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Major Research Report on Customer Satisfaction & Loyalty in Quick Commerce

Submitted By:

Sunil Kumar

24/DMBA/243

Under the Guidance of:

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PROFESSOR



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CERTIFICATE

This is to certify that this project work was submitted for the Major Research Project work entitled "Customer Satisfaction and Loyalty in Quick Commerce" It is submitted by Sunil Kumar 24/DMBA/243, batch of MBA 2024-2026, in partial fulfilment of the requirements for the Master of Business Administration Program of Delhi Technological University.

Dr. Rajan Yadav
Professor

DECLARATION

I, hereby, declare that the work presented in this report, entitled "Customer Satisfaction and Loyalty in Quick Commerce" in fulfilment of the requirements for the MBA Program, submitted to Delhi School of Management, DTU, Delhi, is an authentic record of my own work and is free from any type of plagiarism, carried out under the supervision of Dr Rajan Yadav.

I also declare that the work embodied in the present report:

- Is my original work and has not been copied from any source.
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Sunil Kumar

24/DMBA/243

4

ACKNOWLEDGMENT

I have taken efforts in this project. However, it would not have been possible without the kind support and help of a number of individuals. We would like to extend our sincere thanks to all of them.

3

It is our duty to record our deep sense of gratitude and sincere thanks to our mentor, Dr Rajan Yadav (Professor, DSM DTU), for his valuable guidance, suggestions, interest, constant support and encouragement during the completion of the project. He has been a great help and inspiration

6

to me. He helped me to understand the intricate issues involved in making the report, besides effectively presenting it. These intricacies would have been lost otherwise. His advice and

1

recommendations have assisted in the accomplishment of this project. I am grateful to the lecturers who taught us in the MBA programme, allowing us to expand our knowledge base for the study. The knowledge for research was gathered from a variety of articles, journals, reports and authors' work and findings. My gratitude also extends to the classmates, with whom I have weathered the storms by encouraging and criticising one another. I also want to thank my family, friends and teachers for their unwavering support and tireless efforts in helping us finish this project. Finally, I would like to express our heartiest gratitude toward all those who helped me directly or indirectly in the completion of this project.

8

EXECUTIVE SUMMARY

India's quick commerce scene is changing retail fast. In recent times, businesses including Blinkit, Zepto, Swiggy Instamart, and Flipkart Minutes offer groceries and essentials delivered within only 10 to 30 minutes, because of their network of dark stores. Throughout the year 2024, this market surpassed 3 billion US dollars. and experts forecast it is expected to exceed 9 billion US dollars by the year 2028, at an annual growth rate of more than 35%. But here's the thing: despite all this buzz and rapid expansion, there's barely any solid research on what keeps customers happy and loyal in Q-commerce. Most people look at it through the lens of traditional e-commerce, huge choices, bargains, and waiting a couple of days for delivery, but **Q-commerce is all about speed and immediate convenience.** That's exactly why this study matters.

The research used a mix of descriptive and analytical methods. We collected data from 153 people, mostly young urban folks (81% from cities, and nearly 76.5% aged between 18 and 24, the heart of Q-commerce shoppers). Everyone filled out a detailed online questionnaire where they shared their demographics, how often they order, what annoys them, and how loyal they feel, using a 5-point scale. To dig into the numbers, we ran Multiple Regression Analysis and ANOVA to test five big factors: Product Quality, Price, Product Variety, Discounts, and Convenience and how each one affects customer loyalty.

This study really cuts through the noise: Convenience is the only thing that reliably predicts customer loyalty. To be specific, convenience scored **a β of 0.3354** with **a p-value of 0.0180**. None of **the** other factors, quality, price, variety, or discounts, even came close. Their p-values were way off (price at 0.7799, quality at 0.6004, variety at 0.2909, discounts at 0.6345). So, it's not about cheap deals or endless catalogues. Customers stick around if the platform makes shopping easy and fast.

