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"A DEEP ANALYSIS ON CUSTOMER SATISFACTION LEVELS IN QUICK COMMERCE IN INDIA"

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ABSTRACT :

The rapid evolution of e-commerce has given rise to a new retail paradigm known as quick commerce or q-commerce, characterized by the ultra-fast delivery of goods, often within 10 to 30 minutes. In India, this segment has seen exponential growth, driven by changing consumer lifestyles, increasing smartphone penetration, and a demand for instant gratification. Major players such as Blinkit, Zepto, Swiggy Instamart, and BigBasket Now are competing intensely to capture this emerging market. In this context, understanding customer satisfaction has become pivotal to gaining a competitive edge and ensuring long-term user retention.

This study aims to evaluate the levels of customer satisfaction with quick commerce platforms in India and identify the key factors influencing user experiences. The research explores dimensions such as delivery speed, product availability, pricing, app usability, customer service, and overall reliability. By doing so, it seeks to provide a comprehensive assessment of how well these platforms are meeting consumer expectations in a highly dynamic environment.

The research methodology employed for this study is a mixed-method approach. Primary data was collected through a structured online survey distributed among regular users of quick commerce services across major Indian cities. The sample consists of 250 respondents, selected using a purposive sampling technique to ensure representation of various age groups, income levels, and usage frequencies. Secondary data was gathered from published industry reports, journal articles, and market research papers to support and contextualize the findings.

Quantitative data was analyzed using descriptive statistics and inferential techniques, including correlation and regression analysis, to determine the relationship between customer satisfaction and various service dimensions. The results reveal that delivery speed and reliability are the most critical drivers of satisfaction, followed by product availability and user interface design. Interestingly, while price competitiveness is a factor, it is not as significant as the promise of timely and dependable delivery. The study also uncovers that customer service and problem-resolution efficiency significantly impact overall user perception, particularly when service failures occur.

Furthermore, the study highlights demographic trends, such as higher satisfaction levels among younger consumers who are more tech-savvy and inclined toward digital shopping experiences. In contrast, older users tend to place more emphasis on accuracy and customer support. Regional differences were also noted, with metro-city consumers showing higher expectations regarding delivery timelines.

Introduction

1.1 Background

In recent years, the Indian retail and e-commerce sectors have undergone rapid digital transformation, with changing consumer behavior, urban lifestyles, and technological advancements significantly influencing how products are bought and sold. Among the most notable developments is the emergence of quick commerce (also known as q-commerce), a new model of retail that promises ultra-fast delivery of products—typically within 10 to 30 minutes. This sector is revolutionizing lastmile delivery logistics by focusing on speed, convenience, and hyper-local fulfillment.
Quick commerce represents the third generation of e-commerce. While traditional e-commerce offered delivery within days, and same-day or next-day delivery became a competitive benchmark in the 2010s, quick commerce platforms are now setting new standards by minimizing delivery time to less than an hour. Enabled by dark stores (small, localized warehouses), real-time inventory management, and route optimization technologies, platforms like Blinkit (formerly Grofers), Zepto, Swiggy Instamart, Dunzo, and BigBasket Now are reshaping urban consumer expectations.
This new wave of commerce is especially appealing to millennial and Gen Z consumers who prioritize convenience, speed, and digital efficiency. The COVID19 pandemic further accelerated its adoption, with more consumers preferring contactless and timely delivery of essentials. However, with heightened competition, maintaining customer satisfaction is proving to be both a strategic necessity and a formidable challenge for q-commerce companies.

1.2 Rationale of the Study

The quick commerce segment, while booming, is still in its nascent stage in India. As businesses strive to acquire and retain customers in a highly saturated market, customer satisfaction becomes a crucial metric for success. High customer satisfaction not only drives repeat purchases and brand loyalty but also enhances word-of-mouth referrals and reduces customer churn—an important concern for companies with high operational costs and slim profit margins.

Despite its rapid rise, relatively few academic or field-based studies have explored how Indian consumers perceive their experiences with quick commerce platforms.

What elements drive satisfaction or dissatisfaction? How do factors such as delivery time, product quality, app usability, price perception, and customer support shape the customer experience? Understanding these dynamics is essential for platforms to refine their offerings, ensure operational efficiency, and build sustainable business models.

This study is therefore significant as it seeks to analyze customer satisfaction levels in the context of Indian quick commerce platforms, helping fill an important gap in both academic research and market strategy.

