in Chennai. It will analyze factors like service quality, reliability, speed, convenience, pricing, packaging, and customer service to offer insights on enhancing Blinkit's service.

Review of Literature

Kouchi et al. (1996)

Kouchi et al. (1996) discuss the integration of delivery service management systems between material systems, processing systems, and selling systems. They highlight the use of two-dimensional barcodes to transfer key data and content information into a database. This system feeds delivery provider information, linking it to specific supplies, which is represented through key data.

Foladare et al. (1998)

Foladare et al. (1998) propose an innovative approach to package delivery, emphasizing automatic rerouting based on the addressee's location. The system uses a two-way pager and a paging antenna to detect the addressee's region and allows the package to be rerouted if the recipient is not at the specified address.

Mary et al. (1997)

Mary et al. (1997) explore customer participation in service delivery, proposing a framework that captures different levels of customer involvement across various types of services. Additionally, they discuss the three key roles that customers play in the service delivery process.

Weaver-Meyers and Stolt (1997)

Weaver-Meyers and Stolt (1997) examine the impact of delivery speed on customer satisfaction, finding that customer satisfaction is only marginally influenced by actual delivery time. The study reveals that customers perceive materials delivered within two weeks as meeting their "window of usefulness," particularly for academic loan items.

Lee and Lin (2005)

Lee and Lin (2005) discuss how website design, reliability, responsiveness, and trust influence overall service quality and customer satisfaction in online stores. They find that these factors significantly affect customer purchase intentions, whereas the personalization dimension does not have a significant impact on overall service quality or satisfaction.

Sureshchandar et al. (2001)

Sureshchandar et al. (2001) investigate service quality and customer satisfaction, emphasizing the SERVQUAL instrument, a 22-item scale used to measure service quality. They critique the instrument's efficacy, pointing out issues with the operationalization of expectations and the reliability of its difference score formulation across different industries.

Cramer et al. (2011)

Cramer et al. (2011) propose a communication network that facilitates data exchange between servers and participants. They introduce the concept of a buy and shipping exchange, which allows for the sale and delivery of goods through augmented reality. The study also includes a payment gateway for transactions between consumers and vendors.

Research Objectives**Primary Objectives**

- A Study on customer preference towards Blinkit's delivery service.
- To identify the factors influencing customer to use Blinkit.

Secondary Objectives

- To know how well customer are satisfied by Blinkit service.
- To understand customer perception on Blinkit payment options.
- To understand why customer, prefer Blinkit over other competitors.

Research Methodology

Type of Research

Qualitative Research

The type of research used here to know customer adoption on open banking and the factors influencing customer adoption is **Descriptive research**. Descriptive research is defined as a research method that describes the characteristics of the population or phenomenon that is being studied. This methodology focuses more on the “what” of the research subject rather than the “why” of the research subject. In other words, descriptive research primarily focuses on describing the nature of a demographic segment, without focusing on “why” a certain phenomenon occurs. In other words, it “describes” the subject of the research, without covering “why” it happens. It is called an observational research method because none of the variables that are part of the research study are influenced in any capacity.

Survey

Survey research allows you to gather large volumes of data that can be analyzed for frequencies, averages and patterns. Common uses of surveys include describing the demographics of a country or region, gauging public opinion on political and social topics, evaluating satisfaction with a company’s products or an organization’s services.

A structured questionnaire was designed and survey was conducted.

Research Approach

Research approaches are plans and the procedures for research that span the steps from broad assumptions to detailed methods of data collection, analysis, and interpretation. This plan involves several decisions, and they need not be taken in the order in which they make sense to me and the order of their presentation here. The overall decision involves which approach should be used to study a topic.

Informing this decision should be the philosophical assumptions the researcher brings to the study; procedures of inquiry (called research designs) and specific research methods of data collection, analysis, and interpretation. The selection of a research approach is also based on the nature of the research problem or issue being addressed, the researcher’s personal experiences, and the audiences for the study.

Thus, in this study, research approaches, research designs, and research methods are three key terms that represent a perspective about research that presents information in a successive way from broad constructions of research to the narrow procedures of methods. The research approach used here in this study is Survey method where a structured questionnaire was designed and circulated.

