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Research Article

Consumer Behaviour Towards Blinkit: A Study of Quick Commerce Adoption in the City of Jaipur

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Abstract

Among the many formats reshaping Indian retail, quick commerce (Q-commerce) stands out as the fastest expanding, built around the promise of getting groceries and everyday essentials to a customer's door in ten to twenty minutes via a tightly packed grid of neighbourhood 'dark stores'. Eternal Ltd. (previously known as Zomato) owns Blinkit, which sits at the top of this category countrywide, commanding an estimated 45-50% of GMV as early 2026 figures show. This paper turns its attention to how that nationwide story is unfolding at city level in Jaipur, Rajasthan — a Tier-2 metro of close to 4.6 million residents that has become a live battlefield among Blinkit, Zepto, Swiggy Instamart and Flipkart Minutes. Relying on secondary sources — industry reports, dark-store mapping records and peer-reviewed research on Q-commerce uptake — together with a proposed instrument for primary data collection, the paper unpacks what pushes consumers toward adoption (convenience, delivery speed, pricing and how easy the app is to use), does so through the lens of the Stimulus-Organism-Response (S-O-R) model, and weighs Blinkit's competitive footing in Jaipur against its rivals. What emerges is that Blinkit runs the widest dark-store network in the city (38 of the 91 quick-commerce stores mapped, close to 42% of the local total), which largely echoes its nationwide lead, while also suggesting that local variables — digital literacy, income levels, neighbourhood density — could shape adoption in a Tier-2 setting quite differently than they do in metro markets. The paper wraps up with practical implications for Blinkit's management and lays out directions for a future Jaipur-specific primary study.

Keywords: Quick Commerce, Blinkit, Consumer Behaviour, Jaipur, Dark Stores, Tier-2 City Retail, S-O-R Model, Purchase Intention

INTRODUCTION

Over the past four years, India's retail sector has been reshaped by the emergence of quick commerce — an online retail format built around delivering groceries, personal-care products, snacks and, increasingly, electronics and pharmacy items within a ten- to thirty-minute window. This speed is made possible not by the centralised warehouses that conventional e-commerce depends on, but by a scattered network of compact 'dark stores': micro-warehouses of roughly 1,000-2,000 square feet holding 5,000-8,000 SKUs, each positioned within a 2-3 km radius of a dense residential pocket.

Blinkit began life as Grofers before being rebranded following its 2022 takeover by food-delivery giant Zomato, now Eternal Ltd., and has since established itself as the undisputed leader of this segment. Industry estimates for early 2026 put Blinkit's share of national quick-commerce GMV somewhere between 45% and 50%, comfortably ahead of Swiggy Instamart and Zepto, both of which sit in the low-to-mid-twenties. Eternal's own statements indicate that its quick-commerce arm overtook Zomato's legacy food-delivery business in gross order value by mid-2025, making it the group's single biggest line of business.

The initial three years of India's quick-commerce expansion were largely confined to the metros — Delhi-NCR, Mumbai, Bengaluru, Chennai and Hyderabad — but the 2024-2026 window has brought a deliberate push by every major player into Tier-2 cities, where denser urban populations, rising smartphone use and steadily improving logistics are making the ten-minute delivery promise more achievable. Jaipur, Rajasthan's capital and India's tenth most populous city (population estimated at 4.58 million in 2026), ranks among the more mature of these Tier-2 markets, already home to 91 mapped quick-commerce dark stores spread across four competing platforms, with Blinkit controlling the single largest slice of that footprint.

This paper zeroes in on consumer behaviour toward Blinkit specifically in Jaipur. It sets out to answer: which

factors are likely to drive uptake and continued use of Blinkit among Jaipur's residents; how Blinkit's competitive standing in the city compares against the national picture; and what the existing body of academic work on Q-commerce adoption suggests about whether these nationwide patterns hold up in a Tier-2 city like Jaipur.

