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Customer satisfaction and consumer behaviour toward quick commerce platforms in Urban India

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Abstract

This study examines customer satisfaction and behavioural trends toward Quick Commerce (Q-commerce) platforms in urban India. With the rapid expansion of ultra-fast delivery services such as Blinkit, Swiggy Instamart, and Zepto, understanding consumer preferences, platform choices, and service quality perceptions has become increasingly important. A structured survey was conducted among 200 urban consumers in Vadodara using purposive sampling. Data were analysed using descriptive statistics, percentage analysis, and Likert scale evaluation to assess usage patterns and customer satisfaction levels.

The findings indicate that Q-commerce platforms have become an essential part of consumers' shopping behaviour, with 71.5% of respondents placing six or more orders per month and 66.5% using these platforms either daily or two to three times per week. Blinkit emerged as the most preferred platform (29%), followed by Swiggy Instamart (24.5%) and Zepto (21.5%). Convenience and 24/7 availability (25.5%) were identified as the primary reasons for platform usage, followed by discounts and cashback offers (20.5%) and faster shopping experiences (18.5%). In terms of service quality, 71% of respondents expressed satisfaction with order accuracy, 66.5% with delivery professionalism, and 66% with customer support services.

The study concludes that convenience, service quality, and operational efficiency are key determinants of customer satisfaction and continued usage of Q-commerce platforms. While overall satisfaction levels are positive, improvements in delivery consistency, professionalism, and customer support responsiveness can further enhance consumer experience and loyalty. The findings contribute to the growing body of knowledge on Q-commerce in India and provide valuable insights for practitioners seeking to strengthen customer retention and competitive advantage. However, the study is limited by its geographically restricted sample and reliance on self-reported responses. Future research may incorporate larger and more diverse samples along with advanced statistical techniques to enhance the generalizability of findings.

Keywords: Quick commerce (Q-commerce), customer satisfaction, consumer behaviour

1. Introduction

In today's fast-paced digital economy, the convenience and immediacy of services have become defining features of consumer behavior. One of the most transformative developments in this landscape is Quick Commerce (Q-commerce), a digital retail model that offers ultra-fast delivery of groceries, daily essentials, and other products, often within 10 to 30 minutes. As urban lifestyles grow more time-constrained and digitally integrated, Q-commerce platforms are emerging as vital tools that reshape how consumers shop, engage with brands, and evaluate service quality.

This study seeks to explore the multi-dimensional experience of users on Q-commerce platforms, focusing on customer satisfaction, service perception, and usage behavior. Much like how traditional dairy products hold cultural and nutritional importance in Indian households, Q-

commerce services are rapidly becoming integral to urban living, driven by the desire for speed, flexibility, and seamless user experiences.

India's e-commerce market is undergoing a significant evolution, with Q-commerce representing one of its fastest-growing sub-segments. Platforms such as Blinkit, Zepto, Swiggy Instamart, and BB Now have rapidly expanded their presence in metro and tier-1 cities, leveraging hyperlocal delivery networks, real-time tracking, and personalized recommendations to meet consumer expectations. While early adopters include tech-savvy youth and working professionals, the accessibility and appeal of these services are extending across a broader demographic base.

The primary motivation behind Q-commerce usage is not merely convenience, but also speed, product availability, promotional offers, and trust in delivery efficiency. This behavioral trend draws parallels to traditional consumer

habits where daily household needs are often fulfilled through habitual, reliable, and socially influenced choices. Yet, despite its growing popularity, Q-commerce faces critical challenges such as order inaccuracies, delivery fees, service inconsistency, and customer support limitations, which affect overall satisfaction and retention.

This research evaluates consumer satisfaction levels through a structured questionnaire distributed to 200 respondents. The sample reflects a cross-section of urban digital consumers, primarily young adults, students, and professionals, who frequently engage with online delivery platforms. Their insights serve as a barometer for understanding the efficacy and consumer acceptance of Q-commerce services.