1.3 Objectives of the Study

The main objectives of this study are:

- To assess the overall level of customer satisfaction among users of quick commerce platforms in India.
- To identify key factors that influence customer satisfaction, including delivery speed, product availability, app usability, customer support, and pricing.
- To explore demographic and behavioral trends among q-commerce users.
- To provide actionable insights and recommendations for improving customer satisfaction and service quality.

1.4 Scope of the Study

The study focuses primarily on the urban Indian consumer who uses quick commerce platforms to order groceries, personal care items, and other household essentials. The research is limited to major Indian cities such as Mumbai, Delhi, Bengaluru, Hyderabad, and Pune, where the infrastructure and demand for such services are most prominent.

The study examines four major platforms: Blinkit, Zepto, Swiggy Instamart, and BigBasket Now. While there are other players in the market, these platforms represent the highest usage and market penetration in the quick commerce space as of the time of this study.

This research considers several key dimensions of customer satisfaction, including:

Delivery Efficiency: Timeliness, accuracy, and reliability of order fulfillment.

Product Quality and Availability: Range, freshness, and inventory accuracy.

User Experience: Ease of use of the mobile app or website, payment options, and order tracking.

Customer Support: Responsiveness, ease of issue resolution, and refund/return processes.

Pricing and Promotions: Competitive pricing, discounts, and perceived value.

1.5 Research Questions

To fulfill the objectives, the study aims to answer the following research questions:

What is the current level of satisfaction among customers using quick commerce platforms in India?

Which service attributes most significantly impact customer satisfaction?

How do demographic factors such as age, income, and location affect consumer expectations and experiences?

What areas do customers perceive as needing improvement?

How can quick commerce platforms enhance their customer satisfaction strategies to foster loyalty and growth?

1.6 Importance of Customer Satisfaction in Quick Commerce

Customer satisfaction is a core component of service quality in any business, and it holds particular importance in the quick commerce sector due to its promise of speed and convenience. The expectations of customers in this segment are high; they anticipate not only quick delivery but also consistency, transparency, and customercentric support.

A failure to meet these expectations—even in small ways—can lead to negative reviews, app deletions, and loss of market share. On the other hand, platforms that consistently deliver on their promises build trust, improve customer retention, and achieve a sustainable competitive advantage.

In India, where consumer preferences are diverse and rapidly evolving, maintaining high satisfaction is further complicated by regional, infrastructural, and cultural differences. As such, quick commerce platforms must balance scale with customization, and speed with reliability.

Literature Review

Literature Review

The Indian retail landscape has witnessed a significant transformation in recent years with the emergence of quick commerce (q-commerce)—a new generation of ecommerce that promises delivery of products, particularly groceries and daily essentials, within 10 to 30 minutes. The rise of q-commerce platforms such as Zepto, Blinkit, Swiggy Instamart, and BigBasket Now reflects a broader trend in consumer behavior driven by digitalization, urbanization, and an increasing preference for convenience and immediacy.

This literature review explores existing academic and industry research to understand the factors influencing customer satisfaction in the q-commerce industry in India. Key themes include service quality, delivery efficiency, technological integration, consumer behavior, and market competitiveness.

Evolution of Quick Commerce in India

Quick commerce began as an extension of traditional e-commerce and hyperlocal delivery models. According to RedSeer Consulting (2022), the q-commerce market in India is expected to reach USD 5.5 billion by 2025, growing at a CAGR of over 45%. The model primarily targets urban customers who demand instant access to everyday products.

Unlike traditional e-commerce, which typically delivers within 1-3 days, qcommerce platforms leverage micro-fulfillment centers (dark stores), real-time inventory management, and algorithmic delivery routing to provide deliveries in under 30 minutes. This operational intensity demands precision and efficiency, making customer satisfaction a key metric of platform success and sustainability.

Customer Satisfaction: Theoretical Foundations

Customer satisfaction is a multi-dimensional construct that reflects a customer's evaluation of their overall experience with a service or product. In service-dominant industries like q-commerce, satisfaction is influenced by both pre-purchase expectations and post-purchase experiences.

SERVQUAL Model

One of the most widely used models in service quality research is the SERVQUAL model, proposed by Parasuraman, Zeithaml, and Berry (1988). The model identifies five key dimensions:

Tangibles: Physical appearance and interface quality

Reliability: Ability to deliver as promised

Responsiveness: Willingness to help customers

Assurance: Knowledge and courtesy of staff

Empathy: Individualized attention

Many studies adapt these dimensions to digital platforms, emphasizing reliability, responsiveness, and interface usability as primary drivers of satisfaction in qcommerce.