Objectives of the Study

- To map out the scale, structure and competitive dynamics of India's quick-commerce sector, with particular attention to Blinkit's position within it
- To chart Blinkit's operational footprint and competitive standing in Jaipur alongside Zepto, Swiggy Instamart and Flipkart Minutes
- To draw from existing empirical research the key factors shaping consumer adoption and purchase intention toward quick-commerce platforms in India
- To use a consumer-behaviour lens (Stimulus-Organism-Response) to explain how these factors are likely to feed into purchase intention and repeat usage among consumers in Jaipur
- To put forward a primary-research instrument — questionnaire design and sampling plan — that could later be used to empirically test these findings for Jaipur specifically

Significance of the Study

Much of the academic work available on Q-commerce consumer behaviour in India draws its samples from metro cities. Given that Blinkit and its competitors are now fighting for share in Tier-2 markets where unit economics, delivery density and consumer income levels look quite different from the metros, a closer understanding of city-specific consumer behaviour carries real value — for platform strategy, for planning dark-store rollouts locally, and for shaping marketing decisions. This paper's contribution is a Jaipur-focused synthesis of the secondary evidence currently available, paired with a ready-to-use instrument for whoever undertakes the next round of primary data collection.

Review of Literature

Since 2022, a growing body of Indian academic work has looked into what drives quick-commerce adoption. One structured-questionnaire study of 100 respondents [1] identified convenience, time savings and discounts as the strongest pulls drawing consumers away from scheduled e-commerce toward quick commerce — 58% of respondents pointed to convenience and 69% to superior delivery speed as reasons for favouring Q-commerce over traditional retail. Deepthi and Bansal [2] documented a positive, statistically significant link between intention to order via Q-commerce apps and factors such as perceived benefits, social influence and ease of use — a pattern that lines up with the Technology Acceptance Model (TAM). Bharathithasan and Srinivasan [3] built on this by demonstrating that perceived security of personal data/information also correlates meaningfully with consumer decisions, especially where a platform asks for more personal information than users feel is warranted. Ganapathy and Gupta [4] uncovered a countervailing force: even though fast delivery motivates strongly, delivery charges levied by platforms push purchase decisions in the opposite direction, implying that price sensitivity does not disappear even among consumers who value convenience.

A metropolitan study spanning 400 respondents on consumer awareness and perceptions of Q-commerce concluded that attributes tied to the store itself — product range, pricing, app experience — along with promotional activity, have a measurable effect on both satisfaction and how often people use these platforms, and that perceptions differ noticeably by age, digital literacy and expectations around delivery speed. Broader industry figures back up this age-related pattern: the 18-24 bracket makes up the heaviest-using segment of quick-commerce apps in India, which suggests adoption is still concentrated among younger, digitally comfortable consumers. A separate line of inquiry applies the Stimulus-Organism-Response (S-O-R) model to Q-grocery platforms, looking at how AI-powered marketing tactics — personalisation, smart search, dynamic pricing — shape consumer attitudes and purchase intent. Other recent research into 'micro-moments' within India's mobile-first economy finds that most Q-commerce purchase decisions wrap up within one to five minutes of the app being opened, and that interface-level nudges — free-delivery thresholds, one-tap payment — genuinely move behaviour, pointing to the role of app design itself, not merely price or product range, in driving outcomes.

What stands out is that none of the studies reviewed draw their primary sample from Jaipur or any other Rajasthan city; the existing evidence base clusters around metro markets — Delhi-NCR, Mumbai, Bengaluru, Chennai — and cannot simply be assumed to carry over to a Tier-2 city. Addressing that specific gap is the purpose of this paper, which sets national findings against Jaipur-specific market data and proposes a tool for local validation (Figure 1).

Summary of Key Factors from Literature

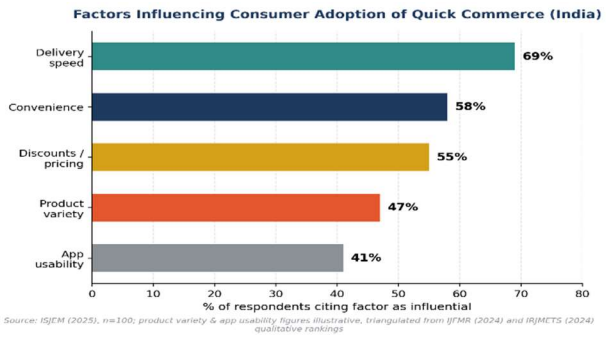

Figure 1: Factors Shaping Consumer Adoption of Quick Commerce in India, Drawn from the Literature Reviewed

