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A Study on Consumer Satisfaction Level with Quick Commerce Platforms in India

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1.INTRODUCTION:

Quick commerce, or Q-commerce, is the next step in online shopping. It focuses on delivering everyday items—like groceries, snacks, and medicines— very quickly, usually within 10 to 30 minutes. Unlike regular e-commerce, which might take a day or more to deliver, Q-commerce is all about speed and convenience. This fast delivery trend has become popular in busy cities where people want things instantly and don't have time to go to shops.

Q-commerce has grown because more people now use the internet, smartphones, and digital payment apps. As cities get more crowded and people's schedules get tighter, there's a bigger demand for fast delivery of essential items. Q-commerce companies use smart technology, local delivery hubs (called micro-fulfillment centers), and strong logistics systems to deliver orders quickly and efficiently. This has changed what customers expect from online shopping and pushed companies to find new ways to stand out.

The COVID-19 pandemic also helped Q-commerce grow faster. During lockdowns, people avoided going to stores and wanted safe, contactless delivery. This increased demand attracted a lot of investment and led to the rapid growth of many Q-commerce companies. In India, the Q-commerce market has become very competitive, with new companies constantly entering and trying to improve the shopping experience.

1.1 What's Driving Q-Commerce Growth?

Several key factors are helping Q-commerce grow in India:

- **Urban Lifestyle & Need for Convenience**: As more people move to cities, they lead fast-paced lives and don't have time for traditional shopping. Q-commerce fits into their busy schedules by offering quick access to groceries, household items, personal care products, and more.

- **Advanced Technology**: Behind Q-commerce's speed are smart technologies that help companies manage their stock, predict what people will order, and plan fast delivery routes. Tools like real-time tracking, GPS, mobile payments, and automated systems make the entire process quick and smooth.

- **Smart Delivery Models**: Q-commerce companies use dark stores—small warehouses in crowded city areas—to store items close to customers. This helps them deliver even faster. They also use aggressive marketing, like discounts and loyalty programs, to attract and keep customers. Easy-to-use apps and personalized suggestions also improve the shopping experience.

1.2 The Indian Q-Commerce Market

In India, companies like **Blinkit** and **Zepto** have become leaders in Q-commerce. They've built strong logistics systems and placed their micro-fulfillment centers in busy urban areas so they can deliver quickly and accurately. With the help of data and smart algorithms, they manage stock well and plan efficient delivery routes.

The COVID-19 pandemic gave Q-commerce a big boost. As people avoided crowded places, they started ordering essentials online more often. Even people who were not used to online shopping started trying it. This led to a big jump in demand and more investment in the sector.

However, not all customers are fully satisfied with Q-commerce services. While many love the fast delivery, they also expect their orders to be correct, fresh, and in good condition. Problems like late deliveries, wrong items, damaged packaging, or bad customer service can hurt their experience. Product quality, freshness, and fair pricing are also very important. For Q-commerce companies to keep their customers happy and stay ahead in the market, they need to offer reliable, high-quality service every time.

1.3 Objectives of the Study

- To measure the level of consumer satisfaction with major Q-commerce platforms in India.

- To compare satisfaction levels across platforms like Blinkit, Zepto, Instamart, and BB Now.

- To identify key factors affecting consumer satisfaction in Q-commerce.

- To provide recommendations for service improvement.

1.4 Research Questions:

- What is the overall satisfaction level of consumers with Q-commerce services?

- Which platform scores the highest on customer satisfaction?

- What are the primary factors influencing consumer satisfaction in quick commerce?

- What improvements do consumers expect from Q-commerce platforms to enhance their satisfaction and loyalty?

2. Literature Review: Factors Influencing Consumer Satisfaction

Alice Harter, Lucas Stich, and Martin Spann (2024): https://journals.sagepub.com/doi/full/10.1177/10946705241236961

This research explores how delivery times in Quick Commerce influence customer repurchase behavior. Drawing on data from a food delivery service and controlled experiments, the study reveals that delayed deliveries result in longer intervals before customers place subsequent orders, whereas early deliveries boost repurchase rates. The findings highlight the substantial negative effect of late deliveries on customer satisfaction.

