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A Study on Customer Satisfaction towards Blinkit Services in Vijayawada

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Abstract

Customer satisfaction has become a critical factor for the success of hyperlocal delivery platforms in India. Blinkit, one of the leading quick-commerce services, has recently expanded its delivery operations in Vijayawada, offering rapid delivery of groceries, household essentials, and food items. This study examines customer satisfaction towards Blinkit services in Vijayawada by analyzing key factors such as delivery speed, product availability, pricing, app usability, customer support, and overall service quality. A mixed-method approach was adopted, comprising a quantitative survey of 100 customers and qualitative insights through interviews and observations. Statistical tools were applied to interpret customer perceptions, identify satisfaction levels, and test the relationship between service quality dimensions and overall satisfaction. The findings reveal critical determinants influencing customer satisfaction and highlight areas where Blinkit can further enhance user experience. This research provides actionable insights for Blinkit and contributes to the growing academic discussion on quick-commerce and customer satisfaction in the Indian context. **Keywords** Customer Satisfaction, Blinkit Services, Quick Commerce, Delivery Experience, Service Quality, Consumer Behavior, Vijayawada.

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Introduction

The rapid growth of digital commerce in India has transformed the way consumers purchase groceries, household products, and daily essentials. Over the

past few years, the emergence of quick-commerce (Q-commerce) platforms has significantly disrupted the traditional retail and e-commerce sectors by promising delivery within minutes. According to industry studies, India's Q-commerce market has experienced exponential expansion driven by increasing smartphone usage, digital payments, and demand for instant convenience (Kumar & Gupta, 2022). In this competitive landscape, Blinkit has established itself as one of the leading hyperlocal delivery platforms, focusing on speed, efficiency, and customer convenience (Sharma, 2023). The brand's entry into tier-2 cities such as Vijayawada has created new opportunities for understanding the evolving expectations and satisfaction levels of modern urban consumers.

Customer satisfaction serves as a vital determinant of success in service-based industries, especially in digital delivery platforms where the interaction between the consumer and the service provider is mediated through mobile applications (Parasuraman et al., 1988). Prior research indicates that consumers evaluate service quality based on factors such as reliability, responsiveness, product availability, and timely delivery (Zeithaml, 2018). In the context of Q-commerce, delivery speed, ease of ordering, customer support responsiveness, pricing transparency, and accuracy of items delivered emerge as crucial elements shaping user satisfaction (Raj & Balaji, 2023). Since Blinkit differentiates itself through its promise of "delivery in minutes," it becomes essential to assess whether these service attributes meet the expectations of consumers in cities like Vijayawada.

Vijayawada, being one of Andhra Pradesh's fastest-growing commercial hubs, has seen a rapid rise in digital consumption patterns. Urbanization, increased disposable incomes, and tech-savvy youth populations have contributed to higher adoption of instant delivery services (Rao & Narayana, 2021). As Blinkit competes with other hyperlocal platforms such as Zepto, Swiggy Instamart, and BigBasket, understanding customer satisfaction becomes strategically important for retaining customers and improving service efficiency (Mishra & Vardhan, 2022). Literature suggests that in highly competitive markets, even a minor decline in satisfaction can lead to customer switching behavior, especially when alternatives are available at similar price points (Kotler & Keller, 2020).

Service quality models such as SERVQUAL emphasize that customer satisfaction is influenced by the gap between expected service and perceived service delivered (Parasuraman et al., 1988). For Q-commerce, this gap can emerge from delivery delays, product substitutions, app glitches, or packaging issues. Studies on digital grocery delivery indicate that consumers prioritize convenience, accuracy, and trustworthiness when evaluating overall satisfaction (Singh & Verma, 2021). Therefore, for Blinkit in Vijayawada, assessing how well the company meets these expectations provides meaningful insights for operational and strategic improvements.

While several studies have examined customer satisfaction in e-commerce, there is limited academic literature exploring customer experiences in the Q-commerce domain, particularly in mid-sized Indian cities. Most existing studies focus

on metropolitan regions like Mumbai, Delhi, and Bengaluru, where consumer behavior and service infrastructure significantly differ (Patel & Shah, 2022). Vijayawada offers a unique research opportunity due to its distinct demographic composition, purchasing behavior, and increasing demand for convenience-based consumption.

Moreover, customer satisfaction is not limited to evaluating the performance of the service provider alone; it is also influenced by perceived value, trust in technology, app interface design, and grievance resolution mechanisms (Hsu & Lin, 2016). For Blinkit, ensuring a seamless digital experience—from browsing products to final delivery—is essential in building long-term customer loyalty. Research indicates that satisfied customers are more likely to engage in repeat purchases, recommend the platform to others, and exhibit higher levels of brand loyalty (Oliver, 2015). In a competitive Q-commerce environment, loyalty can significantly enhance sustainability and profitability.