Much like studies that analyze nutritional and cultural perceptions in food choices, this research dissects consumer experiences in Q-commerce through multiple lenses: frequency of use, platform preference, reasons for adoption, perceived service quality, app usability, and pricing perceptions. Special attention is given to real-time order tracking, delivery personnel professionalism, and customer support effectiveness, which are crucial touchpoints influencing brand trust and user satisfaction.

Additionally, the study explores loyalty indicators such as likelihood of repeat usage and recommendations to others, factors that reflect deeper engagement and satisfaction beyond one-time transactions. The findings aim to uncover patterns, gaps, and actionable insights that can inform platform strategies and policy development in India's digital commerce space.

In conclusion, Q-commerce is more than a technological advancement; it represents a shift in consumer lifestyle, expectations, and interaction with retail services. Understanding satisfaction determinants in this rapidly evolving model is essential to ensuring sustainable growth, competitive differentiation, and enhanced customer loyalty. This study provides timely insight into the current state of Q-commerce user satisfaction, offering direction for future innovations and consumer engagement strategies.

2. Review of Literature

Singh and Tomar (2024) ^[8] have researched the impact of Quick Commerce (Q-commerce) on consumers' purchase behavior and satisfaction in the city of Thane, underscoring the fact that Q-commerce is a disruptive technology that has emerged within the contemporary retailing sector. Specifically, the study by Singh and Tomar (2024) ^[8] highlights how the emergence of the technology characterized by the provision of quick delivery in one hour has changed customers' demands in the contemporary environment where the post-pandemic period means that speed and convenience are what matters to people today. According to the survey conducted by the authors among 100 residents, 58% of consumers chose Q-commerce because of the convenience provided while 69% chose it because of faster delivery in comparison with traditional retailing. Higher satisfaction from the use of Q-commerce was identified in the study proving that the speed of delivery and shopping experience matter the most. However, there is some work to be done in such aspects as customer service and pricing.

In their study, Harter *et al.* (2025) ^[2] analyzed the impact of

deviations in delivery times on repurchase intentions in the quick commerce domain by analyzing individual-level purchase data collected from a food delivery service in Western Europe, combined with an online experiment. In their work, it was found that delivery delays increase inter-purchase intervals (interpurchase times), whereas early deliveries decrease interpurchase times although the effect decreases as the size of the deviation increases. It is important to mention that delivery delays negatively impact repurchase intentions more than early deliveries of the same size positively influence repurchase intentions. Finally, the research shows that customer satisfaction mediates these relationships and plays an important role in the underlying causal chain of events. Through this research, scholars managed to shed light on how expectations related to time-sensitive services impact consumer behavior and repurchase intentions. These findings can be useful for practitioners working with quick commerce solutions.

According to Luhukay *et al.* (2023) ^[5], an analysis was carried out to investigate the effects of system quality, information quality, and service quality on customer satisfaction of quick commerce applications in Indonesia. It was found out that system quality and service quality have a significant effect on the intention to continue the use of quick commerce services, which consequently improves the level of customer satisfaction and loyalty. On the other hand, information quality did not significantly affect customer satisfaction.

The connection between service experience, customer satisfaction, and loyalty in online grocery quick shopping was explored by Kurt and Kircova (2024) ^[4]. They concluded that the role of customer satisfaction lies in its mediation between service experience and customer loyalty. The more service experience-conscious consumers exhibited strong continuance intentions and favorable e-word of mouth behavior.

Interface quality, information quality, and privacy were investigated by Mitchev & Nuangjamnong (2021) ^[6] to determine their impact on customer satisfaction and loyalty in the e-commerce industry amid the COVID-19 pandemic. It was found that these factors have a positive effect on the level of customer satisfaction and loyalty. This research proves that customers need to be provided with safe and convenient interfaces to facilitate the process of repurchasing products.