Vignesh M. Mano and Patel Fenil Pramodbhai (2022):

https://www.researchgate.net/profile/Ravi-Singh-182/publication/386275630_A_STUDY_OF_THE_INFLUENCE_OF_QUICK_COMMERCE_ON_CONSUMER_PURCHASE_DECISIONS_AND_SATISFACTION_IN_THANE_CITY/links/674b2387359dcb4d9d459793/A-STUDY-OF-THE-INFLUENCE-OF-QUICK-COMMERCE-ON-CONSUMER-PURCHASE-DECISIONS-AND-SATISFACTION-IN-THANE-CITY.pdf

This study on Thane city, Q-commerce platforms have significantly influenced consumer purchase behavior by catering to the demand for speed and convenience. His findings reveal that timely delivery and the freshness of products are crucial determinants of consumer satisfaction. However, inconsistencies in delivery performance and stock availability continue to be major challenges. The study also highlights that users frequently compare platforms based on app functionality, discounts, and customer service responsiveness.

Venkatesh Ganapathy and Dr. Chithambar Gupta (2023): https://openurl.ebsco.com/EPDB%3Agcd%3A7%3A6897671/detailv2?sid=ebsco%3Aplink%3Ascholar&id=ebsco%3Agcd%3A176815999&crl=c&link_origin=scholar.google.com

This exploratory study investigates the key success factors driving the Quick Commerce grocery delivery sector in India. In the aftermath of the COVID-19 pandemic, the research underscores the growing importance of strategic funding, effective cost management, and a clear path to profitability for companies operating in this fast-paced domain. It emphasizes that while rapid growth and customer acquisition remain critical in the short term, long-term sustainability hinges on robust revenue diversification, operational efficiency, and scalable logistics infrastructure. The study also highlights the increasing need for tech-driven innovations, such as AI-enabled inventory management and real-time delivery tracking, to enhance service quality and customer satisfaction. Ultimately, it provides insights into how Quick Commerce platforms can navigate financial pressures while building resilient and adaptive business models in a highly competitive market.

BMS Group (2024)

https://www.bmsgroup.in/wp-content/uploads/2024/11/VOL-1-NO.2-P-1.pdf

The report by **BMS Group (2024)** provides a macro-level understanding of the Indian Q-commerce ecosystem. It emphasizes the transformation in consumer habits post-COVID-19, where safety, hygiene, and minimal human interaction became paramount. The report outlines that most consumers use Q-commerce for impulse buying or emergency purchases, such as missing ingredients or daily essentials. It further explains how platforms like Blinkit and Zepto have managed to establish a strong foothold due to their extensive dark store networks and efficient backend operations.

3. Research Gap:

Despite the growing relevance of Quick Commerce, there is a noticeable lack of focused research on customer satisfaction, particularly in Delhi NCR. While existing studies touch upon aspects like delivery speed and competitive strategies, they often overlook how satisfied local consumers are with quick commerce services. There is limited data capturing consumer perceptions of service quality, reliability, and overall satisfaction in this specific

context. Addressing this gap will help build a clearer understanding of consumer sentiment toward quick commerce in Delhi NCR and support more informed decisions by businesses.

4. Statement of the Problem:

Despite the rapid growth of Q-commerce in India, consumer satisfaction remains inconsistent across platforms like Blinkit, Zepto, Swiggy Instamart, and BB Now. Key factors affecting satisfaction include delivery speed and accuracy, packaging quality, and product freshness. Variations in consumer preferences such as prioritizing affordability over speed highlight the need for a nuanced approach to measuring satisfaction. To address these challenges, platforms must conduct focused studies to identify pain points (e.g., delays, wrong items, poor support) and improve service delivery. Comparative analysis among platforms can also help establish benchmarks, adopt best practices, and inform strategic improvements, ultimately enhancing customer trust and loyalty in a highly competitive market.