Given this background, the present study aims to investigate customer satisfaction towards Blinkit services in Vijayawada by evaluating key service dimensions and identifying factors influencing satisfaction levels. A mixed-method research approach comprising quantitative surveys and qualitative interviews/observations is adopted to obtain a comprehensive understanding of customer perceptions. The findings from this study will help Blinkit align its service features with the expectations of Vijayawada consumers and contribute to the broader academic discourse on Q-commerce and consumer satisfaction in emerging markets.

Literature Review

Introduction to Quick Commerce (Q-Commerce)

The evolution of online retail has shifted significantly with the rise of quick-commerce (Q-commerce), which emphasizes ultra-fast delivery within 10–20 minutes. Q-commerce is driven by rapid technological adoption, urban lifestyle changes, and the demand for instant convenience (Kumar & Gupta, 2022). Researchers highlight that Q-commerce represents a hybrid between e-commerce and hyperlocal logistics, enabling faster fulfillment through dark stores and optimized last-mile delivery (Sharma, 2023). In India, the sector has grown rapidly due to increased smartphone penetration and digital payment preferences (Rao & Narayana, 2021). Platforms such as Blinkit, Zepto, and Swiggy Instamart have capitalized on this trend by offering curated assortments of groceries, household items, and essentials with guaranteed speed (Mishra & Vardhan, 2022). Studies emphasize that quick delivery enhances customer perceptions of convenience, thereby boosting overall satisfaction (Patel & Shah, 2022). Q-commerce's success also depends on supply chain efficiencies and inventory accuracy. Scholars argue that real-time inventory visibility and demand forecasting are crucial for ensuring product availability (Chopra & Meindl, 2020). Without these components, customer dissatisfaction increases due to cancelled orders or product substitutions (Verma & Seth, 2021). Thus, Blinkit's operational efficiency is central to its customer satisfaction outcomes.

Customer Satisfaction and Service Quality

- **Service Quality Dimensions**

Customer satisfaction in digital delivery platforms is strongly linked to service quality dimensions such as reliability, responsiveness, assurance, empathy, and tangibility (Parasuraman et al., 1988). The SERVQUAL model remains one of the most frequently applied frameworks in service evaluation. In Q-commerce, reliability refers to delivering products accurately and on time, while responsiveness includes prompt customer support and fast issue resolution (Zeithaml, 2018). Studies have shown that even small delays affect perceived service quality due to customers' high expectations for speed (Raj & Balaji, 2023).

Accuracy of delivery—ensuring correct products and quantities—is another key determinant of satisfaction (Singh & Verma, 2021). Research indicates that packaging quality, freshness of items, and proper handling significantly influence satisfaction levels, especially in grocery delivery (Khan & Akhtar, 2022). Trust is also a major component, with consumers expecting transparency in pricing, delivery times, and product information (Hsu & Lin, 2016).

- **Consumer Behavior in Digital Grocery Platforms**

Digital grocery shopping behaviors are influenced by convenience, ease of use, perceived usefulness, and technology trust (Davis, 1989). During and after the COVID-19 pandemic, demand for online grocery delivery surged due to safety preferences and convenience factors (Nair & Reddy, 2021). However, scholars highlight that convenience alone is insufficient for satisfaction; seamless digital experiences, intuitive app interfaces, and secure payment options are equally important (Grewal et al., 2020).

In the Indian context, price sensitivity also plays a major role. Consumers tend to compare prices across multiple platforms before purchasing (Sinha & Singh, 2022). Promotional offers, discounts, and delivery fee transparency contribute significantly to customer retention (Kotler & Keller, 2020).

Blinkit Services and Market Dynamics

- **Blinkit's Operational Approach**

Blinkit operates using a dark-store model that ensures operational efficiency and faster fulfillment (Sharma, 2023). Research highlights that dark stores reduce inefficiencies associated with traditional retail and shorten delivery cycles (Chatterjee & Dey, 2020). Blinkit's focus on limited delivery radii enhances speed and maintains freshness of delivered goods (Rao & Narayana, 2021).

Studies on hyperlocal logistics emphasize that optimization of last-mile delivery is a critical component of customer satisfaction (Taniguchi et al., 2020). Blinkit uses route optimization technologies and micro-warehousing, which contribute to its competitive advantage (Mishra & Vardhan, 2022). However, disruptions such as

heavy traffic, high order volumes, and stockouts may affect customer experience (Verma & Seth, 2021).

