

# A Study of Social Media Marketing on Brand Image of Blinkit in Pune City

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**Abstract:** *This study investigates the impact of social media marketing strategies on the brand image of Blinkit, a rapidly growing delivery and logistics company, within the urban landscape of Pune City. Utilizing a mixed-methods approach, the research combines quantitative data analysis of social media engagement metrics with qualitative insights derived from customer surveys and interviews. Preliminary findings suggest a strong correlation between Blinkit's active social media presence and its brand visibility, recognition, and perception among consumers in Pune. The company's targeted social media campaigns, focusing on timely delivery, customer satisfaction, and innovative service offerings, have effectively resonated with the local audience, enhancing brand loyalty and trust. Moreover, the study identifies key factors influencing the effectiveness of Blinkit's social media marketing initiatives, including content relevance, engagement strategies, platform selection, and customer feedback integration. By consistently delivering value-driven content and fostering interactive communication channels, Blinkit has successfully differentiated itself from competitors and established a distinctive brand identity in the competitive Pune market.*

**Keywords:** Blinkit

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