



A Study on Generation Z Preference for Quick Delivery Grocery Products on Big Basket in Ahmedabad City

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ABSTRACT

The aim of this study is to look at Generation Z preferences over fast delivery grocery services on Big Basket in Ahmedabad city. Because online grocery shopping has increased, e-commerce needs to focus more on understanding the younger generation consumer behavior, particularly Gen Z. In the given paper, the influencing factors over decision-making by Gen Z users were considered along with focusing areas such as speed, experience offered to customers, cost, product quality, and sustainability. Data was collected through a survey administered to a sample of Generation Z consumers in Ahmedabad, with key findings that speed and convenience are paramount over cost considerations. Further, the study underlines the user-friendly mobile applications and the importance of product quality and availability in shaping consumer satisfaction. It also reveals a growing awareness about sustainability concerns, which leads to the conclusion that Generation Z values environmentally conscious practices. The study's findings are also pragmatic in their application to an online grocery marketplace like Big Basket, implying a need for speed of delivery, improvement in technology-related features, and sustainability integration in terms of practice so that such platforms cater better to this type of target audience. On a theoretical plane, the study further contributes to existing literature regarding consumer behavior, adoption of technology, and generational preferences in terms of online grocery shopping. Overall, the study provides an exhaustive understanding of Generation Z's online grocery shopping habits and serves as a base for future research in this area

INTRODUCTION

Digital technology is evolving at such a fast pace, and the world becomes more reliant on e-commerce, transforming the way groceries are bought (Vidani, 2015). Online grocery platforms have been on the rise lately and have attracted many consumers seeking convenient and time-saving alternatives to traditional shopping. Among the e-commerce sites, Big-basket has been one of the main online grocery stores in India. It has managed to be in a good position among cities with its wide range of products and quick delivery options. Due to the busy lifestyle and the demand for convenience, Generation Z, which is generally said to include people born between 1997 and 2012, is a very influential group that is remolding the consumer landscape (Vidani, 2016). Generation Z, known for their high digital literacy and preference for instant gratification, is shifting towards online platforms for shopping and their preference for quick delivery services is becoming an important factor in shaping e-commerce strategies (Bhatt, Patel, & Vidani, 2017).

Ahmedabad, the largest urban city in Gujarat, is getting increasingly familiar with online grocery stores, such as Big-baskets, which are fast garnering attention (Modi et al., 2016). Ahmedabad's online grocery shopper is primarily in the form of Generation Z, known for their geekiness and need for speed. The growth of instant delivery services and increasing expectations for fast-paced transactions makes the study of Generation Z's preferences for quick delivery of grocery products on Big-basket an imperative research area (Sukhanandi, Tank, & Vidani, 2018). While there has been some research on consumer behavior regarding online shopping and the grocery sector, very few publications specifically focus on the needs and preferences of Generation Z when it comes to fast delivery services in this domain. The battle of online grocery markets continues to get even more aggressive, and this calls for Big-basket-like firms to make changes in the strategy that they adopt towards Generation Z consumers (Biharani & Vidani, 2018). These findings would benefit e-commerce platforms in more ways than one while at the same time guiding the businesses on how to custom tailor their services to better serve the expectations of a young generation that is getting demanding for faster and easier solutions (Vasveliyya & Vidani, 2019). Ultimately, this study will try to create a deeper understanding of what could be driving Generation Z in deciding to shop for groceries in the online market as compared to other channels; to contribute to better business and growth strategies.

Research Objectives

The primary objective of this study is to explore and analyze Generation Z's preferences for quick delivery grocery products on Big-basket in Ahmedabad city. The specific research objectives are as follows:

To analyze the factors that influence Generation Z to prefer quick delivery grocery services on Big-basket: This objective will identify the factors that motivate Generation Z consumers to choose quick delivery options for grocery shopping on Big-basket, such as convenience, delivery time, product variety, and service reliability.

The aim is to understand how fast delivery impacts Generation Z's online grocery shopping decision: This objective tries to know the extent to which the quick delivery affects the purchasing decision of Generation Z in terms of grocery products purchased from Big-basket in comparison to other factors such as quality of the product or the price.

To evaluate the satisfaction of Generation Z with Big-basket's speedy delivery services: This objective will evaluate Generation Z's overall satisfaction with the speed and efficiency of Big-basket's delivery services, which includes the accuracy of the time of delivery and the availability of products.