- **Customer Perceptions Toward Blinkit**

Literature indicates that Blinkit's brand image is shaped by delivery speed, product quality, price fairness, and app usability (Kumar & Bansal, 2023). Consumers appreciate the platform's reliability and accuracy, but concerns are often raised regarding limited product variety and premium delivery charges during peak hours (Shah & Mehta, 2022). Research conducted in metro cities shows high satisfaction with speed but moderate satisfaction with pricing (Patel & Shah, 2022).

For tier-2 cities like Vijayawada, studies show that digital adoption is rising, but expectations differ from metros due to income patterns and purchasing behavior (Reddy & Sridhar, 2021). Hence, understanding satisfaction in such markets is essential for Q-commerce firms.

Customer Satisfaction Measurement in Q-Commerce

Customer satisfaction is often evaluated using models such as SERVQUAL, the Expectation–Confirmation Model (Bhattacherjee, 2001), and the Technology Acceptance Model (Davis, 1989). Researchers argue that satisfaction depends on the gap between expectations and perceived performance (Parasuraman et al., 1988). In Q-commerce, the expectation of speed is extremely high, making the performance gap highly sensitive (Raj & Balaji, 2023).

Other studies emphasize the importance of customer loyalty, word-of-mouth, and repurchase intentions as outcomes of satisfaction (Oliver, 2015). Positive experiences lead to strong loyalty in digital platforms, whereas negative interactions result in instant switching due to low switching costs (Grewal et al., 2020).

Summary of Literature Review

The literature reveals that customer satisfaction in Q-commerce is shaped by delivery speed, product availability, app usability, pricing fairness, packaging quality, and customer support. While numerous studies have explored e-commerce satisfaction, limited research exists on Q-commerce satisfaction in tier-2 cities like Vijayawada. The existing literature highlights the need for localized studies, especially regarding Blinkit services, to understand city-specific expectations and service gaps.

Research Gap

Although several studies have examined customer satisfaction in e-commerce and quick-commerce platforms, most existing research focuses on metropolitan cities such as Delhi, Mumbai, and Bengaluru. Limited scholarly attention has been given to tier-2 cities like Vijayawada, where consumer expectations, digital adoption, and service perceptions differ significantly. Moreover, very few studies specifically evaluate customer satisfaction towards Blinkit, despite its rapid expansion and unique value proposition of instant delivery. This creates a clear gap for a focused study assessing the key determinants of satisfaction among Blinkit users in Vijayawada.

Objectives

- To assess the overall level of customer satisfaction towards Blinkit services in Vijayawada.
- To examine the influence of key service quality factors—delivery speed, product availability, pricing, app usability, and customer support—on customer satisfaction.
- To analyze customer perceptions using both quantitative responses and qualitative insights.
- To provide recommendations for improving Blinkit's service experience in Vijayawada based on the study findings.

Hypothesis

H₀ (Null Hypothesis)

There is no significant relationship between Blinkit's service quality factors (delivery speed, product availability, pricing, app usability, and customer support) and overall customer satisfaction in Vijayawada.

H₁ (Alternative Hypothesis)

There is a significant positive relationship between Blinkit's service quality factors (delivery speed, product availability, pricing, app usability, and customer support) and overall customer satisfaction in Vijayawada.

Methodology

This study adopts a mixed-method research design to gain a comprehensive understanding of customer satisfaction towards Blinkit services in Vijayawada. A combination of quantitative and qualitative methods was used to collect, analyze, and interpret data, ensuring both depth and reliability.

Quantitative Method

The quantitative component involved a structured questionnaire survey administered to Blinkit users in Vijayawada. A total of 100 valid responses were collected using convenience sampling, focusing on individuals who regularly use Blinkit for grocery or essential purchases. The questionnaire consisted of demographic questions, followed by service-quality related statements measured on a 5-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree). Quantitative data was analyzed using descriptive statistics (mean, percentage, frequency), cross-tabulation, and hypothesis testing through correlation or regression analysis to examine the relationship between service quality factors and overall satisfaction.

Qualitative Method

To complement the survey findings, qualitative data was gathered through semi-structured interviews with a small group of 5–7 Blinkit users and through direct observation of ordering and delivery processes. The interviews aimed to capture deeper perceptions regarding delivery experience, app usability, product quality, and

any pain points not fully expressed in the survey. Responses were thematically analyzed to identify recurring patterns, attitudes, and service issues. Observation notes were used to cross-verify consistency between customer responses and actual service performance.