Kumar and Kashyap (2022) ^[3] in order to determine the determinants of online repurchase intentions. The conclusion made by the authors is that such factors as trust, perceived shopping value, convenience, usefulness, and e-service quality influence customers' decisions about repurchasing products. Cultural differences play an important role in these relations.

Platform-specific preferences and usage frequency have been examined in multiple works. Leading platforms such as Blinkit, Zepto, and Swiggy Instamart dominate due to their dark store networks and hyperlocal logistics. Research indicates that 2–3 times weekly or daily usage is common among urban consumers, driven by busy lifestyles and the need for groceries, FMCG, and emergency items. Bain & Company (2025) ^[10] noted that Q-commerce accounted for over two-thirds of e-grocery orders and about 10% of overall e-retail spend in 2024, with projections of over 40%

annual growth through 2030.

Several studies highlight convenience, speed, and instant gratification as primary drivers of Q-commerce adoption. Chavadi *et al.* (2024) ^[12] investigated the role of instant gratification on customer satisfaction using the stimulus-organism-behavior model and found strong positive associations with repeat usage, particularly among urban millennials and Gen Z.

A systematic review was conducted by Anisah and Suhendra (2018) ^[1] regarding the repurchase intention in e-commerce, and it was concluded that the significant variables affecting repurchase intention include customer trust, customer satisfaction, and perceived efficiency of institutional mechanisms. It was highlighted in the research that maintaining customer trust is very important to retain repeat purchasing behavior in e-commerce.

The variables impacting repurchase intentions in digital commerce were reviewed by Wijarnoko *et al.* (2023) ^[7]. It was observed in their research that the most important variables predicting repurchase intentions include perceived value, trust, customer satisfaction, and service quality.

2.1 Research Objective

- 1) To study the demographic profile of consumers using quick commerce platforms.
- 2) To identify the factors influencing customer loyalty toward quick commerce platforms.
- 3) To assess customer perceptions regarding service quality, convenience, and satisfaction toward Q-commerce platforms.

In mobile commerce, user satisfaction is often driven by interface quality, trust, and personalization (Taha *et al.*, 2013) ^[11].

2.2 Research Methodology

The study employed a descriptive research design based on purposive sampling. Data were collected using a structured and pre-tested questionnaire administered both online and offline. The responses of 200 urban consumers were analysed using descriptive statistics, including percentage analysis, Likert scale evaluation, and graphical representation. No inferential statistics were used, which is acknowledged as a limitation of this study.

Promotional offers and app design may also stimulate impulsive purchases, a trend evident across various segments of e-commerce.

2.3 Research Gap

While some empirical work has been done on customer satisfaction, service quality, and repurchase intentions in e-commerce or online grocery shopping, there is a dearth of empirical work that specifically addresses the growing Quick Commerce (Q-commerce) industry in India. The existing literature has mostly revolved around variables such as trust, website quality, customer loyalty and online shopping in general e-commerce (Anisah & Suhendra, 2018; Kumar & Kashyap, 2022; Mitchev & Nuangjamnong, 2021) ^[1, 3, 6]. Some studies have recently been carried out on aspects like instant gratification and service quality dimensions of Q-commerce, but still empirical evidence on

consumer behavior, platform preference and satisfaction of Q-commerce is limited in Indian urban market context (Chavadi *et al.*, 2024; Singh & Tomar, 2024) ^[12, 8].

Moreover, majority of the previous research has been carried out in developed nations or even specific international markets, whereas studies on the perception of Indian consumers of Q-commerce platforms including Blinkit, Zepto, and Swiggy Instamart remain scarce. Besides, there are few studies which have simultaneously assessed usage frequency, platform preference, service quality dimensions and customer satisfaction together. Hence, the present study will try to fill this gap through empirical examination of consumer behavior and customer satisfaction in Q-commerce platforms in Vadodara.