And honestly, the regression model didn't explain much just 4.26% of what drives loyalty. Everything else, nearly 95.8%, depends on things like delivery speed, reliable apps, trust in the brand, and after-sales support. If Q-commerce platforms want to grow, these are the areas they need to focus on. Looking at how people actually behave, the numbers back this up. About 78% want their order in half an hour, and more than half 50.7% want it in 10 to 15 minutes. What do

users value most? Real-time tracking, hands down, with 78.1% saying it's their favourite feature. After that, user-friendly apps (65.6%) and a wide selection (57%) matter, but less so. Blinkit and Zepto are the clear favourites, especially among young shoppers (66% and 56% preference in the 18-25 age group).

Q-commerce is changing habits. About half the people shop more often since trying it out, and almost as many switched to buying smaller amounts more frequently. Impulse buys have gone up to nearly 50% admit they buy on a whim because the whole process is just so quick and simple. Sure, that's good for short-term sales, but there's a risk: if people regret those purchases, loyalty might not last. Meanwhile, traditional kirana stores as well as supermarkets are losing ground. Kiranas previously ruled, but currently only 78% rely on them, while supermarkets have reached 53%. There is a significant transformation in Indian retail. Q-commerce is not only a trend, but it has also started to transform how consumers shop

Here's what managers need to focus on: Q-commerce platforms can't rely on discounts forever. They need to double down on the customer experience, make the app smoother, always deliver on time, respond quickly when something goes wrong, and show people they can trust your service. Sure, discounts get people through the door. But it's solid, dependable operations that make them stick around. The real winners are the platforms that treat every order, every tap, every single customer moment like it's their chance to prove themselves. That's how you stand out when the competition is this fierce.

From a research standpoint, this study goes beyond the old e-commerce playbook. It zooms in on Q-commerce and looks at satisfaction and loyalty through its own lens, focusing on convenience, speed, and reliability, not just price or a big catalogue. That's a shift you don't see in most studies. There's still more ground to cover, though. Researchers need to study older and rural customers, compare different platforms, and look at hard data like real delivery times, net promoter scores, and trust ratings. Additionally, exploring the way loyalty evolves over time and why people feel attached to a platform would effectively fill in the gaps, particularly since Q-commerce is evolving rapidly.

INDEX

Chapter	Page No.
<p>1. Introduction</p> <ul style="list-style-type: none"> • Background of the study • Problem Statement • Objective of the study • Scope of the study 	1-3
2. Literature Review	4-6
3. Research Methodology	7-8
<p>4. Analysis and Results</p> <ul style="list-style-type: none"> • Descriptive Analysis • Hypotheses Testing • Finding and Recommendation 	9-25
5. Limitations and Conclusion	26-28
6. References	29-31
<p>7. Appendix</p> <ul style="list-style-type: none"> • Survey Questionnaire 	32-36

11

14

16

INTRODUCTION

Background of the Study

The retail sector has transformed quickly over the past decade. Digital technology, smartphones, and new habits have pushed this shift even further. E-commerce previously disrupted traditional stores, but at present, it's also getting shaken up. Quick commerce or q-commerce is here, focusing on getting products to your door at lightning speed, instead of offering the huge selection you find on regular online marketplaces.

Quick commerce is all about getting everyday stuff delivered fast: groceries, snacks, toiletries, whatever you need, usually in 10 to 30 minutes. It works through these little "dark stores" tucked inside busy neighbourhoods, so orders don't have to travel far. Instead of relying on massive warehouses on the outskirts (like traditional e-commerce does), quick commerce stores the goods much closer to where people live.

India has become a hotspot for this kind of shopping. With loads of young, tech-savvy folks glued to their phones, plus a solid delivery network, platforms like Blinkit (now owned by Zomato), Zepto (launched by two Stanford dropouts), Swiggy Instamart, and Flipkart Minutes have shot up in popularity. By 2024, India's quick commerce market hit USD 3.3 billion. And it's not slowing down, it's pegged to cross USD 9 billion by 2028, growing at over 35% a year (RedSeer Consulting, 2024).

The COVID-19 pandemic really kick-started this whole thing. People wanted to avoid crowded stores, and lockdowns made digital buying a lot more attractive. The switch wasn't just a blip. Even after restrictions eased, folks stuck with these platforms, making quick commerce a normal part of retail life rather than just a handy option.

So, for companies in this space, figuring out what keeps customers happy and keeps them coming back is vital. If people feel good about their experience, they're much more likely to order again, recommend the platform, and ignore the competition. And since quick commerce has tough high costs, heavy competition, razor-thin margins, building a loyal customer base isn't just nice to have, it's do-or-die.