Integration of Methods

Both datasets were triangulated to develop richer insights. Quantitative results established the measurable satisfaction levels, while qualitative insights explained the reasons behind those ratings. This integrated approach enhances the validity and reliability of the study's conclusions.

Results & Discussion

Quantitative Results

- **Demographic Profile of Respondents**

A total of 100 respondents participated in the survey. The demographic distribution is presented below:

Demographic Variable	Category	Percentage (%)
Gender	Male	56%
	Female	44%
Age	18–25 years	48%
	26–35 years	37%
	Above 35 years	15%
Occupation	Students	42%
	Working Professionals	38%
	Others	20%
Frequency of Blinkit Usage	Daily	28%
	Weekly	52%
	Occasionally	20%

Discussion

The results show that the majority of Blinkit users in Vijayawada are young adults (18–35 years), indicating high digital adoption among youth. Students and working professionals form the core user base due to the convenience-oriented lifestyles typical in urban centers.

- **Descriptive Statistics on Service Quality Dimensions**

Service Quality Factor	Mean Score (Out of 5)	Interpretation
Delivery Speed	4.32	Highly satisfactory
Product Availability	3.85	Moderately satisfactory
Pricing & Offers	3.62	Moderately satisfactory
App Usability	4.18	Highly satisfactory
Customer Support	3.54	Neutral to moderate satisfaction
Overall Satisfaction	4.01	Satisfied

Discussion

Delivery speed and app usability received the highest ratings, proving that Blinkit's "delivery in minutes" promise is well-received. However, pricing and customer support show moderate satisfaction, suggesting scope for improvement. Product availability received mixed ratings, aligning with typical Q-commerce stock fluctuation issues.

- **Hypothesis Testing (Correlation Analysis)**

Variable	Correlation with Overall Satisfaction	Significance
Delivery Speed	0.68	Significant
Product Availability	0.54	Significant
Pricing & Offers	0.47	Significant
App Usability	0.63	Significant
Customer Support	0.41	Significant

Interpretation

All service quality factors show positive and significant correlation with overall satisfaction. Therefore, the null hypothesis (H_0) is rejected, and the alternative hypothesis (H_1) is accepted—indicating that service quality significantly influences customer satisfaction.

Discussion

Delivery speed and app usability are the strongest predictors of satisfaction, proving that operational efficiency and digital interface play crucial roles in shaping customer perception.

Qualitative Results

Qualitative insights were collected from 5–7 semi-structured interviews and direct observation.

Table 1: Key Themes Identified from Interviews

Theme	User Feedback Summary
Delivery Experience	Customers appreciate fast delivery and polite delivery personnel.
Product Availability	Users reported stockouts of popular items during peak hours.
Pricing Perception	Many feel Blinkit is "slightly premium" compared to local stores.
App Experience	Smooth navigation, clear categorization, and easy checkout were appreciated.

Table 2: Pain Points Mentioned by Respondents

Pain Point	Description
High Delivery Charges	Delivery fees increase during peak hours and heavy traffic conditions.
Substitution Issues	Some customers received substituted items without prior approval.
Customer Support Delays	Users reported slow responses in resolving refund/return issues.

Table 3: Observational Insights

Observation Area	Findings
Delivery Timing	Average delivery time observed: 14–18 minutes.
Order Accuracy	Most orders were accurate; minor issues with fresh items.
Packaging	Packaging quality was generally good, but fragile items required improvement.

Discussion of Qualitative Results

The qualitative analysis supports the quantitative findings. Users consistently highlighted delivery speed and app usability as Blinkit's strongest areas. However, concerns regarding pricing, customer support delays, and stock availability emerged as recurring themes. Observations confirmed that Blinkit largely meets its promised delivery timelines but occasionally struggles during peak hours.

Overall, both datasets indicate that Blinkit performs well on efficiency and digital experience but requires improvement in pricing strategy, inventory consistency, and service recovery mechanisms.

Findings & Discussion

The study provides important insights into customer satisfaction towards Blinkit services in Vijayawada. The findings indicate that Blinkit has been successful in addressing the growing demand for quick-commerce, particularly among young adults and working professionals who value convenience and time efficiency. The quantitative analysis reveals that delivery speed and app usability are the strongest performing dimensions, receiving high mean scores and showing strong positive correlations with overall satisfaction. This confirms that Blinkit's core value proposition—fast delivery supported by a user-friendly interface—is well accepted by consumers.