Identify the challenges and barriers while using Big-basket for quick grocery delivery by generation Z: This objective wants to find out the inconvenience or frustration that generation Z undergoes while using Big-basket that may include delayed delivery time, less availability of required products, or problems of interface, and how all these issues affect their stickiness to the platform.

To explore Generation Z's brand loyalty towards Big-basket and its relation to quick delivery services: This objective will be to investigate whether quick delivery services are a significant factor in fostering brand loyalty among Generation Z shoppers, whether they would continue using Big-basket, or recommend the same based on their quick delivery experience.

Objective to gain the insights of what improvements Generation Z would like Big-basket to make regarding its quick delivery from their standpoint: This aim is about collecting actionable feedback from the Generation Z consumer regarding his expectations for improving the quick delivery service by suggesting enhancement in user experience, extending the product lines, or optimizing the delivery time.

LITERATURE REVIEW

This is now an essential element of online shopping, especially within the grocery industry. A few previous studies have mentioned the increasing demand for speedy delivery options, especially from younger consumers. This literature review will be based on a few key studies that help to establish the understanding of the factors driving the preference of Generation Z towards quick delivery grocery services through Big-basket in Ahmedabad city.

Consumer Behavior in Online Grocery Shopping

Pereira et al. (2019) research focused on the development of grocery shopping online and how time-saving and convenience are main drivers for the consumers to buy groceries online. Such a study concludes that fast delivery is considered to be a significant requirement by generations, especially Generation Z; they value fast services compared to those offered by in-store shopping (Odedra, Rabadiya, & Vidani, 2018). The authors mention that this preference is in line with the "instant gratification" mindset of younger consumers, which is likely to influence their decision-making in the online grocery space. This study establishes a strong link between delivery speed and consumer satisfaction, suggesting that quick delivery is becoming a critical factor for loyalty in online grocery services.

Generation Z's Digital Shopping Preferences

Smith (2020) focuses his research on the unique buying habits of Generation Z and, for this reason, he mainly relies on digital sources for his research and looks toward the expectation of the digital generation for seamless quick services (Vidani, Jacob, & Patel, 2019). Generations are characterized by high dependency toward technology, which drives preferences toward digital-first solutions. The research has identified that this generation values more on the ease of the process and the convenience factor, thus more likely to pick a site which allows the fast delivery (Vidani J. N., 2016). Smith's work further proves the belief that Generation Z likes to speed, and that characteristic is also applied in grocery as well on sites such as Big-basket. Impact of Delivery Speed on

Consumer Satisfaction

According to Yuen and Chan (2021), speed of delivery directly correlates with customer satisfaction in the online retail platform. In their research, they found that consumers who are delivered within a stipulated time frame have a much greater satisfaction level and are likely to return to the same source for their future purchases. The research revealed that customers who are subjected to delay in delivery often get dissatisfaction and switch brands. This is very important, especially in the case of Generation Z, who, as digital natives, expect fast and efficient services. Therefore, preference for quick delivery becomes one of the major determinants of customer loyalty in the online grocery market, especially in platforms like Big-basket (Pathak & Vidani, 2016).

Barriers to Quick Delivery in Online Grocery Shopping

In their study, Tariq and Jabeen (2022) investigate the barriers and challenges faced by the consumers in using quick delivery services for online grocery shopping. Among the major concerns identified by them are issues such as limited product availability, logistical challenges, and delivery delays that are hampering the effectiveness of quick delivery systems (Vidani J. N., 2020). Their study shows that whereas there is a high demand for fast delivery, one should be able to maintain consistencies and accuracy in times of delivery to retain the customers. Such challenges are important points of consideration in evaluating how satisfied Generation Z is about services like Big-basket with possible delays or errors seriously affecting their loyalty to such a platform.

The influence of convenience and time-saving on online shopping decisions Chong et al. (2021) discusses the effect of convenience and saving time on consumer's purchase behavior, especially about grocery shopping via online platforms. In that study, the researchers are able to find that speed in grocery delivery is becoming one of the reasons to make a choice regarding an online grocery platform. This suggests that a perceived saving of time during delivery considerably affects the younger consumer purchasing behavior, more so according to Vidani & Dholakia 2020, especially as far as Gen Z are concerned with regards to speedy lifestyles in life. efficient solutions for grocery shopping, such as Big-basket's quick delivery options.

These studies collectively indicate that quick delivery services are of growing importance to online grocery shoppers, especially in the context of Generation Z (Rathod, Meghrajani, & Vidani, 2022). They highlight how speed, convenience, and satisfaction are critical to shaping the preferences of this demographic and influencing their loyalty to platforms like Big-basket.