MATERIALS AND METHODS

Research Design

This study takes a descriptive-analytical approach, built chiefly around secondary data: industry reports (Redseer, Bernstein, Datum Intelligence, GrabOn, Demandsage), disclosures from Eternal Ltd. to investors, dark-store mapping records specific to Jaipur, and peer-reviewed or pre-print academic work on Q-commerce consumer behaviour in India spanning 2022-2026. Since conducting a live household survey in Jaipur fell outside what this exercise could cover, the paper does not present invented primary-survey figures; instead, Section 3.3 lays out a questionnaire and sampling plan ready to be administered, which a later primary-research phase can use to test the propositions built here against genuine Jaipur respondents (Table 1).

Proposed Primary-Research Instrument (for future validation)

To put to the test whether the national-level drivers set out in Section 2 actually hold true within Jaipur, the following instrument and sampling approach is proposed for a follow-on primary study:

- **Target population:** Blinkit users aged 18 and above living in Jaipur, stratified across the high-penetration localities flagged in Section 4 (Mansarovar, Jagatpura, C-Scheme, Vaishali Nagar, Bani Park) plus at least two lower-penetration localities to serve as a contrast group
- **Instrument:** A structured questionnaire built on 5-point Likert scales, covering usage frequency, order value, perceived delivery speed, perceived price fairness, app usability/trust, the mix of categories purchased, platform-switching behaviour (Blinkit versus Zepto versus Instamart versus Flipkart Minutes), and overall satisfaction
- **Analysis plan:** Descriptive statistics to capture usage patterns; correlation/regression work (via SPSS or Python/statsmodels, for instance) to test how the S-O-R constructs in Section 5 relate to purchase intention and repeat usage; chi-square testing to check for association between demographic variables and platform preference

Table 1: Data Sources

Category	Sources used
Market sizing and share	Redseer, Bernstein, Datum Intelligence (via Reuters), Demandsage, GrabOn Quick Commerce Statistics 2026
Company/operational data	Eternal Ltd. (Blinkit parent) disclosures; iCoderz, Quash and StartupWired industry analyses
Jaipur-specific data	QuickCommerceMap.com dark-store mapping (last verified 10 July 2026); Census of India / Jaipur Municipal Corporation demographic data; World Population Review, MacroTrends city population estimates
Consumer behaviour literature	ISJEM [1], IJFMR [5], IRJMETS, ResearchGate pre-prints on Q-commerce adoption factors and S-O-R/TAM applications

- **Sampling method:** Stratified random sampling with a minimum of n=200 (in line with comparable metro studies that ran n = 100-400), allowing sub-group analysis by age, income and locality
- **Tools for interpretation:** Given the volume of quantitative output involved, analysis can lean on modern tools such as Python (pandas, seaborn, scikit-learn) or SPSS for statistical testing, with Power BI/Tableau used to build dashboards of results by locality — giving Blinkit's Jaipur operations team a way to see adoption patterns at ward or locality level.

Limitations of the Present Study

Because this paper leans on secondary data and does not include an original household survey run in Jaipur, the consumer-behaviour conclusions reached in Sections 5-6 should be treated as hypotheses informed by the literature and suited to a Tier-2 city context, rather than as statistically validated findings specific to Jaipur. The market-share and dark-store figures cited are accurate as of the dates given but could shift quickly given how fast this sector is moving.

Blinkit and the Quick Commerce Industry: Facts and Figures

National Market Overview

By the close of 2025, India's quick-commerce sector was worth roughly ₹95,500 crore (US$11.5 billion), based on Bernstein's estimates as cited by Reuters, with upward of 6,000 dark stores running nationwide by early 2026 — making India the most densely competitive quick-commerce market anywhere in the world by store count. GrabOn's 2026 industry compilation puts India's quick-commerce user base at around 33 million as of early 2026, with that figure projected to nearly double to 65 million users by 2030, alongside a projected market revenue of US$11.08 billion by the same year.

