

Consumer Satisfaction towards Quick Commerce Services

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Abstract-- This study examines consumer satisfaction towards quick commerce (Q-commerce) services, which emphasize ultra-fast delivery and digital convenience in urban and semi-urban markets. With the rapid expansion of app-based platforms, consumers increasingly rely on Q-commerce for purchasing groceries, essentials, and daily-use products. The study focuses on identifying the key factors influencing consumer satisfaction, such as delivery speed, product availability, pricing, ease of app usage, payment options, and customer service quality. Primary data were collected through a structured questionnaire from selected consumers, and appropriate statistical tools were applied for analysis. The findings reveal that quick delivery time and convenience are the most significant determinants of satisfaction, followed by reliable service and competitive pricing. The study concludes that enhancing service efficiency and customer experience will help Q-commerce companies strengthen consumer satisfaction and gain long-term loyalty.

Keywords-- quick commerce, consumer satisfaction, technology, products, consumer behavior, etc.

I. INTRODUCTION

Quick commerce (Q-commerce) is an emerging form of e-commerce that focuses on delivering products to consumers within a very short time, often in less than 30 minutes, through digitally enabled platforms and hyper local supply chains. Driven by increasing smartphone penetration, changing lifestyles, and demand for convenience, Q-commerce has transformed the way consumers purchase groceries, food, and daily essentials. By combining technology, local warehouses, and efficient logistics, Q-commerce companies offer seamless ordering, multiple payment options, and real-time tracking, making shopping faster and more accessible. As competition among platforms intensifies, understanding consumer behavior and satisfaction towards quick commerce services has become essential for service providers and policymakers.

II. STATEMENT OF THE PROBLEM

This study aims to investigate the factors that influence consumer's satisfaction with quick commerce services.

More specifically, the research attempts to pinpoint the important factors that boost consumer satisfaction, like security, ease of use, delivery speed, reliability, and consumer support. Moreover, the study looks into potential roadblocks or obstacles that could prevent consumers from being satisfied with quick commerce services, like privacy concerns, technical difficulties, and user experience. By thoroughly these factors, the research hopes to offer useful information to businesses and policymakers to improve consumer satisfaction in general and the uptake of quick commerce services.

III. OBJECTIVES OF THE STUDY

- To know the consumers satisfaction towards quick commerce services.
- To identify the factors influencing to consumers satisfaction in quick commerce services.

IV. METHODOLOGY

The sample size consists of 110 consumers Quick commerce services in tiruppur district. The convenient sampling method is used by researcher for the data collection of data. The study based on the primary data and the secondary data. The primary data has been collected through questionnaire method. The secondary source is being collected from various journals, official website of India post, magazines and other sources. Collected data were restructured to meet the requirements of the study, Chi-square test.

V. SIGNIFICANCE OF THE STUDY

- The significance of this study lies in its contribution to understanding consumer satisfaction towards quick commerce services in the rapidly evolving digital retail environment.
- As Q-commerce platforms compete on speed, convenience, and service quality, identifying the factors that influence consumer satisfaction helps service providers improve their delivery efficiency, product assortment, pricing strategies, and customer support systems.

VI. LIMITATIONS OF THE STUDY

The study is subject to certain limitations that should be considered while interpreting the findings. First, the research is confined to a limited geographical area, and therefore the results may not be generalizable to consumers in other regions.

VII. REVIEW OF LITERATURE

1. Singh, 2025; Tembulkar et al., 2025, For instance, empirical research in India demonstrates that timely delivery and product quality are strongly associated with higher consumer satisfaction, while demographic factors showed limited impact on purchase intentions.
2. Tembulkar et al., 2025, Complementing this, another investigation highlights that order accuracy,

professionalism of delivery personnel, and responsive customer support are key satisfaction drivers in urban Q-commerce contexts.

3. Ambaliya et al., 2025, Systematic reviews further identify a range of pre-purchase, in-purchase, and post-purchase parameters—such as convenience, app usability, and reliability—that influence satisfaction levels across different quick commerce models.
4. Thaker & Parlikar, 2025, Collectively the literature underscores that while instant gratification through rapid delivery remains central, broader service quality attributes shape overall customer satisfaction and future usage behaviours in quick commerce ecosystems.

VIII. ANALYSIS & INTERPRETATION

TABLE 1
ASSOCIATION BETWEEN EDUCATIONAL QUALIFICATION AND FREQUENCY OF USAGE

VARIABLES		EDUCATIONAL QUALIFICATION				Chi-square value	P-Value	Status of significant
		Daily	Weekly	Monthly	Rarely			
	UP to SSLC	0 (0.0%)	2 (25.0%)	4 (50.0%)	2 (25.0%)	12.799	.385	No Significant
	HSC	7 (11.5%)	9 (14.8%)	39 (63.9%)	6 (9.8%)			
	Under Graduate	3 (2.0%)	5 (33.3%)	6 (40.0%)	1 (6.7%)			
	Post Graduate	2 (10.0%)	5 (25.0%)	8 (40.0%)	5 (25.0%)			
	Diploma	0 (0.0%)	1 (6.7%)	3 (50.0%)	2 (33.3%)			

Source; primary

The above table presents the relationship between educational qualification and frequency of usage. It is observed that respondents across all educational levels predominantly prefer monthly usage. Among those with education up to SSLC, 50% use monthly while none use daily.