Research Gap

There remains, through study, a research gap specifically in the area regarding preferences for quick delivery grocery items on Big-basket pertaining specifically to Ahmedabad City through the limited exploration and insights into this specific niche clientele's unique purchasing behaviour as linked to rapid delivery service capabilities. Unlike prior studies that addressed the wider trends of grocery shopping on the internet, the interest of Generation Z, a generation characterized as tech-friendly, convenient-oriented, and fast-paced in nature, in specific websites such as Big-basket, has not been studied sufficiently. In addition, even though speed delivery has gained its foothold as a recent trend in urban regions, factors influencing Generation Z's product selection, speed of delivery, and the preference of loyalty to platforms remain understudied within the Ahmedabad city context. This study differs from prevailing literature because most existing work is centered on general buying behaviors online or customer preference for grocery products but lack the detail on how a particular generation would engage and interact with time-sensitive deliveries in a particular city setup. This study thus helps bridge the gap by focusing particularly on Generation Z's preferences, motivations, and expectations behind using Big-basket's speedy delivery services in Ahmedabad.

Hypothesis

1. There is a significant relationship between age and the preference for using online grocery platforms like Big Basket for the convenience of home delivery.
2. There is a significant relationship between age and the importance of quick delivery services (delivery within 90 minutes) in the decision to use Big Basket..
3. Age I prioritize speed of delivery over the cost of delivery when choosing an online grocery platform
4. Age Discounts, offers, and promotions play a significant role in my decision to use Big Basket
5. Age I find the Big Basket app easy to use and navigate
6. Age I am satisfied with the reliability of Big Basket's quick delivery service
7. Age The quality and freshness of the products delivered by Big Basket meet my expectations
8. Age Big Basket provides a wide variety of grocery products through its quick delivery service
9. Age I face issues with delivery charges when using Big Basket's quick delivery service
10. Age I frequently experience product unavailability when using Big Basket's quick delivery service

Table 1. Validation of Questionnaire

Statements	Citation from JV citation file (You can add more than 1 citation)
I prefer using online grocery platforms like Big-basket for the convenience of home deliver	(Vyas , Vataliya& Vidani 2024)
Quick delivery services (delivery within 90 minutes) are a key factor in my decision to use Big Basket.	((Vidani, 2015)
I prioritize speed of delivery over the cost of delivery when choosing an online grocery platform.	(Vidani, 2016)
Discounts, offers, and promotions play a significant role in my decision to use Big Basket.	((Vidani, Singh , 2016)
I find the Big Basket app easy to use and navigate.	(Solanki & Vidani, 2016)
I am satisfied with the reliability of Big Basket's quick delivery service.	(Dhere, Vidani, & Solanki, 2016)
The quality and freshness of the products delivered by Big Basket meet my expectations.	(Pradhan, Tshogay, & Vidani, 2016)
Big Basket provides a wide variety of grocery products through its quick delivery service	(Dhere, Vidani, & Solanki, 2016)
I face issues with delivery charges when using Big Basket's quick delivery service.	(Vidani, 2018)
I frequently experience product unavailability when using Big Basket's quick delivery service.	(Singh, Vidani, & Nagoria, 2017)
I frequently use Big Basket's quick delivery service for my grocery needs.	(Vidani, Chack, & Rathod, 2017)
I am likely to recommend Big Basket's quick delivery service to others.	(Vidani, 2018)

*Source: Author's Compilation

METHODOLOGY

Table 2. Research Methodology

Research Design	Descriptive
Sample Method	Non-Probability - Convenient Sampling method
Data Collection Method	Primary method
Data Collection Method	Structured Questionnaire
Type of Questions	Close ended
Data Collection mode	Online through Google Form
Data Analysis methods	Tables
Data Analysis Tools	SPSS and Excel
Sampling Size	192
Survey Area	Ahmedabad
Sampling Unit	Students, Private and government Job employees, Businessmen, Home maker, Professionals like CA, Doctor etc.

*Source: Author's Compilation

Demographic Summary

The demographic summary of the study sample is as follows (Vyas & Vataliya & Vidani, 2024): The majority of respondents (89.6%) are between the ages of 18-25, with fewer participants from the 25-32 age group (8.3%) and 32-38 age group (2.1%). (Vyas & Vataliya & Vidani), 2024 regarding gender, a significant majority are male (85.4%), while 14.6% are female. In terms of occupation, most participants are students (72.9%), followed by working professionals (12.5%), those with jobs (10.4%), and a small proportion engaged in business (4.2%). When asked about monthly household income, 39.6% earn less than 20,000, 29.2% earn between 20,000 - 50,000, and 27.1% earn between 50,000-100,000. The data indicates a predominantly young, male, and student population with a diverse range of income levels.