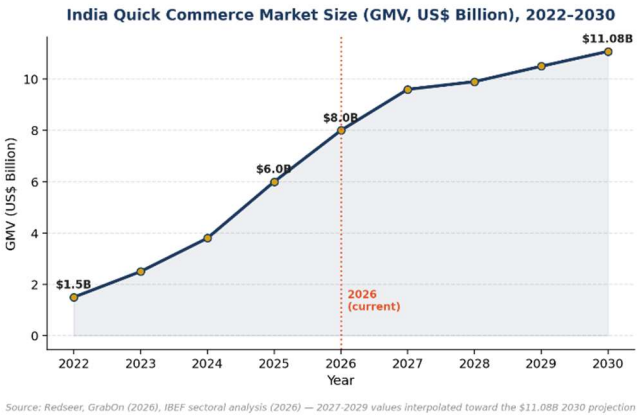

Figure 2: Projected Growth Trajectory of India's Quick-Commerce Market (GMV, US$ Billion). Figures For 2027-2029 Are Interpolated Between the Cited 2026 And 2030 Estimates.

Blinkit, Swiggy Instamart and Zepto collectively hold around 90% of national GMV between them, with Blinkit alone estimated at 45-50% as of Q4 FY25/early 2026 — up from roughly 40% in 2024. Blinkit's Gross Order Value hit ₹13,300 crore in Q3 FY26, backed by a store network that had expanded to around 2,027-2,100 dark stores by early-to-mid 2026, with a stated goal of reaching 3,000 stores by March 2027. The company turned adjusted-EBITDA-positive at the cluster level back in March 2024 — a milestone none of its major rivals had reached as of the period the cited sources cover (Table 2).

Jaipur Market Context

Jaipur's population stood at an estimated 4.58 million in 2026 by Census-derived municipal figures, with the wider metro area home to roughly 4.4-4.6 million people. The city's literacy rate was recorded at 83.3% at the last available Census benchmark, and it has been reported to have the fastest average internet download speed among major Indian cities in 2026 (181.68 Mbps), outpacing Kolkata and other metros — a detail that matters directly for app-based commerce adoption. Taken together, a sizeable, literate, well-connected urban population combined with Tier-2-level real-estate and labour costs makes Jaipur a commercially appealing market for dark-store-based quick commerce, and all four major national platforms — Blinkit, Zepto, Flipkart Minutes and Swiggy Instamart — are now operating in the city.

According to the most recent mapping exercise (verified 10 July 2026), 91 quick-commerce dark stores have been identified across 32 Jaipur neighbourhoods. Blinkit runs the largest share of this network — 38 stores, roughly 42% of the city's mapped quick-commerce footprint — ahead of Zepto (19 stores), Flipkart Minutes (18 stores) and Swiggy Instamart (16 stores). This local share broadly matches, and by store count slightly exceeds, Blinkit's national GMV lead, which points to the company treating Jaipur as a genuine Tier-2 growth priority rather than a minor foothold (Figure 3).

Within the city, Blinkit's store presence is thickest in Mansarovar and Jagatpura (three stores apiece), with further clustering in localities such as C-Scheme and Bani Park — areas that industry commentary separately describes as having a 'tech-savvy population that prefers speed and ease over the traditional grocery run.' Sixteen of Jaipur's 32 mapped neighbourhoods still have no Blinkit store, leaving room for the network to densify further as the platform works toward its stated national goal of 3,000 dark stores by March 2027 (Table 3).

Consumer Behaviour Analysis: Applying the S-O-R Framework

To organise how the factors surfaced in the literature review are likely to show up as observable consumer behaviour toward Blinkit in Jaipur, this paper draws on the Stimulus-Organism-Response (S-O-R) model, a framework already used in recent Indian Q-commerce research examining AI-driven marketing and app-based grocery behaviour. Under this model, external stimuli — the platform's marketing mix and the surrounding situational or social context — act on the consumer's internal state (the 'organism', covering perceptions, trust and attitude), which then produces a measurable behavioural response: purchase intention, order frequency, loyalty (Figure 4).