Problem Statement

Despite all this growth, there's not much academic research on what actually drives customer satisfaction and loyalty in India's quick commerce scene. Most studies focus on traditional e-commerce, but quick commerce isn't about having endless choices or rock-bottom prices; it's about speed and convenience. That means what keeps customers satisfied or loyal could be very different.

And there's plenty of headaches for these platforms; stuff arrives damaged, late delivery is common, orders go wrong, and apps crash. All of that chips away at the trust and satisfaction they're trying to build. On top of that, people wonder if the steep platform fees and price markups are worth it. Really, companies and researchers need to understand what's promised versus what customers actually get.

This study zeroes in on a central question: What really makes customers happy and loyal with quick commerce in India, and how can platforms use this intel to stay ahead in the game?

Objectives of the Study

Here's what this research aims to do:

- Figure out the main reasons people try to stick with quick commerce platforms in India.
- Measure how satisfied customers are with things like service, quality, prices, product choices, discounts, and convenience.
- See how screw-ups, late orders, bad service, and app glitches impact dissatisfaction and how quickly people drop the platform.
- Look into how quick commerce has changed shopping habits. Are people buying more often, switching stores, and making impulse purchases?
- Pin down the link between satisfaction and loyalty intentions.
- Come up with practical tips for platforms to boost satisfaction and keep customers coming back.

33 Significance of the Study

This research matters for a bunch of reasons. For companies, it gives concrete info about what customers actually care about, where things go wrong, and which features keep folks coming back. That's gold for product, marketing, and operations teams. For researchers, it builds a theory about satisfaction and loyalty in fast-moving quick commerce, setting a foundation for future studies. For policymakers, it sheds light on how Quick commerce is shaking up retail, including its impact on traditional stores (like the kirana shops) and customer behaviour.

38 Overview of India's Quick Commerce Landscape

India's quick commerce space is dominated by a few heavy hitters. Blinkit (now part of Zomato) has the biggest network of dark stores and is the go-to for many people. Zepto, which only started in 2021, hit unicorn status fast and targets the 18 - 25 crowd with aggressive pricing. Swiggy Instamart relies on Swiggy's well-known delivery setup and brand appeal to serve a whole range of quick commerce needs within its main app. Flipkart Minutes, backed by Walmart, is newer but rapidly catching up.

Most of these guys use the dark store model, small warehouses scattered in neighbourhoods, and delivery staff zip around within a 2- 5 km radius, making those lightning-fast 10 - 30-minute deliveries possible. They pick locations based on data about where demand is high.

The range of products has exploded. Starting with groceries and daily essentials, these platforms now offer thousands of items: food and drinks, household stuff, personal care, baby supplies, pet needs, and even electronics and appliances. Expanding into higher-margin categories helps them make a bit more money and cater to more customer needs.

LITERATURE REVIEW

The quick commerce market is booming, and research on customer satisfaction and loyalty is piling up alongside it. Quick commerce (or Q-commerce) is focused on speed, bringing groceries, food, medicines, and essentials right to your door, often in 10 to 30 minutes. Blinkit, Zepto, Swiggy Instamart, and BigBasket are reshaping how urban shoppers buy things. As competition heats up, knowing what keeps customers satisfied and coming back has become crucial.

Customer satisfaction basically means how well a product or service meets or beats what the customer expected. For quick commerce, that includes fast delivery, correct items, reasonable prices, user-friendly apps, safe payments, and helpful customer support. When platforms nail these, customers aren't just happy, they're likely to stick around and tell others.

Ambaliya et al. (2025) looked into what makes Indian quick commerce customers tick. Their study of 100 urban users found 72% were happy with order accuracy, 65% liked delivery professionalism, and 72% were satisfied with customer support. But there were hiccups: inconsistent service and delivery behaviour still caused issues. This research highlights that real, reliable service matters a lot in India.

Speed is pretty much the name of the game. Singh and Tomar (2024) found that in Thane City, convenience and fast delivery drove people to quick commerce platforms. About 69% said these services beat traditional shopping simply because they were faster.

