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MODERN MARKETING STRATEGY (A COMPARATIVE STUDY BETWEEN BLINKIT AND ZEPTO)

Anshul chauhan, Dr. Chandrani Ganguly

Anshul.chauhan.3528@gmail.com , chandrani.ganguly@galgotiasuniversity.edu.in
Department of school of business , Galgotias university (Galgotias school of business), greater noida

Abstract

In today's fast-paced digital market, businesses use modern marketing methods like social media, influencer partnerships, meme marketing, and personalized app notifications to stay competitive. This paper studies how two popular quick-commerce (Q-commerce) companies in India — **Blinkit** and **Zepto** — use these new marketing techniques. Both brands focus on quick delivery and operate in metro cities but follow different marketing styles. While Blinkit uses humor and trendy memes to engage urban youth, Zepto promotes speed and reliability with a clean and professional approach. This research compares their strategies and highlights how modern marketing can influence customer choices and loyalty in the growing Q-commerce industry.

Introduction

Marketing has changed greatly in recent years. Earlier, businesses mostly relied on TV, newspapers, and radio ads. Now, in the digital age, companies connect with consumers using social media, mobile apps, influencers, and data analytics. This is especially true for the **quick-commerce (Q-commerce)** industry, where companies promise to deliver groceries and daily essentials in just 10–20 minutes.

In India, two major players in this field are **Blinkit** (formerly Grofers) and **Zepto**. Both companies aim to deliver products quickly in urban areas using local "dark stores," but their marketing styles differ. Blinkit focuses on humor, memes, and real-time online trends, while Zepto uses a clean, fast, and performance-based marketing style targeting students and working professionals. This paper compares their strategies to see how these modern techniques influence customer interest, engagement, and brand growth.

Objectives

The main goals of this research are:

1. To understand the use of modern marketing strategies in quick-commerce businesses.
2. To examine the marketing tools used by Blinkit and Zepto.
3. To compare their brand image, customer engagement, and communication styles.
4. To identify the strengths and weaknesses in their marketing methods.
5. To find out how technology and real-time responsiveness help these brands gain a competitive advantage.
6. To suggest ways to improve marketing in the fast-changing digital market.

Research Methodology

This research uses **qualitative and descriptive methods** based on publicly available secondary data like official websites, mobile apps, social media, press releases, customer reviews, and market reports. No confidential company data was used.

Key Methods:
- **Content analysis**: Studying their marketing messages on social media and apps.
- **SWOT analysis**: Identifying strengths, weaknesses, opportunities, and threats.
- **Comparative matrix**: Side-by-side comparison of both brands on various factors like brand tone, content, customer engagement, and delivery promise.

The study focuses on the time period from **2021 to 2024** and covers **Tier-1 cities** like Delhi, Mumbai, and Bengaluru.

Findings & Discussion

Marketing Strategies

- **Blinkit**:
  - Famous for **meme marketing** and humorous posts on social media.
  - Uses **moment marketing** by creating quick content on trending topics.
  - Works with influencers and meme pages.
  - Push notifications use a witty, casual tone.
  - Runs occasional loyalty programs and referral offers.
  - Engages audiences with fun reels, memes, and campaign stories.
- **Zepto**:
  - Focuses on **speed-based, minimalistic marketing**.
  - Occasional memes but prefers clean and consistent designs.
  - Collaborates with micro and macro influencers.
  - Push notifications are concise and focused on time-saving deals.
  - Stronger emphasis on referral programs for new users.
  - Advertises 24x7 delivery services targeting students and professionals.

Customer Reviews & Market Impact

- **Blinkit**:
  - Customers love its funny, relatable social media presence.
  - Some delivery issues reported in certain areas.
  - High engagement but occasional inconsistency in service affects long-term loyalty.
- **Zepto**:
  - Customers appreciate its fast and reliable service.
  - Marketing is subtle but effective.
  - Seen as a professional, no-nonsense delivery brand.
  - Higher user retention, especially in student areas and metro cities.

Practical Campaign Examples

- **Blinkit's "Ghar Ka Khana in 10 Minutes" Campaign**:
  - Used viral memes and TV dialogues.
  - Partnered with food bloggers and comedians.
  - Resulted in increased app traffic and positive feedback during meal hours.
- **Zepto's "Late Night Cravings? Delivered in 10" Campaign**:
  - Targeted students and gamers with minimalist storytelling.
  - Used influencer reels and geo-targeted ads.
  - Boosted late-night order volumes and app downloads among college students.

Challenges

Both brands face several common challenges:
- High customer expectations due to bold marketing promises.
- Tough competition from Swiggy Instamart, BigBasket, and Amazon Fresh.
- Expensive marketing campaigns requiring careful budget control.
- Difficulties in managing different cultures and languages across India.
- Rapidly changing digital trends needing continuous creativity.
- Challenges in measuring the exact return on investment (ROI) from viral trends.
- Maintaining a balance between fun marketing and actual service quality.
- Increasing importance of data privacy and user trust.

Conclusion

This comparative study highlights that modern marketing strategies are vital for the success of Q-commerce companies. **Blinkit** excels in fun, humorous, and emotionally engaging content, while **Zepto** focuses on speed, professionalism, and reliability. Both approaches are effective for their respective target audiences.

There is no perfect marketing strategy. What matters is how well a company's marketing matches its brand image, operational strengths, and customer expectations. The research proves that **quick, creative, and data-driven marketing** will remain essential for Q-commerce brands in India's dynamic and competitive market.

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