3. Results and Discussion

3.1 Demographic Profile of the Respondents

The demographic profile of the respondents offers critical information to understand the makeup of the sample and the generalizability of the results of this Q-commerce research. The following section will present the demographic profile of 200 respondents on various parameters like gender, age, occupation, and educational qualification.

A) Gender-wise Distribution

Out of 200 respondents, 120 (60%) were male and 80 (40%) were female. This indicates that male respondents constituted the majority of the sample population. participants, which may influence usage patterns, which may influence the findings, particularly if gender plays a role in preferences or consumer behavior. Ensuring gender balance in future studies could help achieve more generalizable insights.

B) Age-wise Distribution

The largest group was aged 18–25 years, comprising 86 respondents (43%), followed closely by the 26–35 years age group with 83 respondents (41.5%). Respondents below 18 years accounted for 20 (10%), while only 11 respondents (5.5%) were above 35 years of age. The data suggests that the survey largely reflects the views of young adults, which could be significant in understanding trends or preferences related to products like yoghurt that are popular among this demographic.

C) Occupation-wise Distribution

Among the 200 respondents, 55 (27.5%) were employed, 53 (26.5%) were students, 37 (18.5%) were self-employed, 30 (15%) belonged to other categories such as homemakers, and 25 (12.5%) were unemployed. The findings indicate that employed individuals and students formed the largest share of the respondents.

D) Education-wise Distribution

depicts the educational qualifications of respondents. A majority of respondents, 119 (59.5%), were undergraduates, followed by 66 (33%) postgraduates and 15 (7.5%) PhD holders. This suggests that most respondents possessed undergraduate-level education, highlighting a relatively educated sample population.

3.2 To identify the factors influencing customer loyalty toward quick commerce platforms.

Understanding consumer behavior is essential for evaluating the success and future growth of Q-commerce platforms. This section examines consumers' usage frequency, preferred platforms, and primary reasons for using Q-commerce services. The findings provide insights into consumer preferences and expectations in a convenience-oriented market.

(a) Usage Frequency

The data reveals that the majority of respondents use Q-commerce platforms frequently. The largest group of respondents (37%) reported using Q-commerce services 2–3 times a week, followed by 29.5% who use them daily. Additionally, 15% use these platforms once a week, 10.5% use them occasionally, and 8% use them rarely. These findings indicate that Q-commerce has become an integral part of consumers' shopping habits. The high proportion of regular users suggests that consumers increasingly rely on these platforms for their day-to-day grocery and essential item purchases due to the convenience and speed they offer.

(b) Preferred Platform

Among the available Q-commerce platforms, Blinkit is the most preferred platform, selected by 29% of respondents. It is followed by Swiggy Instamart (24.5%), Zepto (21.5%), and BigBasket (16.5%), while Dunzo (8.5%) has the lowest preference share. The findings indicate a competitive market where multiple platforms have established a strong customer base. Blinkit's leading position may be attributed to its efficient delivery network, ease of use, and strong brand recognition among users.

(c) Primary Reason for Usage

The most important reason for using Q-commerce platforms is convenience and 24/7 availability, cited by 25.5% of respondents. This is followed by discounts and cashback offers (20.5%), faster service than traditional shopping (18.5%), better product variety (17%), and fulfilling emergency needs (16%). Only 2.5% of respondents reported other reasons. These results demonstrate that convenience remains the primary driver of Q-commerce adoption, while attractive promotional offers and quick delivery services further encourage consumers to use these platforms regularly.

3.3 To assess customer perceptions regarding service quality, convenience, and satisfaction toward Q-commerce platforms.

Customer satisfaction is a critical indicator of the effectiveness and sustainability of Q-commerce platforms. This section evaluates customer perceptions regarding order frequency, order accuracy, delivery professionalism, and customer support services.

(a) Order Frequency Per Month

The data indicates that 40% of respondents place 6–10 orders per month, making it the most common purchasing pattern. Another 31.5% place more than 10 orders per month, while 18.5% place 3–5 orders, and only 10% place

1–2 orders monthly. These findings show that a substantial proportion of consumers use Q-commerce platforms frequently, highlighting their growing importance in everyday shopping behavior. The high volume of repeat purchases reflects strong consumer acceptance and dependence on these services.