Sources of Data

Primary Data

Primary data is otherwise called raw information, the information gathered from the first source in a controlled or an uncontrolled situation. The data so collected are pure and original and collected for a

specific purpose. They have never undergone any statistical treatment before. The collected data may be published as well. Methods of primary data collection are Personal investigation, collection Via Investigators, questionnaires, telephonic Investigation.

Secondary Data

Secondary data refers to data that is collected by someone other than the primary user. It means that the information is already available, and someone analyses it. The secondary data includes magazines, newspapers, books, journals, etc. It may be either published data or unpublished data. The Secondary Data for this study was collected from various website, books, journal at google scholar, Shodhganga, and IBEF for the purpose of industry, company and product profile.

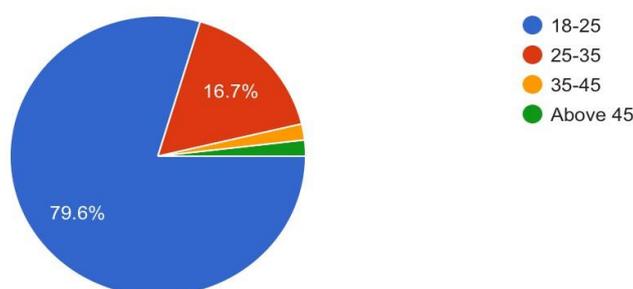
Data Analysis and Interpretation

Frequencies Analysis

Age of Respondant

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	48	69.6	69.6	69.6
	25-35	17	24.6	24.6	94.2
	35-45	2	2.9	2.9	97.1
	Above 45	2	2.9	2.9	100.0
	Total	69	100.0	100.0	

Age



Interpretation

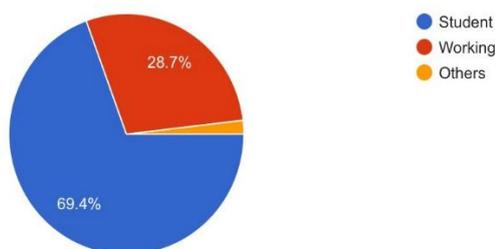
The majority of respondents (69.6%) are between the ages of 18-25, indicating that Blinkit's primary user base is younger, likely consisting of students or early-career professionals. A smaller proportion of respondents fall in the 25-35 age range (24.6%), with very few respondents aged 35 and above, suggesting that Blinkit is more popular among younger adults.

Occupation of Respondant

	Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	Student	43	62.3	62.3	62.3
	Working	24	34.8	34.8	97.1
	others	2	2.9	2.9	100.0
	Total	69	100.0	100.0	

Occupation



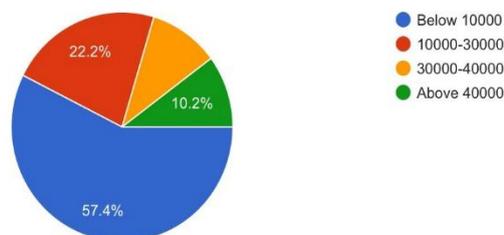
Interpretation

The majority of respondents (62.3%) are students, suggesting that Blinkit is particularly popular among this demographic, possibly due to convenience or affordability. A smaller portion of respondents (34.8%) are working professionals, while only a small percentage (2.9%) belong to other occupational categories, indicating that Blinkit’s user base is largely composed of students and working individuals.

Income of Respondant

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 10000	34	49.3	49.3	49.3
	10000-30000	16	23.2	23.2	72.5
	30000-40000	9	13.0	13.0	85.5
	Above 40000	10	14.5	14.5	100.0
	Total	69	100.0	100.0	

Income



Interpretation

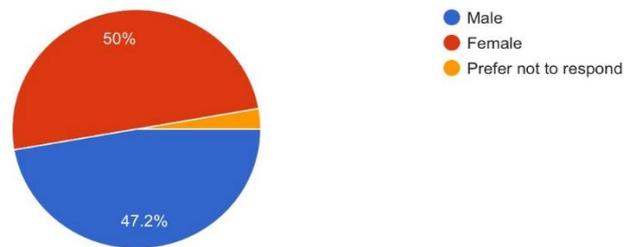
The majority of respondents (49.3%) have a monthly income below 10,000, indicating that Blinkit appeals to individuals with relatively lower income levels. A smaller portion of respondents fall into

higher income brackets, with 23.2% earning between 10,000 and 30,000, and 14.5% earning above 40,000, suggesting that Blinkit has a diverse user base spanning various income levels.