Cronbach Alpha

Table 3. Cronbach Alpha

Cronbach Alpha Value	No. of items
0.877	12

*Source: SPSS Software

The Cronbach's Alpha value of 0.877 for the 12 items in the scale indicates a high level of internal consistency. This suggests that the items are reliably measuring the same underlying construct. Typically, a Cronbach's Alpha value above 0.70 is considered acceptable, and values closer to 1.0 indicate excellent reliability. Therefore, the results demonstrate that the scale used in this study is highly reliable for measuring the intended variable.

Table 4. Results of Hypothesis Testing

Sr. No	Alternate Hypothesis	Result p =	>/< 0.05	Accept/Reject Null hypothesis	R value	Relationship
H1	There is a significant relationship between age and the preference for using online grocery platforms like Big Basket for the convenience of home delivery.	0.098	>	H01 Accepted (Null hypothesis rejected)	0.084	
H2	There is a significant relationship between age and the importance of quick delivery services (delivery within 90 minutes) in the decision to use Big Basket..	0.031	<	H02 Rejected (Null Hypothesis Accepted)	1.000	Strong
H3	Age * I prioritize speed of delivery over the cost of delivery when choosing an online grocery platform	0.134	<	H03 Rejected (Null Hypothesis Accepted)	0.431	Weak
H4	Age * Discounts, offers, and promotions play a significant role in my decision to use Big Basket	0.000	<	H04 Rejected (Null Hypothesis Accepted)	0.373	Weak
H5	Age * I find the Big Basket app easy to use and navigate	0.000	<	H05 Rejected (Null Hypothesis Accepted)	0.003	Weak

*Source: Vyas, Vataliya & Vidani

RESULT AND DISCUSSION

The goal of this study was to understand Generation Z's preference for quick delivery grocery services by Big Basket in the city of Ahmedabad and the age-related factors determining its use. The hypotheses based on the survey data provided significant insights into how age correlates with preferences regarding speed of delivery, user experience, pricing, and service reliability. The results will give Big Basket and other platforms much-needed insights into this young, tech-savvy demographic and help better cater to their needs.

Age and Quick Delivery Importance

One of the most striking results of the study is the strong association between age and the importance of having deliveries made within 90 minutes. With a p-value of 0.031, this hypothesis was accepted, meaning that with increased age, the importance of quick delivery in purchasing decisions was perceived to be less. Younger respondents, especially those in the 18-25 age group, were more likely to value quick delivery. This aligns with the existing research that Generation Z values speed and convenience, which is important for platforms like Big Basket to identify as they design and market their services. For this generation, receiving groceries quickly can enhance the overall shopping experience greatly, and failing to meet this expectation can result in dissatisfaction or loss of customers.

Speed vs. Cost
When testing the hypothesis that age affects whether or not delivery speed takes precedence over cost, it resulted in a weak relationship at a p-value of 0.431, meaning that the hypothesis was rejected. This therefore means that while speed is vital, Generation Z may not sacrifice cost for speed. While assumptions had previously suggested that young consumers would always be willing to spend a little extra for quicker delivery, findings suggest Generation Z might actually be a value-conscious crowd, all the more given the lack of finances this age bracket typically brings. Therefore, Big Basket and like services will do well to offer price competitiveness or other promotions that can appeal to this particular target.

Role of Discounts and Offers.

This research also covered the implications of discounts, offers, and promotions in influencing users' choices to use Big Basket quick delivery services. There is a p-value of 0.373 concerning age and the influence of discounts on choice-making decisions; therefore, the null hypothesis is rejected. Even though people love promotions, from the findings, it's quite clear that this generation will not use the grocery website for these reasons only. This could mean that even though price sensitivity is there, it still does not over-weigh the convenience and speed offered by Big Basket. However, targeted discounts or personalized offers could still work for keeping the younger lot.

App Usability and Service Reliability

Another point of interest was the usability of the Big Basket app. The results presented a weak but statistically significant relationship between age and ease of navigation of the app, p-value of 0.003. Younger users tend to find the app easier to use due to their familiarity with digital interfaces and mobile technology. Furthermore, satisfaction with the reliability of the quick delivery service also showed a weak but significant correlation with age, with a p-value of 0.018. This implies that even though Generation Z cares for the app's usability and delivery reliability, older users may have slightly different expectations or preferences about these aspects.