Consumer satisfaction in the quick commerce sector faces several challenges that impact overall user experience and trust. One of the most common issues is inconsistent delivery timelines; despite promises of ultra-fast service, users frequently report delays caused by traffic, inventory mismatches, or unavailability of delivery personnel particularly during peak hours or adverse weather conditions. Another major concern is order accuracy, with recurring problems such as missing items, incorrect deliveries, or incomplete orders, all of which diminish consumer confidence. Product quality and freshness, especially for perishables like fruits, vegetables, and dairy, often fall short of expectations, with consumers receiving damaged or stale goods. Poor packaging practices further aggravate the issue, with complaints of leakage, broken seals, and improperly stored items, such as melted frozen products, reflecting poorly on platform reliability.

Additional factors contributing to dissatisfaction include app usability issues and hidden charges. Some platforms use confusing interfaces or "dark patterns," where delivery fees or dynamic pricing are not clearly communicated, leading to frustration. Many users also feel the apps lack effective personalization or intelligent recommendations, making it difficult to find frequently purchased or relevant items efficiently. Limited product availability, despite large catalogs, results in out-of-stock notices or forced substitutions, particularly due to regional stock inconsistencies. Furthermore, customer support responsiveness is a recurring pain point, with inadequate resolution of issues like refunds, complaints, and missing deliveries. Price perception also affects satisfaction, as many users find the prices—including service and delivery fees—higher than local vendors, creating a sense of poor value. Finally, confusion around premium subscription plans, such as Zepto Pass or Swiggy One, where promised benefits are inconsistently delivered, leads to disappointment among paying customers.

5. Research Methodology

5.1 Data Collection

To assess consumer satisfaction with leading Q-commerce platforms in India—specifically within Delhi and the NCR region—the study will utilize a structured online questionnaire as its primary data collection tool. This method ensures uniformity and efficiency, allowing for the systematic gathering of data from a broad base of respondents who actively use platforms such as Blinkit, Zepto, Instamart, and BB Now. The questionnaire will be designed to extract both quantitative data—such as ratings on delivery accuracy, timeliness, packaging, freshness, and customer service—and qualitative feedback that provides insight into consumer perceptions and pain points.

Given the digital-first nature of Q-commerce, an online survey format is ideal for targeting urban, tech-savvy consumers in Delhi NCR. This mixed-methods approach enables a well-rounded understanding of consumer experiences, merging numerical analysis with user-driven narratives that highlight specific expectations and concerns related to each platform.

5.2 Sampling Method

The study will apply a convenience sampling method, targeting respondents who are readily accessible—such as Q-commerce users identified via social media, community groups, and academic or professional networks. This pragmatic, non-random sampling strategy is well-suited for exploratory research in dynamic markets like Delhi NCR, where consumer behavior is rapidly evolving. While this method may limit the generalizability of findings to the broader Indian population, it effectively captures the experiences of a key user segment: urban, time-sensitive consumers who rely heavily on quick commerce.

This approach also allows for timely data collection, ensuring that insights reflect current market conditions and consumer sentiments. Nonetheless, the study will acknowledge the limitations of convenience sampling in its interpretation of the results.

5.3 Sample Size

The targeted sample size for the study ranges from 50 to 100 respondents, deemed sufficient for identifying preliminary patterns and satisfaction trends among users of Blinkit, Zepto, Swiggy Instamart, and BB Now in the Delhi NCR region. While a larger sample would increase statistical rigor, this range strikes a balance between feasibility and depth of insight, given constraints on time and resources.

These early findings will lay the groundwork for more comprehensive future studies and offer Q-commerce platforms actionable insights into consumer preferences, loyalty drivers, and key areas for improvement. The responses gathered will serve as a valuable benchmark for refining service delivery strategies in highly competitive urban markets.