Gender of the Respondant

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	40	58.0	58.0	58.0
	Female	26	37.7	37.7	95.7
	Prefer not to respond	3	4.3	4.3	100.0
	Total	69	100.0	100.0	

Gender



Interpretation

The majority of respondents are male, comprising 58% of the sample, while 37.7% are female. A small percentage (4.3%) preferred not to disclose their gender, indicating that the gender distribution of Blinkit users is predominantly male.

Do You Use Blinkit

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	41	59.4	62.1	62.1
	No	25	36.2	37.9	100.0
	Total	66	95.7	100.0	
Missing	System	3	4.3		
Total		69	100.0		

Interpretation

A majority of respondents, 62.1%, indicated that they use Blinkit, while 37.9% do not use the service. There is a small percentage (4.3%) of missing data, which has been excluded from the analysis.

Chi-Square

		Why do you prefer Blinkit over other competitors?				Total
		Pricing	Offers	Delivery time	Delivery service	
Do you use Blinkit	Yes	18	16	20	7	61
	No	6	16	10	6	38
Total		24	32	30	13	99

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4.299a	3	.231
Likelihood Ratio	4.361	3	.225
Linear-by-Linear Association	.605	1	.437
N of Valid Cases	99		

Hypothesis Null hypothesis (H0)

There is no significant relationship between the Do you use Blinkit * Why do you prefer Blinkit over other competitors? Crosstabulation

Alternate Hypothesis (H1)

There is significant relationship between the Do you use Blinkit * Why do you prefer Blinkit over other competitors? Crosstabulation

Interpretation

The Pearson Chi-Square test results indicate that there is no significant relationship between using Blinkit and the reasons for preferring it over competitors (p -value = 0.231). This suggests that the preferences for Blinkit, such as pricing, offers, delivery time, and delivery service, do not vary significantly between users and non-users of the platform.

ANOVA Table

Model	Sum of Squares	df	Mean Square	F
Regression	.181	1	.181	.165
Residual	73.732	67	1.100	
Total	73.913	68		

a. Dependent Variable: How well you're satisfied with Blinkit payment options?
b. Predictors: (Constant), Income

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.916	.256		11.402	.000
	Income	-.047	.115	-.050	-.406	.686

Hypothesis Null hypothesis (H0)

There is no significant relationship between the income of the respondent and how well you're satisfied with Blinkit payment options.

Alternate Hypothesis (H1): There is significant relationship between the the income of the respondent and how well you're satisfied with Blinkit payment options.

Interpretation

The ANOVA results suggest that income does not significantly affect satisfaction with Blinkit's payment options, as the p-value for the regression model is 0.686, which is much higher than the typical significance level of 0.05. Additionally, the coefficient for income is negative but very small, indicating that income has a negligible effect on satisfaction with payment options

Correaltion Analysis

Correlations			
		Age	Do you use Blinkit
Age	Pearson Correlation	1	-.157
	Sig. (2-tailed)		.209
	N	69	66
Do you use Blinkit	Pearson Correlation	-.157	1
	Sig. (2-tailed)	.209	
	N	66	66

Hypothesis Null hypothesis (H0)

There is no significant relationship between the age of the respondent and do you use Blinkit of the respondent.

Alternate Hypothesis (H1)

There is significant relationship the the age of the respondent and do you use Blinkit of the respondent.

Interpretation

The correlation analysis shows a weak negative relationship between age and the use of Blinkit, with a Pearson correlation coefficient of -0.157. However, the p-value of 0.209 is greater than the 0.05 significance level, indicating that the relationship is not statistically significant, meaning age does not have a strong or meaningful impact on whether someone uses Blinkit.

Interpretation

The correlation analysis shows a very weak negative relationship between satisfaction with Blinkit's delivery timing and occupation, with a Pearson correlation coefficient of -0.075. The p-value of 0.541 is greater than the 0.05 significance level, indicating that there is no statistically significant relationship between occupation and satisfaction with Blinkit's delivery timing.

Findings

Age Distribution of Respondents

The majority of respondents are young adults, primarily between the ages of 18 and 25. This suggests that Blinkit's customer base is largely composed of younger consumers, who may be more inclined to use online delivery services for convenience and accessibility.