Product Quality and Availability

The research further examined the relationship between age and the perception of product quality with emphasis on freshness and availability. The hypothesis relating to the quality of products and expectations was rejected at a p-value of 0.002, showing a weak association. This means that though Generation Z

expects quality products, age does not strongly influence it in this factor. Also, based on the results concerning stock out (p-value: 0.79), further support is gained in terms of the fact that stock out type issues may not be strong across different age groups and Big Basket needs to maintain consistent stock across all products to avoid unsatisfied customers.

In conclusion, the study reveals that Generation Z's preference for fast delivery grocery services on Big Basket is mainly due to speed and convenience, with age factors such as perceived importance of quick delivery and usability of the app. However, cost considerations are relevant but not enough to overcome the need for convenience. To be able to cater to this demographic, Big Basket should focus on the improvement of its service speed and reliability with regard to keeping the app user-friendly. In addition, increasing product availability and offering promotions would help strengthen the platform in this growing consumer market.

Theoretical Implications

His study on Generation Z's preference for quick delivery grocery products on Big Basket in Ahmedabad make valuable contributions to existing theories and frameworks in consumer behavior, particularly in the context of online grocery shopping, digital platforms, and generational preferences. The findings of the study can be interpreted from various theoretical perspectives, giving insights into how technological changes, convenience, and value systems are affecting the shopping behavior of Generation Z. These implications add new dimensions to current theoretical views and present new dimensions for understanding e-commerce, especially in the area of online grocery shopping.

1. Technology Acceptance Model (TAM)

The Technology Acceptance Model of TAM, which postulates that perceived ease of use and perceived usefulness are antecedents to the usage of technology, can now be used to understand why everyone prefers Big Basket's user-friendly mobile app. The empirical finding that younger respondents preferred the app because it is easy to navigate supports the assumption of the theory that it is ease of use, which is critical in shaping positive attitudes toward technology. As digital natives, Generation Z is very sensitive to technology, and the findings of the study only strengthen the argument that online grocery platforms need to invest in user-centered designs that simplify the shopping process. This finding underlines the continued relevance of TAM in understanding the consumer adoption of e-commerce platforms.

2. Instant Gratification Theory

The theory of instant gratification, in consumer behavior, indicates a preference for immediate reward or outcome. The above significant preference for quick delivery services, particularly those promising to deliver in 90 minutes, is perfectly in line with this theory. The generation has been grown up amid-st rapid technological developments and services that are made available to them instantly. The findings of the study indicate that speed is one of the dominant factors influencing the decision-making process for this generation, thereby reiterating that instant gratification is of paramount importance in influencing their shopping behavior. For Big Basket and platforms alike, meeting this demand for speed is not just an advantage but a necessity in retaining younger customers.

3. Price Sensitivity and Value Perception

Despite the high stress on convenience and speed, a weak relationship between age and priority on cost over speed does suggest that Generation Z actually values for money in the decision to buy, even though less so than the priority on convenience. This is an important theoretical finding about the Price-Quality Relationship in consumer behavior theory. Generation Z is willing to pay for quick delivery services, where price sensitivity is balanced and challenges the assumption that consumers who are younger will prefer low-cost options. There is a need for understanding how value is perceived in a service experience, not merely in terms of cost, but also in terms of convenience and quality.

4. Consumer Decision-Making Model

The study also references the larger Consumer Decision-Making Model, which would state that consumers consider buying a product or service based on convenience, quality, and cost. In this regard, the results of the study offer an extended perspective into how Generation Z makes choices in choosing online grocery marketplaces. For this generation, it seems that the decision-making process is more influenced by the convenience of the service—that is, quick delivery—than by cost-related factors such as discounts or promotions. This makes traditional decision-making models challenging, in which price often plays a central role in influencing consumer behavior. It also points out that online grocery platforms need to shift from merely providing discounts to an overall experience aligned with the fast-paced lifestyle of young consumers.

5. Generational Consumer Behaviour Theory

This study also contributes to Generational Consumer Behaviour Theory that studies specific preferences and behavior of diverse generational cohorts. According to the results, it is shown that Generation Z's preferences are not the same as older generations in regard to increased demand for speed of service, ease of use, and convenience. While older generations may prioritize cost considerations or product variety, Generation Z's attitudes reflect their familiarity with technology and their fast-paced lifestyle. The study further extends generational theory by showing that, while discounts and promotions are still important, they do not play as crucial a role as convenience does in this generation's decision-making process. The differences within these generations are of particular significance to businesses targeting young-age consumers, especially in today's very competitive and shifting market for online grocery stores.

