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A Study on "Measuring Customer Satisfaction in the Indian Quick Commerce Market"

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ABSTRACT :

Quick commerce is a novel trend in the fast-changing business environment in India, bringing the products of everyday need in 10-30 minutes to the urban clientele. This study is based on India quick commerce industry measuring customer satisfaction methodology and framework, which can be analyzed in terms of measurement tool effectiveness and distribution in the top platforms such as Blinkit, Zepto, and Swiggy Instamart. The paper examines the possibilities of modifying the common practices of customer satisfaction rates like CSAT, NPS, and CES to suit the peculiarities of ultra-fast delivery services, as well as reviewing the emergent real-time feedback tools that will record real responses of the consumer. By conducting the in-depth market research and the analysis of performance of the platform and the consumer behavioural pattern, research shows that three key factors drive satisfaction in quick commerce: relationship between speed and reliability of the delivery, product availability, and design of the user interface. As the research suggests, although the traditional methods of assessing customer satisfaction are still applicable, the speed, convenience, and quality of providing real-time services are the reasons why unique measurements need to be applied to the volatility of the quick commerce industry in particular. The present study offers practical advice to quick commerce platforms in measuring customer satisfaction more extensively and presents a framework to estimate consumer needs in the Indian fast delivery sector to provide a conceptual and practical framework of comprehending consumer expectations in the flourishing Indian fast delivery market.

Keywords: Quick commerce, Customer satisfaction, CSAT, NPS, Digital commerce, India, measuring metrics

Introduction

Quick commerce (Q-commerce) is a new form of e-commerce that India has witnessed a revolutionary change after its introduction, as it involves delivering everyday necessities under 10-30 minutes to the customers. This paradigm confrontation has dramatically changed the expectations of the consumers, and has posed fresh problems of quantitating the satisfaction of a customer in a world (where speed, convenience and reliability become the key factors) The remarkable development of the quick commerce market of India that increased its value more than 6 times passing up to \$3.34 billion in 2024, shows that the sector has a substantial influence on consumer behavior and market dynamics. Key competitors such as Blinkit, Zepto, and Swiggy Instamart have achieved a significant market share because of their ultra-fast delivery using well-positioned dark stores and doing the logistics efficiently. This burning expansion has raised a pressing necessity to obtain complex measurement models that will measure customer satisfaction more detailed through the experience and anticipation of quick commerce users Indian Quick Commerce Market Size Growth FY22 to 2030 (Projected) The use of traditional customer satisfaction measurement methods that were derived in the context of a traditional retail or E-commerce framework might be insufficient to fit the specifics of quick commerce . The speed orientation of the sector builds up the expectation of customers whose satisfaction can be easily affected by the delay or even a service interruptions of any other type . Moreover, the high frequency of commercial activities and the directness of the consumption process in the framework of quick commerce demand such a measurement tool that can give real-time information and respond to the issues of the customers as quickly as possible.

Industry Overview Indian Quick Commerce Market

The Indian quick commerce sphere is one of the most dynamic areas of the digital economy in the country with an unprecedented growth curve and a developing customer base trend According to industry estimates, the market is also going to experience aggressive growth in the coming years as it is expected to be worth 9.95 billion dollars by 2029 and may even become 40.85 billion dollars by 2030 with a compound annual growth rate (CAGR) of about

39.87 percent according to industry estimations. Three players Blinkit (which is owned by Zomato), Zepto and Swiggy Instamart have a dominant position occupying a market share of about 88 percent of the market share Blinkit dominates the market at around 41 percent with Zepto as the second with 29 percent and Swiggy Instamart with 23 percent, with other old companies such as BigBasket BBNOW capturing less of the market. Coupled with a competitive edge, the mentioned aspects of delivery logistics, inventory management, and customer experience optimization have become the basis of technological improvements, and each platform is doing its best to achieve faster delivery times and higher customer satisfaction rates