Occupation of Respondents

A large portion of the respondents are students, with a smaller group being working professionals. This indicates that Blinkit's services may be especially appealing to individuals with busy lifestyles or those who rely on quick and efficient delivery services for their daily needs.

Income Distribution

Most respondents report having a lower income, with many earning below 10,000 INR per month. This could indicate that Blinkit's target audience includes individuals who may prioritize affordable and convenient delivery options.

Gender Distribution

The gender distribution shows a slight skew toward male respondents, although females also represent a significant portion of the survey. This suggests that Blinkit's services attract a diverse group of users, with no extreme gender bias.

Usage of Blinkit

A majority of respondents use Blinkit, indicating a relatively high level of engagement with the platform. However, a significant portion of respondents do not use Blinkit, suggesting that there is still potential for the platform to reach a broader audience or address barriers that may prevent non-users from adopting the service.

Preferences for Blinkit

When asked why they prefer Blinkit over other competitors, respondents highlighted factors such as pricing, offers, and delivery time. These preferences suggest that customers value competitive pricing, appealing promotions, and fast delivery as key factors influencing their choice of delivery service.

Income and Satisfaction with Payment Options

There is no significant relationship between respondents' income and their satisfaction with Blinkit's payment options. This suggests that Blinkit's payment systems may appeal to a wide range of income levels and are not perceived as a major factor influencing customer satisfaction.

Age and Blinkit Usage

No significant relationship was found between age and the likelihood of using Blinkit. This implies that Blinkit's services are used across a broad range of age groups, but age may not be a primary factor in determining service usage.

Occupation and Delivery Timing Satisfaction

Occupation does not appear to significantly influence satisfaction with Blinkit's delivery timing. This indicates that people from different occupational backgrounds may have similar expectations and satisfaction levels regarding the speed and reliability of Blinkit's delivery services.

Conclusion

In conclusion, the study on consumers' perceptions of the Blinkit delivery service has shed light on how clients view the offering. Overall, the results indicate that clients are typically happy with Blinkit's delivery service. Clients value the service's efficiency and promptness as well as the ability to follow the progress of their orders in real time. But, the study also identifies some areas where Blinkit may use additional development. Customers have, for instance, voiced reservations regarding the service's dependability, particularly in respect to delivery dates and the state of the supplied goods. Customers have also expressed reservations about the service's price, with some saying it may be excessively expensive when compared to other delivery options. Overall, the research indicates that Blinkit has a solid customer satisfaction platform to build upon, but there is still opportunity for growth in some areas. Blinkit can maintain a devoted client base and increase its market share in the cutthroat delivery sector by addressing the issues brought up by consumers and continuing to provide a high-quality service.

Limitations of Study

Sample Size and Representativeness

The research findings and recommendations are based on a limited sample size and may not be fully representative of the entire user population of Blinkit. The study may have only captured a specific demographic or geographic region, which may limit the generalizability of the findings to a broader user base.

Data Reliability and Validity

The research findings and recommendations are reliant on the accuracy and reliability of the data collected, such as user surveys, market research, and competitor analysis. There may be limitations in the quality or completeness of the data, which could impact the accuracy and validity of the conclusions drawn.

Time Sensitivity

The research findings and recommendations are based on the data available up to the knowledge cutoff date of the language model, which may not reflect the current or future dynamics of the food delivery market. Market conditions, user preferences, and competitor strategies may change over time, and Blinkit may need to continually adapt their strategies to stay relevant.

External Factors

The research findings and recommendations may be influenced by external factors beyond the scope of the study, such as changes in regulatory policies, economic conditions, and technological advancements. These external factors could impact Blinkit's strategies and performance, and may not have been fully considered in the research.

Implementation Challenges

Implementing the recommended strategies may pose challenges for Blinkit, such as resource constraints, operational limitations, and competitive pressures. Blinkit may need to carefully evaluate and plan for the feasibility and effectiveness of implementing the recommendations in their specific business context.

Ethical Considerations

The research study may have ethical considerations, such as user privacy, data protection, and fairness in decision-making. Blinkit should ensure compliance with relevant ethical guidelines and regulations when collecting, analyzing, and using user data for research purposes.

Limitations of Research Design

The research study may have inherent limitations in the research design, such as the methodology used, the scope of data collected, and the analysis approach. These limitations may impact the robustness and validity of the findings and recommendations.

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