5.4 Tools for Analysis

The data collected will be processed and analyzed using Google Forms and Microsoft Excel. Google Forms will facilitate the efficient creation and dissemination of the survey, while also automating the data collection process. Microsoft Excel will be used for data cleaning, descriptive statistical analysis, and visualization.

To communicate the findings effectively, charts and graphs will be generated to illustrate trends, comparisons across platforms, and the impact of different service attributes on overall satisfaction. These visual tools will enhance the accessibility of insights and aid stakeholders—especially Q-commerce service providers—in making data-driven decisions to improve consumer experiences in urban India.

5.5 Scope of the Study

This study is focused on understanding consumer satisfaction with Q-commerce platforms among urban users residing in Delhi and the Delhi NCR region, including areas such as Noida, Gurugram, Ghaziabad, and Faridabad. The research specifically targets users who actively engage with quick commerce services for the purchase of groceries, daily essentials, and other fast-moving consumer goods.The study covers four major Q-commerce platforms currently operating in this region: Zepto, Blinkit, Swiggy Instamart, and BB Now.

6. Data Analysis and Interpretation:

6.1 Demographic Profile of Respondents

The majority of respondents (approximately 89.5%) belong to the 18–24 age group, indicating a youthful and tech-savvy user base that is highly receptive to digital services like Q-commerce. Female users made up 60.5% of the sample, suggesting that women may be key decision-makers or frequent users in the NCR region. A significant portion of respondents (86.8%) identified as students, emphasizing that convenience and time-saving features are major drivers of usage. Geographically, 80.6% of responses were from Delhi, followed by 13.9% from Noida and 5.6% from Ghaziabad, confirming the study's focus on the NCR area.

6.2 Platform Usage Patterns

Blinkit and Zepto were each used by 63.2% of respondents in the past three months, showing their dominant presence in the market. Swiggy Instamart used by 36.8% of respondents BB Now was used by 13.2%, and only 5.3% reported not using any platform, indicating widespread adoption of Q-commerce services in the region.
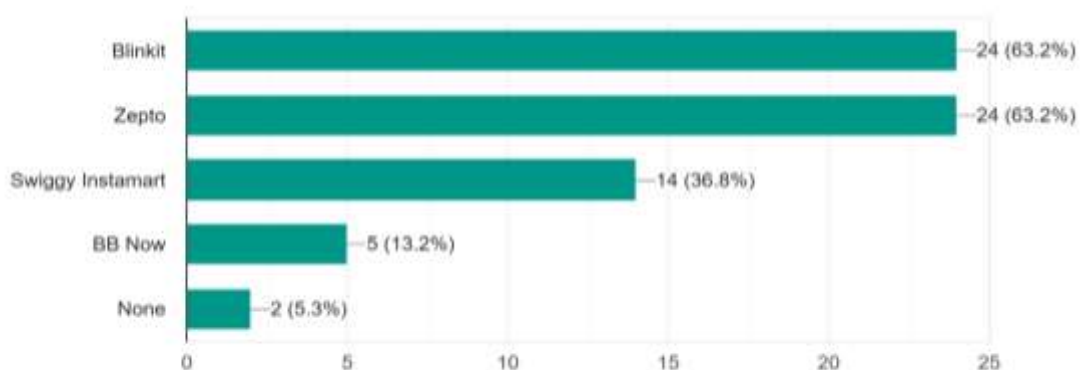

6.3 Usage Frequency and Purpose

Q-commerce services are most commonly used 2–3 times a week by 55.3% of respondents, suggesting they are integrated into regular household routines. Primary use cases include grocery shopping (68.4%), snacks and beverages (65.8%), and household essentials (36.8%). Additionally, 31.6% of respondents use these platforms for emergency purchases such as medicines or missing ingredients, highlighting their versatile utility.