(b) Order Accuracy

Customer satisfaction regarding order accuracy is generally positive. A combined 71% of respondents expressed satisfaction, with 32.5% strongly agreeing and 38.5% agreeing that their orders are delivered accurately. Meanwhile, 17% remained neutral, and 12% expressed dissatisfaction. These findings indicate that Q-commerce platforms have been largely successful in ensuring accurate order fulfillment, which is essential for maintaining customer trust and satisfaction.

(c) Delivery Professionalism

The results show that 66.5% of respondents are satisfied with the professionalism of delivery personnel, including 29% who strongly agree and 37.5% who agree. In contrast, 16.5% of respondents expressed a neutral opinion, while 17% reported dissatisfaction. The findings suggest that delivery personnel generally provide a satisfactory service experience; however, there remains scope for improvement in professionalism and customer interaction to further enhance service quality.

(d) Customer Support

Customer support services received a positive response from respondents. A total of 66% expressed satisfaction, with 25% strongly agreeing and 41% agreeing that they were satisfied with the support provided. Additionally, 21% remained neutral, while 13% expressed dissatisfaction. These findings suggest that customer support systems are effective in resolving consumer issues; however, improving response times and consistency in issue resolution could further strengthen customer confidence and loyalty.

Table 1: Demographic profile of respondents (n = 200)
(a) Gender wise distribution

Sr. No.	Factor/Particular	Frequency	Percentage
1	Male	120	60
2	Female	80	40
	Total	200	

(b) Age wise distribution

Sr. No.	Factor/Particular	Frequency	Percentage
1	Below 18	20	10
2	18–25	86	43
3	26–35	83	41.5
4	Above 35	11	5.5
	Total	200	

(c) Occupation wise distribution

Sr. No.	Factor/Particular	Frequency	Percentage
1	Student	53	26.5
2	Self-employed	37	18.5
3	Employed (full-/part-time)	55	27.5
4	Unemployed	25	12.5
5	Other (e.g., homemaker)	30	15

	Total	200	
(d) Education wise distribution			
Sr. No.	Factor/Particular	Frequency	Percentage
1	Under Graduate	119	59.5
2	Post Graduates	66	33
3	PhD	15	7.5
	Total	200	

Table 2: Respondent usage patterns, platform preferences (n = 200)

(a) Usage Frequency

Sr. No.	Factor/Particular	Frequency	Percentage
1	Daily	59	29.5
2	2-3 times a week	74	37
3	Once a week	30	15
4	Occasionally	21	10.5
5	Rarely	16	8
	Total	200	

(b) Preferred Platform

Sr. No.	Factor/Particular	Frequency	Percentage
1	Blinkit	58	29
2	Swiggy Instamart	49	24.5
3	Zepto	43	21.5
4	BigBasket	33	16.5
5	Dunzo	17	8.5
	Total	200	

(c) Primary Reason for Usage

Sr. No.	Factor/Particular	Frequency	Percentage
1	Convenience (24/7 availability)	51	25.5
2	Discounts/cashback offers	41	20.5
3	Faster than traditional shopping	37	18.5
4	Better product variety	34	17
5	Fulfill emergency needs	32	16
6	Other	5	2.5
	Total	200	

Table 3: Respondent customer satisfaction regarding service quality (n = 200)

(a) Order Frequency Per Month

Sr. No.	Factor/Particular	Frequency	Percentage
1	1-2 times	20	10
2	3-5 times	37	18.5
3	6-10 times	80	40
4	More than 10 times	63	31.5
	Total	200	

(b) Order Accuracy

Sr. No.	Factor/Particular	Frequency	Percentage
1	Strongly Agree	65	32.5
2	Agree	77	38.5
3	Neutral	34	17
4	Disagree	13	6.5
5	Strongly Disagree	11	5.5
	Total	200	