Stimulus: Blinkit's Marketing Mix and Situational Context

Delivery speed emerges as the strongest stimulus across the literature (cited by 69% of respondents in the ISJEM 2025 study as a reason for favouring Q-commerce), with convenience close behind (58%), followed by pricing and discounts. For Jaipur in particular, situational factors carry weight: road density, the different traffic patterns of the walled city versus newer sectors like Mansarovar and Jagatpura, and how smartphone/data affordability varies across income brackets are all likely to determine which stimuli resonate most with a given consumer segment — a dimension the metro-focused literature reviewed here has not examined.

Organism: Perception, Trust and Attitude

Perceived usefulness and ease of use — both drawn from the Technology Acceptance Model — have been shown to correlate meaningfully with ordering intention in Indian Q-commerce research, alongside perceived security of information, which matters given that dark-store apps request location, payment and occasionally health-adjacent data (for pharmacy deliveries, for example). In a Tier-2 city like Jaipur, where digital literacy is improving but may still trail metro benchmarks in absolute terms, trust-building elements — transparent pricing, visible delivery-partner tracking, dependable return and refund handling — are likely to weigh more heavily on attitude formation than they would in a digitally more mature metro market.

Response: Purchase Intention and Repeat Usage

The literature links strong 'organism' outcomes — positive attitude, high trust, high perceived ease of use — to greater purchase intention, and, notably, to a documented behavioural shift: nationally, the proportion of frequent urban shoppers who prefer online channels for daily needs climbed from around 33% to roughly 87% once instant delivery became available, suggesting that once trust takes hold, usage tends to turn habitual rather than staying occasional. Applied to Jaipur, this implies that Blinkit's early lead in store density (38 of the city's 91 dark stores) could well translate into a lasting usage habit among early adopters in the denser localities, provided service reliability holds up as the network extends into the 16 neighbourhoods it has yet to reach (Table 4).

Table 2: A Side-By-Side National Snapshot of the Three Leading Quick-Commerce Platforms in India, Early-To-Mid 2026 (Figures Are Industry Estimates and Vary Slightly Across Sources).

Metric	Blinkit	Swiggy Instamart	Zepto
Est. national market share (GMV), early 2026	45-50%	~24%	~22%
Approx. dark stores nationally (2026)	~2,027-2,100	~1,100-1,200	~1,100-1,200
Daily order volume (approx.)	~6 lakh/day	~5 lakh/day	~3 lakh/day
Profitability milestone	Cluster-level EBITDA positive (Mar 2024)	Improving unit economics (ongoing)	Improving unit economics (ongoing)

Table 3: Comparative Snapshot: Jaipur Vs Other Rajasthan Cities Blinkit's Dark-Store Footprint Across Major Rajasthan Cities (2026), Showing Jaipur as the State's Leading Quick-Commerce Hub — More Than Five Times the Store Count of The Next-Largest Rajasthan City.

City	Blinkit dark stores mapped
Jaipur	38
Udaipur	7
Kota	5
Jodhpur	4
Ajmer	3
Bhiwadi	3
Bikaner	2

Table 4: SWOT Summary: Blinkit in Jaipur

Dimension	Key points
Strengths	Largest dark-store network in the city (42% share); strong national brand recall through the Zomato/Eternal ecosystem; presence in high-density, tech-savvy localities (Mansarovar, Jagatpura, C-Scheme)
Weaknesses	16 of 32 mapped neighbourhoods remain unserved; Tier-2-unit economics and delivery-partner availability are less proven than in the metros; price sensitivity persists among value-conscious segments
Opportunities	Jaipur's high internet speed and literacy levels support digital adoption; category expansion into pharmacy and electronics is still in its early stages locally; the existing dark-store base gives Blinkit a first-mover edge in unserved localities
Threats	Zepto, Flipkart Minutes and Swiggy Instamart together hold 58% of the local dark-store network and continue to expand aggressively; kirana stores remain deeply woven into Jaipur's retail culture; discount-driven switching remains a risk