Journey of Market-Share Distribution of large players in the QC segment in India by 2024 The industry has been sustained by a range of factors which

include growth in smartphone penetration levels, urbanization, shifting consumer perceptions concerning convenience and the pandemic-facilitated online buying mode. The urban consumer especially millennials and Gen Z have accepted the comfort of instant delivery of groceries, personal care, and household necessities. The average order value has been growing up slowly since the first figures of INR 250 to the current figures of INR 500-625 symbolizing the consumer confidence and the diversity of products. Regulatory scrutiny, sustainability issues, and price pressure are few of the major challenges that the sector is going through even after the rapid growth. All India Consumer Products Distributors Federation (AICPDF) also expressed an alert of violation of foreign direct investment code as well as anti-competition. Besides, the sustainability of the quick commerce model has been highlighted by environmental awareness and the problem with frequent delivery and wasteful packaging materials.

Literature Review

Customer satisfaction in digital commerce business has been a subject of numerous studies, whereas there is a lack of research on satisfaction metrics, particularly in quick commerce business. The traditional customer satisfaction theory is mainly founded on the expectancy disconfirmation model posed by Oliver (1980) that satisfaction is obtained when expectations by the customer are compared with the perceived performance. Nevertheless, the peculiarities of quick commerce, namely, the focus on superfast delivery and instant gratification, demand modifications to the traditional tools of measurement of satisfaction.

Objectives of the Study

The main research aims are aimed at giving detailed information about customer satisfaction measurement of the quick commerce industry in India:

Research Methodology

This paper is based on a mixed-method research, which uses a combination of both quantitative research of secondary data with qualitative information as applied in the reports issued by the parties in the industry and the scholarly articles. In the research methodology, efforts have been made to cover as much as possible the practice of customer satisfaction measurement coupled with the reliability and validity of results as achieving this is important in customer satisfaction measurement.

Variables:

Dependent variable: Customer satisfaction

Independent Variables: Delivery Speed, Product Availability, Pricing, Customer Service and App Usability

Results and Discussion The process of data analyses and findings was structured into two sections which were: Results and Discussion.

Demographic Breakdown:

Age group-18-45 years

Cities: Delhi, Mumbai, Bengaluru, Hyderabad and Kolkata

Gender: 58 percent Male 42 percent Female

Check of reliability: Cronbach Alpha scale: 0.84 (good)

Interpretation: Speed and digital ease-of-use perceived by the consumers fare largely better as compared to the price sensitivity or variety of products in the context of Q-commerce.

Comparative analysis Major players Blinkit

- Strong suit: The ability to deliver in 10 minutes Weakness: Geographical unavailability is low **Zepto**
- Strength: Good logistic and product inventory
- Weakness: Weakness of App UX Swiggy

Instamart

- Strength: Trust of the brand and greater scope
- Weakness: Non-standard delivery time

Discussion

Customer Priorities: Fast-delivery and interfaces under an easy-to-navigate wavelength are the leading preference of satisfaction among customers. People are more lenient with scarce stock or a price change rather than with slow delivery or error in the application.

Strategic Implications: Q-commerce stores ought to cough up more on real-time monitoring of their logistics, artificial intelligence routing and continuous testing of the apps.

Limitations:

- The sample size is urban based Survey bias indicated by self-report (self-reported bias)
- Does not have long periods of behavior monitoring

Conclusion

The issue of assessing customer satisfaction in the environment of the quick commerce market in India is a very specific task that needs original solutions based on the consideration of all peculiarities of the category of super-fast delivery services. This research indicates that instead of the conventional systems of determining satisfaction, it is required that there be substantial modifications to them to reflect the inflated expectancies and instant satisfaction needs of quick commerce clients. As the analysis shows, speed and reliability of delivery turn out to be the major satisfaction drivers and be accompanied by product availability and user interface design, which need measurement frameworks that put these aspects first

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