Similarly, HSC respondents show a high proportion (63.9%) of monthly usage, followed by smaller percentages in weekly, daily, and rarely categories. Undergraduates also exhibit higher monthly usage (40%) along with a notable percentage of weekly users (33.3%). Postgraduates display a balanced pattern, with 40% using monthly and equal proportions (25%) in weekly and rarely categories.

Diploma holders mainly use monthly (50%) and rarely (33.3%), with no daily usage reported. The chi-square value of 12.799 with a p-value of 0.385 indicates that the relationship between educational qualification and usage frequency is not statistically significant.

Therefore, it can be concluded that educational qualification does not have a significant influence on the frequency of usage, and most respondents, irrespective of their education level, tend to use the service on a monthly basis.

TABLE 2
ASSOCIATION BETWEEN AGE AND PRODUCT PREFERENCE IN QUICK COMMERCE

Variables	Age	UP to 30 years	31-40 years	41-50 years	Above 50 years	Chi-Square value	P-value	Status of significant
Normally prefer buy quick commerce	Computers and computer peripherals	10 (50.0%)	9 (45.0%)	1 (5.0%)	0 (0.0%)	41.220	18	Significant
	dresses	15 (53.6%)	12 (42.9%)	1 (3.6%)	0 (0.0%)			
	Health care product& cosmetics	18 (54.5%)	12 (36.4%)	3 (9.1%)	0 (0.0%)			
	Books & baby items	4 (19.0%)	10 (47.6%)	2 (9.5%)	5 (23.8%)			
	Kids & baby items	0 (0.0%)	1 (100.0%)	0 (0.0%)	0 (0.0%)			
	Home & kitchen appliances	1 (50.0%)	0 (0.0%)	1 (50.0%)	0 (0.0%)			
	Electronic items	0 (0.0%)	3 (60.0%)	2 (40.0%)	0 (0.0%)			

Source; primary

The table shows the relationship between age and the type of products normally preferred by respondents. It is observed that a majority of respondents below 30 years prefer computers and computer peripherals (50.0%) and dresses (53.6%), followed by those in the 31–40 years category. Very few respondents belong to the 41–50 age group, and none are above 50 years. In quick commerce purchases, health care and cosmetic products are highly preferred (54.5%) among younger respondents, while books and baby items show moderate preference across age groups.

Other categories such as kids & baby items, home & kitchen appliances, and electronic items have comparatively low preference.

The Chi-square value (41.22) indicates that there is a significant relationship between age and product preference. This means age plays an important role in influencing consumer buying behavior in quick commerce services. Younger consumers are more active users and show higher preference for a variety of products compared to older age groups.

TABLE 3
ASSOCIATION BETWEEN RESIDENTIAL AREA AND PREFERRED QUICK COMMERCE PLATFORM

Platform do you use most	Residential Area			Chi-square value	P- Value	Status of Significant
	Rural	Semi-Urban	Urban			
Blinkit	6 (28.6%)	3 (14.3%)	12 (57.1%)	22.628	6	Significant
Zepto	4 (30.8%)	2 (15.4%)	7 (53.8%)			
Swiggy instamart	37 (56.9%)	20 (30.8%)	8 (12.3)			
Dunzo	3 (27.3%)	4 (36.4%)	4 (36.4%)			

Source; primary

The table presents the relationship between residential area and the quick commerce platform most frequently used by respondents. It is observed that urban respondents predominantly use Blinkit (57.1%) and Zepto (53.8%), indicating a higher adoption of these platforms in urban areas. In contrast, Swiggy Instamart is more commonly used by rural (56.9%) and semi-urban (30.8%) respondents, showing its wider reach beyond cities. Dunzo usage is relatively low and evenly distributed across rural, semi-urban, and urban areas.

The Chi-square value (22.628) indicates a significant relationship between residential area and platform preference. This implies that the choice of quick commerce platform is influenced by where the consumers live, with urban users favoring faster delivery-focused platforms, while rural and semi-urban users tend to prefer more widely accessible services.

IX. SUGGESTIONS FOR THE STUDY

1. Quick commerce companies should improve delivery efficiency by ensuring timely and accurate deliveries, as speed and convenience are major factors influencing consumer satisfaction.
2. Service providers should expand their product range and maintain adequate stock availability to meet the diverse needs of consumers across different age groups.
3. User-friendly mobile applications with simplified navigation, secure payment options, and real-time order tracking should be continuously enhanced to improve the customer experience.
4. Quick commerce platforms should maintain competitive pricing while ensuring product quality to improve overall consumer satisfaction.

5. Regular consumer feedback surveys should be conducted to identify changing customer expectations and continuously improve service quality.

X. CONCLUSION

Quick commerce has emerged as an important retail channel by providing consumers with fast, convenient, and technology-driven shopping experiences. The findings of the study reveal that consumer satisfaction is influenced by several factors, including delivery speed, product preference, and platform accessibility. The analysis also indicates that age and residential area have a significant association with product preference and platform choice, whereas educational qualification does not significantly influence the frequency of usage. Urban consumers show greater preference for platforms such as Blinkit and Zepto, while rural and semi-urban consumers prefer Swiggy Instamart. Overall, consumers value convenience, timely delivery, and reliable service. Therefore, quick commerce companies should focus on improving service quality, expanding product availability, enhancing customer support, and strengthening their delivery infrastructure to achieve higher consumer satisfaction and long-term customer loyalty.

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