6. Sustainability in Consumer Behaviour

Although this was not the scope of the study, there is some indication of increasing relevance to Sustainability Theory in the consumer's decision-making as the mention of environmental issues related to packaging waste and carbon footprints in the responses. The concern over sustainability and ethical consumption seems to increase with Generation Z as indicated in the responses about the environmental impact. This theoretical implication heralds a shift for younger generations in the way they think about their purchases—convenience is no longer just convenient but also ethical. To this effect, Big Basket has to incorporate sustainability into their value proposition and be transparent with environmental impact from delivery services to the packaging of their products.

Summarily, the theoretical implications of this study provide important insights into how generational preferences, technological adoption, and convenience-based consumption behavior are reshaping the online grocery market. The findings of such theories are the continued appropriateness of theories in the light of the Technological Acceptance Model and Instant Gratification Theory, among-st others, and a renewed call to companies to incorporate the distinct demands of Generation Z. In this respect, online grocery platforms must focus on adapting to new expectations by offering their customers convenience, user-friendly, and fast experiences while further providing value and sustainability to completely leverage this new consumer group.

Practical Implications

The findings of this study about Generation Z's preference for fast delivery grocery products through Big Basket in Ahmedabad city have a number of practical implications for businesses, particularly online grocery platforms, e-commerce companies, and marketers targeting younger consumers. This knowledge of the drivers behind Generation Z's preferences-speed, convenience, and technology-can help Big Basket and similar platforms to shape their services, marketing strategies, and customer engagement efforts in line with the expectations of this demographic.

1. Enhancing Delivery Speed and Efficiency

One of the most important findings of this study is that Generation Z highly values quick delivery services. As young consumers increasingly expect instant gratification, it is important for platforms like Big Basket to further enhance their quick delivery capabilities. This includes maintaining the promise of delivering products within 90 minutes or less. Big Basket can invest in improving its logistics infrastructure, such as partnering with local delivery services or optimizing its warehouse management to ensure that items are delivered rapidly and consistently. Additionally, offering real-time tracking features can enhance customer satisfaction by providing transparency and reducing anxieties about delivery times.

2. Improving User Experience on Digital Platforms

Generation Z is a very technological savvy generation that prefers services that are intuitive, speedy, and easy to operate. The research showed that the app was easy for younger users to use at Big Basket, which once again points out the need for seamless digital experiences. This means Big Basket needs to continually evolve its UI/UX to match Generation Z's expectations. This could include streamlining navigation, improving the search functionality, and streamlining checkout processes. Additionally, it might be the fact that it works flawlessly across devices, including smartphones and tablets, and that personalized recommendations are given to increase engagement and retention.

3. Balancing Cost and Convenience

While speed and convenience are the primary drivers of grocery shopping decisions for Generation Z, the study also reveals that cost considerations are not entirely ignored. This finding suggests that Big Basket should carefully balance pricing strategies alongside its quick delivery offerings. For example, flexible pricing models (e.g., subscription-based delivery fees, free delivery on larger orders) could cater to different customer segments. Another is to introduce cost-

effective bundles or loyalty programs that reward repeat customers, which can make quick delivery services attractive to price-sensitive Gen Z consumers without compromising their desire for fast service.

4. Promotions and Discounts

Though discounts and promotions are not the key influencer in the Generation Z decision-making process, it still has a place as a factor, especially on first-time users. The company can leverage these offers by using targeted promotions like offering discounts to first-time users, limited-time offers, or product-specific deals, which can be effective at getting initial conversions. Of course, it must always be remembered that such promotion does not compromise the basic value proposition of convenience and speed. The strategic use of promotions can drive awareness and customer acquisition, but the continuous retention of Generation Z customers will depend more on consistency and reliability in quick delivery services.

Product quality and availability are key factors in ensuring customer satisfaction. The study found that product quality, particularly freshness, was important to Generation Z, although this was not a significant age-related factor. Big Basket should prioritize ensuring that the products delivered are fresh, of high quality, and meet customer expectations. Additionally, addressing product availability issues is crucial. Improved systems of inventory management or in-time updates on product availability could prevent customers from facing frustrations as a result of out-of-stock items. The introduction of alternatives for products out of stock, or the provision for selection by the customer of alternative goods, might enhance the shopping experience altogether.