6.4 Trust and Perception of Platforms

Blinkit was rated the fastest delivery platform by 44.7% of users, while Zepto was seen as providing the best overall user experience by 36.8%. Swiggy Instamart received moderate trust (13.2%) and BB Now lagged in all categories with negligible preference, indicating that speed is important, but the overall user experience significantly influences platform loyalty and perception.
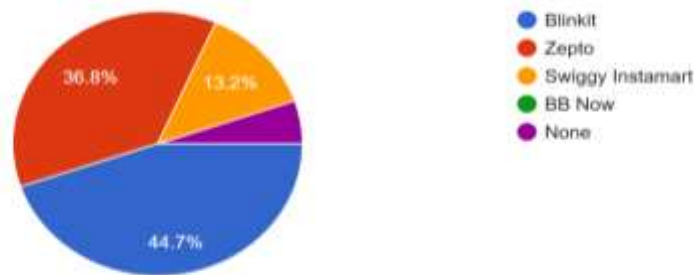

6.5 Spending Behavior

Most users (60.5%) spend between ₹200–₹499 per order, indicating these platforms are predominantly used for small to medium-sized purchases. This aligns with their proposition of offering convenience and speed over bulk shopping.

6.6 User Satisfaction Analysis

Satisfaction with delivery speed was positive, with 72.4% of respondents rating it 4 or 5 on a 5-point scale. Packaging and handling received similarly high satisfaction (78.9% rated it 4 or 5), while delivery accuracy was well-rated by 68.4%. Satisfaction with freshness and quality was moderate, with 71.0% rating it 4 or 5, but with some concerns noted.

Customer support received a mixed response: 55.3% rated it 4, and 26.3% rated it 5, showing decent but not overwhelming approval. Reliability during peak hours or adverse conditions was rated positively by 47.4%, while 39.5% were neutral. Stock availability and product range earned moderate satisfaction, with 50% giving it a rating of 4 and 7.9% giving it 5, suggesting room for improvement.