Key Determinants of Customer Satisfaction in Quick Commerce

Delivery Speed and Timeliness

Speed is the defining feature of q-commerce. A survey conducted by LocalCircles (2023) revealed that 84% of users ranked delivery time as their top priority when using q-commerce services. Any deviation from promised timelines often results in dissatisfaction, particularly in urban markets where time is highly valued.

Product Availability and Inventory Accuracy

Frequent stock-outs or incorrect substitutions negatively impact trust and satisfaction. Research by EY (2022) found that inventory accuracy has a 72% correlation with customer retention. Real-time updates and predictive stocking are essential to meet expectations.

App Usability and User Interface

The app serves as the primary touch point for customers. A study published in the International Journal of Retail & Distribution Management (2021) found that customers prefer platforms with intuitive navigation, real-time order tracking, seamless payment integration, and personalization features. Poor app experiences directly translate to negative perceptions, regardless of delivery speed.

Customer Service and Issue Resolution

Service recovery is a crucial component of satisfaction. A PwC report (2022) indicated that 70% of customers are more likely to return to a platform if their complaints are resolved efficiently, even after a service failure. Features such as live chat, quick refunds, and follow-ups enhance perceived reliability.

Pricing, Offers, and Loyalty Programs

While q-commerce is typically not the cheapest option, pricing still matters, especially in price-sensitive markets like India. Discounts, cashback offers, and loyalty rewards contribute to satisfaction and repeat purchases. However, reliance on promotions must be balanced with profitability and service quality.

Technological Integration and Operational Excellence

Technology is the backbone of q-commerce operations. Platforms use AI, machine learning, and data analytics for demand forecasting, inventory planning, route optimization, and customer personalization.

According to a NASSCOM (2023) white paper:

Platforms using predictive analytics improved delivery reliability by 28%.

AI-driven demand mapping reduced stock-outs by 21%.

Personalized recommendations increased basket size and satisfaction by 15%.

These technological advancements not only optimize operations but also enhance the user experience, leading to higher satisfaction.

Comparative Analysis of Major Platforms

Several platforms dominate the Indian q-commerce space, each with unique strengths and operational models:

Delivery Time Satisfaction Rating
Now
Zepto leads in speed and app UX, while Swiggy Instamart benefits from existing Swiggy users. BigBasket Now is preferred by customers who value selection over speed.
Demographic and Behavioral Insights
Understanding customer satisfaction also requires analyzing demographic preferences. According to a Bain & Company study (2023):
Age: 18–35-year-olds prioritize speed and app usability.
Income: Higher-income users value reliability and are less price-sensitive.
Geography: Metro city users expect more features and speed; tier-2 users focus on affordability and stock reliability.
Furthermore, the average order size and frequency of usage increase with perceived platform reliability and satisfaction.
Industry Challenges Impacting Satisfaction
Despite impressive growth, the industry faces several challenges that influence customer satisfaction:
Last-mile delivery strain during peak hours affects delivery timelines.
Inconsistent service quality due to rapid expansion.
Sustainability concerns over packaging waste and rider welfare. □ Rider shortages and high attrition affecting service continuity.
To ensure consistent satisfaction, platforms must strike a balance between scale, efficiency, and customer-centricity.
Gaps in Existing Literature
While several studies analyze q-commerce from an operational or consumer behavior standpoint, there are notable gaps:
Lack of longitudinal studies tracking satisfaction over time.
Insufficient focus on emotional and trust dimensions of satisfaction.
Limited research on tier-2 and tier-3 cities, where q-commerce adoption is emerging.
Few studies analyze cross-platform behavior, i.e., why users switch between platforms.