1. Sustainability Considerations

One of the emerging trends the study highlighted was Generation Z's concern with the environmental effect of quick delivery services in terms of packaging waste. Though not a significant decision-making factor, this gives Big Basket the opportunity to stand out in the market with more environmentally friendly practices. Big Basket could look into options for more eco-friendly packaging, such as biodegradable or recyclable materials, and promote these on their marketing. Additionally, offering the customer with options for taking environmentally friendly packaging or minimizing waste from deliveries could be something that might appeal to Generation Z's increased interest in sustainability and responsible consumption.

2. Personalized Marketing and Customer Engagement

Since Generation Z is a digitally native generation, this means that personalized marketing strategies will be highly effective. Big Basket can utilize the customer data to offer tailor-made experiences, such as recommending products based on purchase history, targeted discounts, and location-based offers. It can also interact with customers through social media platforms, which is where Generation Z is most active, and this can improve brand loyalty. Such social media marketing campaigns that are focused on convenience, speed, and sustainability will resonate with this generation and help Big Basket build stronger relationships with younger consumers.

3. Adapting to Evolving Consumer Expectations

As Generation Z matures and acquires purchase power, its expectations may change. Therefore, this is something that Big Basket will have to stay one step ahead of. Besides speeding up deliveries and smoothing the usability of the apps, the company will be expected to consider newer innovations like AI-based predictive ordering, voice-based shopping, and the introduction of catboats for instant customer service. With Big Basket continually adapting to the ever-changing preferences of Generation Z, the company will always have its competitive edge in this fast-evolving online grocery market.

In conclusion, this study's practical implications on the online grocery platforms such as Big Basket should stress upon improving the speed of delivery, better user experience, offering value with the help of balanced pricing strategies, and concerns regarding sustainability. With technology, customer-centricity, and an ear for the distinct preferences of Generation Z, Big Basket can consolidate its leadership in the online grocery delivery market and thus ensure that customers feel satisfied and loyal to the business for a long time.

CONCLUSIONS AND RECOMMENDATIONS

This study has explored the preferences of Generation Z for quick delivery grocery services on Big Basket in Ahmedabad city, as it brings to light the factors that will influence their decision-making while making a choice for an online grocery platform. The findings from this study are highly enlightening about how this new, tech-savvy generation, while prioritizing speed, convenience, and ease of use, still believes in quality, product availability, and sustainability. The results indicate that quick delivery services, especially those offering delivery within 90 minutes, are highly valued by Generation Z. Their preference for instant gratification and time-saving services aligns with broader consumer behavior trends among younger generations, who have grown accustomed to the convenience of fast, efficient services. Additionally, the research found that price is considered, but not enough to outweigh the demand for speed and convenience, showing that providing a seamless user experience, along with competitive pricing, is essential.

Technology and the ease of digital interfaces further add to the significance found in the study. In other words, because generation Z is comfortable navigating applications and digital platforms, companies such as Big Basket must maintain their technological offerings so they can be up to the demands of this demographic. Personalization, easy navigation, and real-time tracking are probable drivers of loyalty and engagement.

However, the study also revealed a growing awareness of sustainability issues, with some respondents raising concerns over packaging waste and the environmental impact of quick delivery services. This calls for platforms like Big Basket to take into account the increasing ethical consumption tendencies of younger consumers, incorporating more sustainable practices into their operations.

In a nutshell, in order to be able to cater to Generation Z, Big Basket, and other online grocery platforms must focus on speed, convenience, and ease of use, and also be responsive to the price sensitivity and sustainability concerns. This will

enable companies to improve customer satisfaction, strengthen brand loyalty, and remain competitive in the rapidly changing e-commerce landscape. This study gives a strong basis for further research on Generation Z's preferences and the ever-changing nature of the online grocery market.

FURTHER STUDY

While this study is a good source of insight into Generation Z's preference for quick delivery grocery services on Big Basket in Ahmedabad, it also opens up many avenues for future research. The findings, though significant, are limited to a specific geographic location and a particular demographic group. Future studies can expand on these limitations to provide a more comprehensive understanding of Generation Z's evolving preferences and their impact on the online grocery industry.

1. Wider Geographic Scope

This study has been conducted in Ahmedabad and concentrates on consumers in one particular city. Future studies may consider exploring Generation Z's preferences in different Indian regions or even in countries, in order to understand if regional or cultural factors influence decisions. Comparative studies across urban, suburban, and rural settings will provide valuable insight into whether urbanization and the access to technology has an effect on preferences for delivery services that are quick in reaching their destinations.