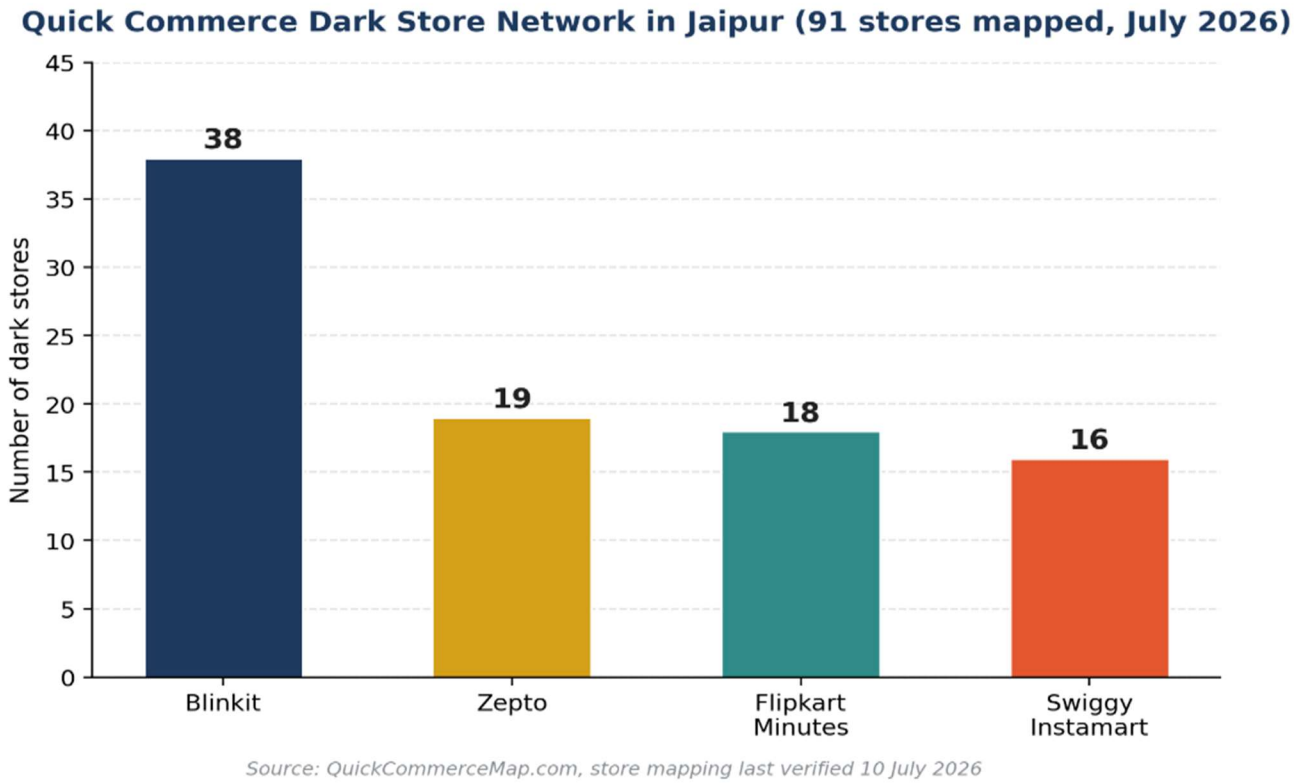

Figure 3: Quick-commerce dark-store network in Jaipur by platform (91 stores mapped across 32 neighbourhoods, as of 10 July 2026).