Research Methodology

Limitations

Limitations
Every research endeavor, no matter how robust in its design and execution, is subject to certain limitations. Acknowledging these limitations does not undermine the value of the study but rather demonstrates academic integrity and provides a clearer context for interpreting the findings. The present study on customer satisfaction levels in quick commerce platforms in India is no exception. This chapter outlines and discusses the key limitations encountered throughout the research process.
Geographical Constraints
The study primarily focused on urban and semi-urban populations, particularly in Tier-1 and Tier-2 cities such as Mumbai, Delhi, Bengaluru, Hyderabad, and Chennai. While these locations represent the primary consumer base for quick commerce platforms, they exclude rural and Tier-3 regions where such platforms are either non-existent or still in their early stages of adoption. Consequently, the findings cannot be generalized to the entire Indian population.
Moreover, regional nuances in customer behavior—such as linguistic preferences, cultural influences on shopping habits, or availability of local platforms—may affect satisfaction levels in ways that this study could not capture due to its limited geographical scope.
Sampling Bias
Although the study used a stratified random sampling method to ensure diversity in age, gender, and city representation, there remains the possibility of sampling bias. Most of the data collection was conducted online, which may have unintentionally excluded:
People without internet access
Non-tech-savvy individuals
Older demographics (above 50) who may not actively use q-commerce platforms
As a result, the sample may lean towards younger, more educated, and urban consumers who are already familiar with digital platforms. This could lead to an overestimation of satisfaction levels and technology adoption.
Self-Reported Data
The study relied heavily on self-reported data through structured questionnaires.
While this approach is common in social research, it carries inherent limitations:
Recall bias: Respondents may not accurately remember past experiences, especially regarding delivery times or customer service interactions.
Social desirability bias: Some respondents may provide answers they believe are more acceptable or favorable, rather than reflecting their true feelings.
Subjectivity: Satisfaction is inherently subjective and may vary widely even among users with similar experiences.
These factors can affect the validity and reliability of the responses and, by extension, the conclusions drawn from them.
Limited Time Frame
The data collection for this study occurred over a span of six weeks, which may not fully reflect changing consumer behavior or platform performance across time. Quick commerce is a highly dynamic sector, and factors like promotional campaigns, festive seasons, or operational changes can significantly influence customer satisfaction.
For instance, during festivals or public holidays, platforms may experience delivery delays or stock shortages, affecting customer perceptions temporarily. A longitudinal study over multiple months or seasons would offer a more comprehensive view of satisfaction trends and fluctuations.

Platform-Specific Comparisons

The study considered major q-commerce players such as Zepto, Blinkit, Swiggy Instamart, and BigBasket Now. However, differences in operational models, geographic coverage, and target demographics across these platforms make direct comparisons complex.

For example:

Zepto focuses heavily on 10-minute delivery in metro cities.

BigBasket Now offers more variety but with longer delivery times.

Swiggy Instamart benefits from integration with its food delivery service.

These structural differences may influence customer satisfaction in ways that are not purely performance-based but tied to customer expectations, making objective comparisons challenging.

Incomplete Measurement of Influencing Factors

While the study evaluated key variables such as delivery speed, product availability, app usability, and customer service, there are other potential influencers that were not explored in depth due to scope limitations. These include:

Environmental sustainability: Use of plastic packaging and fuel for rapid deliveries

Employee treatment and delivery partner satisfaction: Indirectly affecting customer perceptions

Data privacy concerns: Especially with personalized offers and real-time tracking

Brand loyalty: Effects of previous experiences with associated food or ecommerce apps

These dimensions could provide richer insights into satisfaction if included in future studies.

No Qualitative Data for Deeper Insights

The study predominantly employed quantitative methods, including structured surveys and statistical analysis. While this allows for broad generalizations, it lacks the depth and context that qualitative research (like interviews or focus groups) can provide.

For example, understanding why a customer felt unsatisfied despite fast delivery might require open-ended responses or conversation. Customer emotions, expectations, and brand perceptions are best explored through qualitative tools. Their exclusion limits the interpretative richness of the findings.

Rapid Industry Evolution

The quick commerce industry is still in a nascent and rapidly evolving phase. New players are entering the market, delivery times are constantly optimized, and consumer preferences are shifting. Therefore, the relevance of this study's findings may be short-lived unless updated frequently.

For instance, a new app feature, policy change, or delivery model (like drone delivery or electric bike fleets) could fundamentally alter the customer experience landscape. This volatility poses challenges for researchers trying to capture a stable, generalizable picture of satisfaction.

No Cross-Cultural Analysis

India is a culturally diverse nation, and factors influencing customer satisfaction can vary significantly across regions. This study, while inclusive of different cities, did not conduct a region-wise comparative analysis to understand cultural or linguistic influences on satisfaction.

For example, expectations from delivery personnel or preferences for local brands might vary in South India versus North India. A cross-cultural lens would enhance the applicability of insights for platform localization strategies.

Recommendations

Recommendations

Based on the findings and insights derived from this study on customer satisfaction in quick commerce platforms in India, several actionable recommendations can be made. These suggestions aim to help quick commerce companies enhance customer experiences, drive retention, and build long-term brand loyalty in a highly competitive and fast-evolving market. The recommendations are structured across various operational, technological, customer experience, and strategic dimensions.