6.7 Common Problems Faced
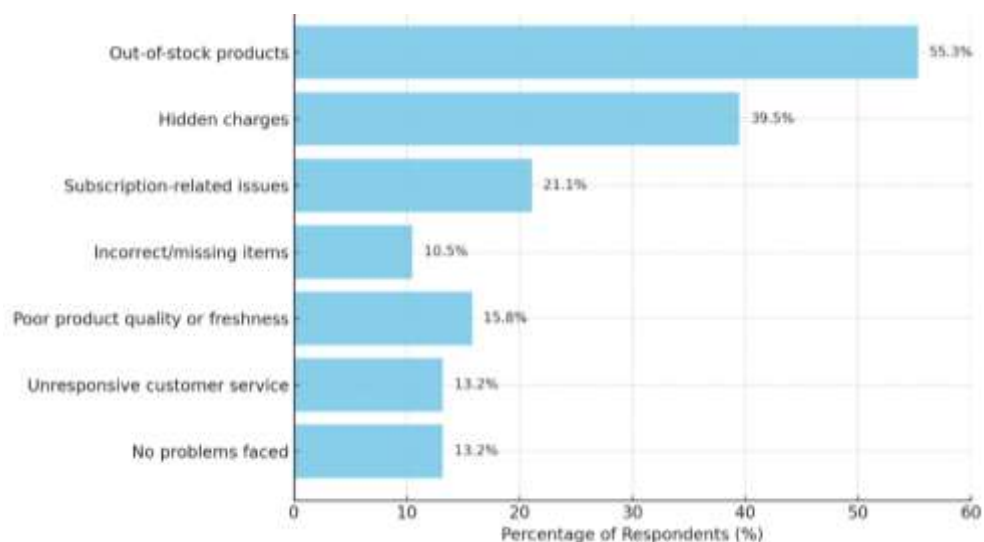

6.8 Consumer Sentiment and Loyalty

Despite the issues, 86.8% of users indicated they would "definitely" or "probably" continue using Q-commerce platforms, showing strong future potential. However, loyalty appears conditional upon continued service reliability, better pricing transparency, and consistent customer support. Key positive aspects appreciated include convenience, speed, and emergency utility. Suggestions for improvement commonly included stock availability, fair pricing (eliminating hidden charges), and enhanced customer service responsiveness.
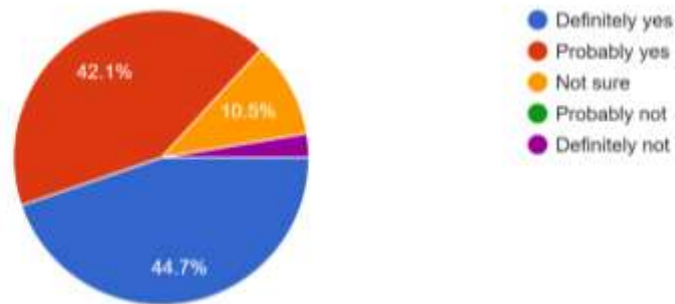
6.9 Qualitative Feedback Analysis

What Users Liked Most About Q-commerce Platforms

- Quick Delivery – Mentioned by around 40–45% of respondents. Speed was the most frequently cited benefit, with users describing the service as "fast delivery," "on-time delivery," and "earliest delivery of product."

- Convenience & Time-Saving – Highlighted by approximately 25–30% of users. Comments such as "time-saving and hassle-free," "very easy to order," and "home delivery system" reflect the platforms' perceived efficiency and ease of use.

- Emergency Usefulness – Noted by 10–15%. Some respondents appreciated the ability to get items urgently, stating that "it really helps in emergency situations."

- User Interface and Accessibility – A smaller share (under 10%) praised app functionality or general ease of browsing.
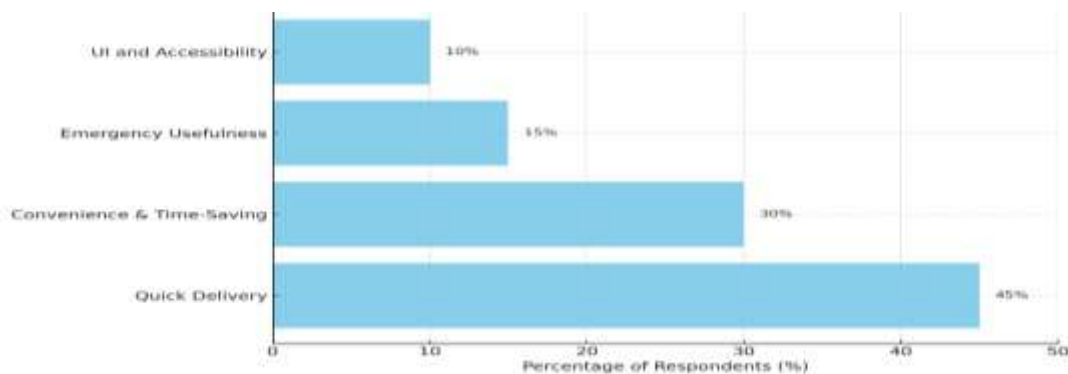
7. Discussions:

7.1 Answering research questions:

1. Overall Consumer Satisfaction in Delhi-NCR

Consumers in Delhi-NCR report moderately high satisfaction with Q-commerce platforms, with Blinkit and Zepto leading the pack. Blinkit is especially appreciated for its lightning-fast delivery times and reliability, while Zepto earns praise for product quality and secure packaging. Swiggy Instamart delivers a mixed experience — its services are functional but inconsistent, especially during peak hours. BB Now lags behind, with consumers frequently reporting delayed deliveries and a limited product selection. Overall, while users enjoy the convenience, they also express rising expectations and low tolerance for service lapses.