(c) Delivery Professionalism

Sr. No.	Factor/Particular	Frequency	Percentage
1	Strongly Agree	58	29
2	Agree	75	37.5
3	Neutral	33	16.5
4	Disagree	22	11
5	Strongly Disagree	12	6

	Total	200	
(d) Customer Support			

Sr. No.	Factor/Particular	Frequency	Percentage
1	Strongly Agree	50	25
2	Agree	82	41
3	Neutral	42	21
4	Disagree	14	7
5	Strongly Disagree	12	6
	Total	200	

4. Major Findings

From the analysis of 200 respondents, the following major findings emerged:

1. Demographic Profile

- Male respondents formed the majority in the sample (60%), whereas female respondents formed 40% of the sample.
- The majority of respondents were in the young adult category, with 43% respondents in the age bracket of 18-25 years and 41.5% respondents in the age bracket of 26-35 years.
- Employed individuals (27.5%) and students (26.5%) formed the largest occupational category.
- The majority of the respondents were undergraduate students (59.5%), suggesting that the sample was highly educated.

2. Usage Behavior of Q-Commerce Platforms

- A high percentage of consumers use Q-commerce platforms regularly, with 37% of the respondents using them 2-3 times a week and 29.5% using them daily.
- This indicates that Q-commerce services have become an integral part of consumers' shopping routine.

3. Preferences for Platform

- The most favored Q-commerce platform was Blinkit (29%), followed by Swiggy Instamart (24.5%) and Zepto (21.5%).
- The least favored platform was Dunzo, with 8.5% of respondents preferring it.

4. Reasons for Customer Loyalty

- Convenience and availability all the time were cited as the primary reasons to use Q-commerce platforms (25.5%).
- Discounts/cashbacks (20.5%) and faster delivery than in regular shopping (18.5%) were some other motivating factors.
- Variety of products and emergency purchases also influenced consumer choice.

5. Order frequency and repurchase behavior

- The majority of the respondents made frequent orders since 40% made 6-10 orders per month while 31.5% made more than 10 orders in a month.
- This frequency denotes high level of consumer participation and indicates that there is high probability of repeated use.

6. Service Quality Effect on Satisfaction

- Positive feedback was made regarding order accuracy with 71% of the respondents reporting satisfaction.
- The accuracy of order fulfillment was noted to be a major source of customer satisfaction and trust.

7. Delivery experience

- Over 66.5% of the respondents reported satisfaction regarding the professionalism of delivery agents.
- Despite the overall positive reaction, there were some issues raised by the respondents about the behavior and performance during delivery.

8. Customer Support Services Effectiveness

- Customer support services got a positive reception with 66% of the respondents showing their satisfaction.
- Effective management of complaints was identified as a major factor determining customers' trust and loyalty.

5. Conclusion

Quick commerce is an innovative business model that meets the needs of contemporary customers by offering convenience, time savings, and accessibility of services. As revealed from the research results, Q-commerce platforms have been widely adopted by urban customers, especially young and well-educated ones. The high frequency of using the platforms and numerous orders per month testify to consumer satisfaction and dependency on the services offered.

As regards the platforms themselves, Blinkit, Swiggy Instamart, and Zepto stand out as being preferred by customers, demonstrating stiff competition in the segment. The main reasons why people use the platforms and remain loyal customers include the ease of the ordering process, around-the-clock availability, attractive discounts, and quickness of the delivery services.

The findings of the study confirm that service quality significantly influences customer satisfaction and purchase intention. In particular, the results demonstrate that consumers are very satisfied with the order fulfillment, professional delivery services, and customer support. Nevertheless, there are aspects, which need to be continuously improved, including the regularity of deliveries, professional behavior of delivery personnel, and more prompt resolution of issues.

Summing up the above, one can state that customer satisfaction, convenience, and service quality determine whether consumers will continue

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