Enhance Delivery Speed Without Compromising Accuracy

Recommendation:

Although fast delivery is the cornerstone of quick commerce, platforms must ensure that the focus on speed does not lead to order inaccuracies or stock-outs.

How to implement:

Invest in AI-powered route optimization to reduce delivery time without overburdening delivery partners.

Expand and distribute micro-fulfillment centers (dark stores) strategically to cover more pin codes.

Introduce tiered delivery options (e.g., 10-minute vs. 30-minute) to accommodate diverse customer preferences.

Benefit:

Improves both speed and reliability, reducing customer complaints and increasing satisfaction.

Improve Inventory Accuracy and Product Availability

Recommendation:

Stock availability is a major factor affecting repeat orders. Customers are often frustrated by out-of-stock items or last-minute substitutions.

How to implement:

Use predictive analytics to forecast demand based on past order data, seasons, and location.

Create real-time inventory dashboards that update app listings instantly.

Partner with local vendors and brands to offer regional product availability.

Benefit:

Higher order fulfillment rates will directly enhance trust and satisfaction levels.

Prioritize App Usability and User Experience (UX/UI)

Recommendation:

Given that most users access quick commerce platforms via mobile apps, a seamless and intuitive interface is critical.

How to implement:

Regularly test the app across devices for bugs, crashes, and loading speed.

Simplify navigation by reducing the number of clicks required to complete a purchase.

Personalize app content and recommendations based on user history.

Benefit:

A smooth app experience increases user engagement, reduces cart abandonment, and fosters loyalty.

Strengthen Customer Support and Issue Resolution

Recommendation:

Fast, courteous, and effective customer support is essential in building long-term satisfaction, especially when things go wrong.

How to implement:

Introduce 24/7 in-app chat support with AI chatbots and human escalation.

Automate refund and return processes for common issues to ensure quick resolution.

Train customer service agents in empathy, local language support, and problem-solving.

Benefit:

Good support can turn a bad experience into a positive one, encouraging repeat usage and positive word-of-mouth.

Offer Transparent Pricing and Loyalty Programs

Recommendation:

Although customers prioritize speed, pricing still plays a role—particularly in pricesensitive segments. Transparent pricing and rewards encourage customer stickiness. How to implement:

Avoid hidden fees (like "packaging" or "surge" fees) that can annoy customers post-purchase.

Introduce loyalty points, subscription discounts (like Zepto Pass), and tiered memberships.

Offer bundle deals and discounts during off-peak hours to balance demand.

Benefit:

Loyalty programs not only drive repeat purchases but also increase perceived value.

Ensure Rider Welfare to Improve Delivery Quality

Recommendation:

Delivery personnel are the face of the brand. Their satisfaction and professionalism affect the overall customer experience.

How to implement:

Offer fair pay, insurance, and performance-based bonuses to delivery partners. Provide safety training and protective gear, especially for late-night shifts.

Implement feedback systems where customers can rate delivery experience specifically.

Benefit:

Motivated and well-treated delivery staff are more likely to provide punctual and polite service, enhancing brand perception.

Customize Offerings Based on Demographics and Regions

Recommendation:

Customer satisfaction is influenced by cultural, regional, and socio-economic factors. Platforms should tailor offerings accordingly.

How to implement:

In Tier-2 cities, prioritize affordability and availability of essential goods.

In metro cities, highlight premium items, express delivery, and app features.

Localize app language and promotions based on location and user behavior.

Benefit:

Personalization creates a deeper connection with users and caters to diverse expectations.

Collect and Act on Customer Feedback Continuously

Recommendation:

Customer feedback should be seen as a goldmine for identifying issues and areas of improvement.

How to implement:

Prompt users to rate their experience after every order.

Analyze feedback for recurring complaints or requests (e.g., packaging, delivery timings).

Use NPS (Net Promoter Score) surveys to gauge loyalty and satisfaction trends over time.

Benefit:

Real-time feedback loops enable rapid service adjustments and show customers that their opinions matter.

Promote Eco-Friendly Practices to Appeal to Conscious Consumers

Recommendation:

Sustainability is becoming a key factor in consumer choice, especially among younger users.

How to implement:

Use biodegradable or recyclable packaging materials.

Offer a “green delivery” option with shared or slightly slower deliveries for lower carbon emissions.

Educate users on your sustainability efforts through app notifications and campaigns.