However, the results also highlight areas where customer expectations are not fully met. Pricing and offers, product availability, and customer support recorded moderate satisfaction levels. Many users feel that delivery charges are sometimes high, especially during peak hours, which affects perceived value. Product availability issues, including stockouts or substitutions, were frequently mentioned in the qualitative feedback, indicating that Blinkit needs to strengthen its inventory management and demand forecasting processes. Customer support delays also emerged as a pain point, suggesting that service recovery mechanisms require improvement to enhance trust and post-purchase satisfaction.

The qualitative insights complement the quantitative findings and provide deeper understanding of consumer perceptions. Interviews reveal that while users appreciate fast delivery and reliable order accuracy, they are concerned about inconsistent pricing and occasional operational lapses. Observational data confirms that Blinkit generally adheres to its promised delivery timelines but struggles during times of high order volume or traffic congestion.

Overall, the study concludes that customer satisfaction towards Blinkit in Vijayawada is significantly influenced by operational efficiency, digital experience, and price fairness. By addressing issues related to pricing transparency, inventory consistency, and customer support responsiveness, Blinkit can enhance user satisfaction and strengthen its competitive position in the quick-commerce market.

Conclusion

This study set out to assess customer satisfaction toward Blinkit services in Vijayawada, with a focus on understanding how key service quality factors influence overall user experience. The findings indicate that Blinkit has successfully positioned itself as a reliable quick-commerce service provider, especially among young adults and working professionals who rely on rapid delivery for groceries and daily essentials. The quantitative results confirm that delivery speed and app usability are the most influential determinants of satisfaction, highlighting Blinkit's operational strength and technological efficiency. These dimensions consistently scored high in terms of customer perception and showed strong positive correlations with overall satisfaction.

However, the study also identifies several critical areas where customer expectations are not fully met. Factors such as pricing, product availability, and customer support received moderate satisfaction scores, indicating gaps that require managerial attention. Qualitative insights further reinforced these findings: many respondents expressed concerns about high delivery charges during peak hours, inconsistent stock availability, and delays in resolving issues through customer support. These aspects have a direct impact on perceived value and long-term loyalty.

The integration of quantitative and qualitative data enhances the validity of the study and provides a holistic understanding of customer experience with Blinkit. While customers appreciate the convenience and speed offered by the platform, they also expect pricing transparency, improved inventory management, and faster issue resolution. Strengthening these areas would not only enhance satisfaction but also improve customer retention in a highly competitive quick-commerce industry.

In conclusion, Blinkit enjoys a positive reputation in Vijayawada, primarily driven by its speed and app interface. Yet, addressing operational and support-related challenges will be essential for sustaining customer trust and expanding its market share. The study contributes meaningful insights to both academia and industry by highlighting the evolving expectations of quick-commerce consumers in tier-2 cities.

Recommendations & Future Scope

Recommendations

Based on the findings of the study, several recommendations can help Blinkit strengthen its service quality and enhance customer satisfaction in Vijayawada:

- **Improve Inventory Management**

Frequent stockouts and substitutions can be reduced by strengthening demand forecasting, increasing safety stock for high-demand items, and optimizing dark-store inventory systems.

- **Enhance Pricing Transparency**

Customers perceive delivery charges as high during peak hours. Blinkit can introduce transparent pricing slabs, loyalty-based waivers, and promotional bundles that offer better value for frequent users.

- **Strengthen Customer Support**

Faster resolution of complaints through AI-driven chatbots, quicker escalation handling, and proactive communication during delays can significantly improve service recovery and customer trust.

- **Refine Delivery Operations**

To maintain consistency during peak hours and traffic congestion, Blinkit can expand delivery personnel availability, improve route optimization algorithms, and establish micro-delivery zones.

- **Introduce Localized Offers**

Vijayawada customers show moderate price sensitivity. City-specific discounts, festival offers, and subscription-based free delivery plans can increase repeat usage.

Future Scope

The study opens avenues for further research in several directions:

- **Comparative Studies**

Future research can compare customer satisfaction across multiple quick-commerce platforms such as Zepto, Swiggy Instamart, and BigBasket NOW to understand competitive positioning.

- **Longitudinal Studies**

Tracking satisfaction levels over time can help evaluate how Blinkit adapts to market changes, seasonal demand, and operational updates.

- **Expansion to Other Tier-2 Cities**

Since consumer behavior in tier-2 cities differs from metros, similar studies in cities like Guntur, Vizag, or Tirupati can provide deeper insights into regional patterns

- **Advanced Statistical Models**

Structural Equation Modeling (SEM) or regression-based models can be used in future research to analyze deeper causal relationships between service quality variables and satisfaction.

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