2. Blinkit scores the highest on customer satisfaction

According to my findings, Blinkit emerges as the platform with the highest customer satisfaction. Consumers praise its consistently fast delivery, efficient order tracking, and user-friendly app design. Blinkit's ability to meet delivery promises and offer a relatively smoother support experience gives it an edge over competitors. Zepto also performs well, particularly in areas like product packaging and quality, but Blinkit's speed and reliability place it slightly ahead in consumer perception.

3. Primary factors influencing consumer satisfaction in quick commerce

The primary factors influencing consumer satisfaction in quick commerce include delivery speed, product quality, app usability, pricing transparency, and customer support. Fast and accurate deliveries are the most critical factors, as delays or incorrect items lead to immediate dissatisfaction. Users also value high-quality products and easy-to-use, responsive apps. Pricing plays a key role consumers prefer platforms that clearly communicate costs without hidden charges. Lastly, effective and timely customer support is essential for resolving issues and ensuring long-term trust and loyalty.

4. Consumer Expectations for Improvement

Consumers expect Q-commerce platforms to enhance delivery reliability, especially during high demand. Better inventory management is a key need, as frequent stockouts affect convenience. Transparent pricing and advance notice of charges are also major concerns. Users want faster, more effective customer support, with access to real agents rather than chatbots. In addition, there's growing interest in sustainable practices like eco-friendly packaging. Personalized offers, loyalty rewards, and clearer communication during order delays would also boost consumer trust and loyalty.

8. Recommendations:

1. Improve Stock Availability: Invest in real-time inventory tracking, implement AI-based demand forecasting, and partner with hyperlocal warehouses to ensure faster restocking and reduce stockouts.

2. Enhance Pricing Transparency: Clearly display all charges—item price, delivery fee, taxes, and surge pricing—before checkout. Add notifications for dynamic price changes to build user trust.

3. Boost Customer Support: Expand customer service teams, deploy intelligent chatbots for instant help, and introduce escalation features like call-backs or direct chat with human agents for faster issue resolution.

4. Sustain Delivery Speed & Accuracy: Leverage GPS-based route optimization, train delivery staff on time-sensitive service, and improve real-time tracking to maintain high delivery efficiency and accuracy.

5. Engage Student Demographic: Launch student-centric offers, discounts during study or meal times, and implement a loyalty rewards program tailored to student needs to encourage regular use.

6. Optimize App Experience: Enhance UI/UX through regular usability testing, introduce AI-driven personalization, and add features like voice search, quick reorder, and in-app feedback for a smoother experience.

7. Strengthen Peak-Time Reliability: Introduce surge-time staffing, weather-based service alerts, and pre-scheduling options. Use real-time data to anticipate spikes and ensure consistent service during high-demand periods.

9. Conclusion

This study focused on evaluating consumer satisfaction with major Q-commerce platforms—Blinkit, Zepto, Swiggy Instamart, and BB Now—in the Delhi-NCR region through structured online surveys. The findings indicate that urban consumers, particularly students and young professionals, heavily rely on these platforms for quick access to groceries and daily essentials. Positive aspects such as fast delivery, intuitive app interfaces, and accurate order fulfillment contribute significantly to user satisfaction. These features align with the growing demand for digital convenience and have positioned Q-commerce as a vital part of urban consumer lifestyles.

However, the study also identified several recurring concerns. Consumers frequently cited issues like limited product availability, hidden charges, inconsistent quality, and slow or unhelpful customer support. Service performance during peak hours or adverse weather was also reported as unreliable. Platforms with consistent service and a seamless experience have managed to build stronger trust, while others lag behind due to operational gaps. To enhance satisfaction and maintain a competitive edge, Q-commerce providers must improve service reliability, ensure pricing transparency, and develop engagement strategies—such as loyalty programs or targeted offers—that resonate with their core user base. The study also suggests the potential for broader research across different regions and demographics to gain a deeper understanding of long-term user behavior and platform loyalty.

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