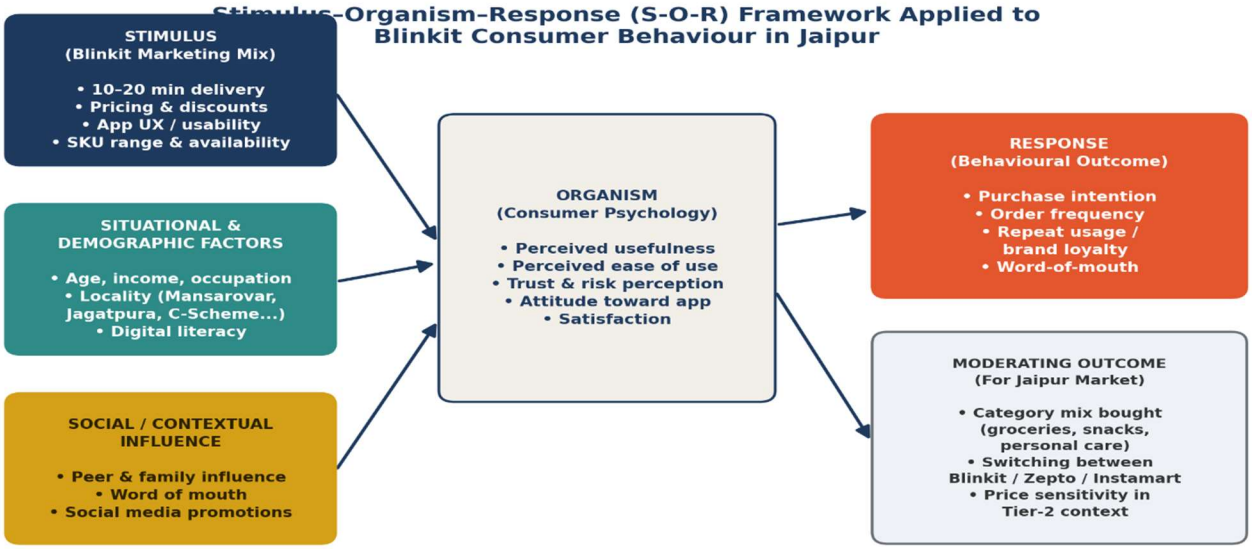

Figure 4: Proposed Stimulus-Organism-Response framework for examining Blinkit consumer behaviour in the Jaipur market.

DISCUSSION

Findings and Discussion

- Blinkit's national dominance repeats itself at city level in Jaipur: its roughly 42% share of the local dark-store network sits closely in line with — and marginally ahead of — its 45-50% national GMV share, suggesting Jaipur represents a genuine extension of the company's national strategy rather than a scaled-down, deprioritised operation
- Delivery speed and convenience continue to be the two factors most often cited nationally as drivers of Q-commerce adoption (69% and 58% of respondents respectively in the study reviewed); given Jaipur's comparatively fast average internet speed (181.68 Mbps) and improving digital literacy, the infrastructure conditions needed for these drivers to work similarly in Jaipur appear to already be in place
- Price sensitivity remains a real constraint even where convenience is prized — the literature shows delivery charges can work against purchase decisions even among consumers who otherwise value speed, and this pressure is likely to be at least as strong, if not stronger, in a Tier-2 city where household incomes typically run lower than in metro markets
- Jaipur's dark-store map still shows clear whitespace: 16 of the 32 mapped neighbourhoods have no Blinkit presence, which suggests the competitive battle in the city remains unsettled and that locality-level strategy will matter more than city-wide averages
- The lack of Jaipur-specific primary survey data anywhere in the existing academic literature is a genuine gap; the instrument proposed in Section 3.3 offers a starting point for closing it

Managerial Recommendations

- Focus dark-store expansion on the 16 Jaipur neighbourhoods currently without coverage, particularly those bordering existing high-density clusters (Mansarovar, Jagatpura), to capture spillover demand efficiently
- Given the documented sensitivity to pricing, consider locality-tiered delivery-fee or minimum-order-value structures rather than a single uniform national policy, so as to protect adoption among value-conscious Jaipur segments without damaging unit economics
- Put disproportionate investment into visible trust signals — transparent pricing, real-time order tracking, responsive customer support — in newer localities, where trust in digital commerce may be less established than in areas where adoption began earlier
- Commission a locally representative primary survey, following the instrument set out in Section 3.3, before committing further Jaipur-specific marketing spend, in order to confirm whether the national adoption drivers carry the same relative weight in this Tier-2 setting.

CONCLUSIONS

Blinkit's standing as India's leading quick-commerce platform is mirrored clearly in Jaipur, where it operates the largest dark-store network among four competing platforms. The city's demographic and digital-infrastructure profile — a large, increasingly literate population enjoying unusually fast average internet speeds for an Indian city — offers favourable ground for continued adoption, consistent with the convenience- and speed-led adoption patterns documented in the national literature. That said, since no study reviewed here has directly surveyed Jaipur's consumers, how far national findings on price sensitivity, trust and demographic effects hold locally remains an open empirical question. This paper's contribution lies in pulling together the best available secondary evidence into a Jaipur-specific picture, and in offering a ready-made primary-research instrument so that future researchers — or Blinkit's own local strategy team — can test these propositions directly against Jaipur's consumers.

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