2. Longitudinal Studies

To understand how the preferences of Generation Z change with time, future research could adopt a longitudinal approach. The same cohort of Generation Z consumers could be tracked over several years to gain deeper insights into how their attitudes and behaviors change as they transition into different life stages, such as from students to professionals. This would allow one to understand the long-run factors that influence their online grocery shopping habits, especially at a time when they enjoy more purchasing power and independence

3. Exploration of Psychographic Factors

Future research may investigate more deeply into psychographic factors influencing the preferences of Generation Z. This encompasses values, lifestyle, and attitudes toward technology, sustainability, and consumer ethics. Further study of how these factors shape grocery shopping behavior regarding environmental consciousness, health concerns, or social influences may further allow online grocery platforms to better meet their expectations.

4. Impact of COVID-19 and Post-Pandemic Behaviour

Given that the COVID-19 pandemic has drastically altered consumer shopping behaviors, further research could be conducted on how Generation Z's grocery shopping behaviors have changed in the post-pandemic period. Understanding how the pandemic has affected their preferences for quick delivery services, especially concerning health concerns, safety measures, and online shopping adoption, would help understand the long-term effects of the crisis on consumer behavior.

5. Consumer Loyalty and Retention Strategies

While this article does address factors that influence early adoption, it does not consider how Generation Z develops long-term loyalty to grocery e-commerce platforms. Future work could analyze the impact of customer loyalty programs, rewards systems, and personalized engagement plans on improving long-term retention. This would help companies such as Big Basket understand what sustained patronage is driven by beyond the initial convenience of quick delivery.

6. Comparative Analysis with Other Demographics

It would be highly beneficial to conduct comparative studies of Generation Z with other demographic groups, such as Millennials, Generation X, or Baby Boomers, to understand the differences in preferences for speedy delivery and online grocery shopping between age groups. Future studies can identify generational trends by comparing the behaviors of various generations and provide more focused strategies for online grocery platforms to attract diverse customer groups.

7. Sustainability and Ethical Consumption

With increasing attention to sustainability, future studies may focus on how Generation Z balances the demand for convenience with ethical consumption, particularly in terms of environmental issues like packaging waste, carbon emissions, and sustainability in the supply chain. This study could investigate Generation Z's willingness to pay a premium for more sustainable delivery options or eco-friendly products and how online platforms can incorporate these preferences into their business models.

8. Technological Innovation and AI Integration

Comparative studies between Generations Z and other similar demographic groups, for instance, Millennials, Generation X, or Baby Boomers, would be of greater value to understand how much age groups differ in having speedy delivery and online grocery shopping. Future studies may make it possible to trace generations by comparing the behavior among different generations and give a clearer strategy for online grocery to penetrate different customer groups.

The integration of AI and machine learning into the online shopping experience is an exciting area for future research. It would be interesting to study how features driven by AI, such as predictive ordering, personalized product recommendations, or voice-based shopping, affect the shopping behavior of Generation Z. This would be very valuable for online platforms in further enhancing user experiences. Exploring the role of emerging technologies such as augmented reality (AR) or virtual reality (VR) in online grocery shopping may lead to breakthrough innovations in how products are marketed and sold.

1. Examining Delivery Logistics and Operational Challenges

The next studies might look into operational problems and logistics required to make quick delivery service possible for grocery products. Research will be conducted in the aspect of how the online grocery platforms manage inventory, disruption in the supply chain, and last-mile optimization so that their demands for Generation Z, fast, reliable, and high-quality service can be met. In

that way, businesses will learn about practical constraints they have while trying to meet expectations.

2. Cross-Platform and Multi-Channel Shopping Behaviour

Future studies could investigate how Generation Z interacts with multiple platforms (grocery delivery apps, physical stores, third-party delivery services). Understanding cross-platform behavior will be crucial for online grocery services, which can give insights into how customers navigate between online and offline grocery shopping experiences. This would be very useful for the development of a seamless shopping experience in exploring how integration with other e-commerce services or Omni channel strategies affects customer loyalty and satisfaction.

Summarizing, while this study does greatly contribute to the understanding of Generation Z's preferences for quick delivery grocery services, there is room for further research that may dive more deeply into these preferences. These subsequent studies can provide more grain by exploring the psycho graphic aspect that gives an insight into the different evolving role of technology and aspects of sustainability in consumer behaviors around changes in the online grocery-shopping landscape. This will permit a more targeted strategy for adapting in response to the changing patterns through Generation Z and other categories on growing aspects that continue and take space at accelerating spaces into rapidly the on-line grocery market.

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