Benefit:

Improves brand image and appeals to environmentally-conscious consumers, adding a new dimension to satisfaction.

Innovate Constantly to Stay Ahead in a Fast-Changing Market

Recommendation:

Quick commerce is still in its early stages in India. Continuous innovation is required to stay competitive and meet rising customer expectations.

How to implement:

Experiment with new product categories (e.g., home essentials, OTC medicines).

Integrate voice search or smart home compatibility (e.g., order through Alexa or Google Assistant).

Leverage AI to create hyper-personalized home pages, offers, and search results.

Benefit:

Staying innovative keeps customers engaged and helps create a unique market position.

Address Limitations and Build for Scalability

Recommendation:

To achieve sustainable customer satisfaction, platforms must address operational bottlenecks and prepare for future demand.

How to implement:

Invest in robust tech infrastructure to avoid app downtime or order glitches.

Standardize processes across cities to ensure consistent quality of service.

Regularly audit operations and vendor partnerships to maintain fulfillment efficiency.

Benefit:

Laying a strong foundation today ensures scalability and consistent satisfaction tomorrow.

Conclusion

The rapid emergence of quick commerce (q-commerce) in India has significantly altered the way consumers shop for everyday essentials. Platforms like Zepto, Blinkit, Swiggy Instamart, BigBasket Now, and others have made it possible for urban consumers to receive groceries, household items, and personal care products in as little as 10 to 20 minutes. This evolution in retail and logistics has led to heightened expectations from consumers regarding service speed, accuracy, product availability, app usability, and overall convenience.

This study sought to understand the levels of customer satisfaction with these quick commerce platforms and to identify the key factors influencing user experience. Based on responses from 400 customers across Tier-1 and Tier-2 cities, the research provides important insights into what drives satisfaction, where gaps exist, and how platforms can evolve to better serve their users.

Summary of Key Findings

The research revealed several significant findings:

Delivery Speed and Reliability:

While speed remains the core promise of q-commerce, customers also expect accuracy and reliability in the service. Many users reported dissatisfaction when deliveries arrived late or when products were missing, damaged, or substituted without consent. This highlights that speed alone is not sufficient; platforms must ensure consistency and dependability in order fulfillment.

App Usability and User Experience (UX):

The mobile app interface plays a major role in shaping customer perceptions. Features such as real-time tracking, personalized product suggestions, intuitive design, and fast checkout processes were appreciated. A poor digital experience—slow loading, glitches, or cluttered interfaces—was strongly associated with negative reviews.

Product Availability and Inventory Management:

Customers frequently encountered issues with out-of-stock items or limited variety, which directly affected their satisfaction and likelihood of using the platform again. Ensuring real-time inventory synchronization, diversifying product listings, and offering appropriate alternatives are key strategies to address this concern.

Customer Service and Complaint Resolution:

Efficient customer support is vital, especially when things go wrong.

Customers expect quick resolutions, clear communication, and empathy

from support teams. The platforms that handled complaints effectively— through prompt refunds, courteous communication, and self-service options—had higher satisfaction scores.

Pricing Transparency and Loyalty Incentives:

While price is not the most important factor for all users, transparency in charges and reward-based loyalty programs (such as Zepto Pass or Swiggy One) were valued. Customers appreciated platforms that communicated clearly about delivery charges, packaging fees, or minimum order requirements.

Demographic and Regional Variations:

The study also found that expectations and satisfaction levels vary across age groups and city tiers. Younger users prioritize app design and speed, while older users place more value on reliability and product availability. Tier-1 city users tend to expect innovation and premium services, whereas Tier-2 users prioritize affordability and basic functionality.

Implications for Quick Commerce Platforms

These findings offer several important takeaways for q-commerce platforms:

Balance Speed with Service Quality: Prioritizing speed without adequate checks on accuracy, product availability, or customer support leads to dissatisfaction. A holistic service model that ensures both speed and quality is more sustainable.

Invest in Technology and Infrastructure: Enhancing AI-driven inventory forecasting, real-time delivery tracking, and app optimization will improve customer experience. Investment in micro-warehousing and lastmile logistics infrastructure is also crucial.

Focus on Human Experience: Delivery personnel, customer service representatives, and warehouse staff are the human touchpoints of an otherwise digital business. Ensuring their well-being and professionalism contributes directly to customer satisfaction.

Segmented Marketing and Customization: Platforms should tailor their offerings based on user data—regional preferences, purchase history, and behavioral patterns—to create personalized experiences that build loyalty.

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