Still, just being fast isn't enough. Harter, Stich, and Spann (2025) studied whether delivery times affected whether people would buy again. Results? Late deliveries seriously hurt repeat business, while early deliveries boosted the experience. But the sting of being late was stronger than the joy of being early. So, companies need consistent, reliable delivery to keep customers.

Service quality matters too. Accurate orders, professional delivery staff, quick problem resolution, easy refunds, and smooth-running apps make a big difference. Luhukay et al. (2023) discovered that system and service quality had a major positive impact on satisfaction and continued use in Indonesia. People preferred platforms that were simple, reliable, and efficient.

Loyalty builds when people have repeated good experiences. Even with other options out there, they stay put. Kurt and Kircova (2024) found that satisfaction mediates the link between service and loyalty in quick online grocery shopping. Better experiences mean more satisfaction, leading to brand preference and repeat use.

Trust really matters, especially when transactions are digital. Customers expect their payments to be safe, their data private, and their orders reliable. Mitchev and Nuangjamnong (2021) showed that user-friendly interfaces, quality info, and privacy protection pushed satisfaction and loyalty in Thailand. Eid (2011) reinforced that both satisfaction and trust are vital to loyalty.

App usability is huge because most transactions happen on mobile. Bhattacharya and Raju (2019) found that responsiveness, personalisation, and ease of use boosted satisfaction for e-commerce apps. Smooth browsing, fast checkouts, good recommendations, painless payments, all this keeps people coming back.

Customer support shapes satisfaction, too. Antonio et al. (2022) found that chatbots improving response times made customers happier, especially when urgent orders were involved. Quick complaint resolution, easy refunds, and real-time help make a big difference.

Pricing and promotions are tried-and-true ways to attract customers. Discounts, cashback, free delivery, bundle deals, they all help platforms lure new users and drive frequent orders. Ambaliya et al. (2025) noted that about 30% of people picked quick commerce because of these offers. But if the service quality isn't high, people will bail for a better deal somewhere else.

Behavioural loyalty is another piece of the puzzle. Dilotsotlhe and Makhubela (2024) showed in South Africa that perceived usefulness, expectations being met, and design aesthetics influenced satisfaction and loyalty in grocery apps. If an app looks good, feels useful, and meets promises, people keep using it.

Speed is constantly highlighted. Teotia (2025) found 85% of respondents considered delivery speed super important, and 60% were happy with how fast things arrived. Slowdowns didn't go unnoticed 15% were dissatisfied because of late deliveries. The takeaway fast delivery builds trust, leads to more repeat purchases, and spreads positive word-of-mouth.

Prasetyo et al. (2021) studied Indonesia's online food delivery scene during COVID-19. Their results? Things like emotional enjoyment, fair prices, promotions, and solid info made customers stay. That's relevant to quick commerce repeat users, and promos drive growth.

To sum up: customer satisfaction forms the bedrock for loyalty in quick commerce. Fast delivery, error-free orders, solid service quality, fair prices, user-friendly apps, trust, promos, and support all play a role. But there's still not enough research looking at long-term loyalty in Indian quick commerce. Comparative platform studies are also missing. So, digging deeper into what makes Indian customers happy and loyal is definitely needed.

RESEARCH METHODOLOGY

Research Design

This study uses a descriptive-cum-analytical approach. The “descriptive” part looks at who uses quick commerce by age, habits, platform preferences, and satisfaction. The “analytical” part digs into what drives adoption, satisfaction, operational problems, behavioural changes, and loyalty, aiming for real insights and useful recommendations.

It leans on quantitative research: a structured questionnaire to gather data from quick commerce users. Quantitative methods let us measure things systematically, compare across groups, and draw broad conclusions for the wider population.

Data Collection

Data came from an online questionnaire via Google Forms, covering seven areas:

- I. Demographics
- II. General shopping habits
- III. Quick commerce usage and preferences
- IV. Reasons for adoption
- V. Satisfaction (across service, quality, pricing, product variety, discounts, convenience)
- VI. Issues and pain points
- VII. Behavioural shifts and loyalty markers

Sampling Plan

We focused on people in India who've used a quick commerce platform (Blinkit, Zepto, Instamart, Flipkart Minutes, etc.) at least once in the past year. A sample of 153 respondents was collected through purposive convenience sampling. Ideally, random sampling would be best, but since the population is mainly digital and reachable online, convenience sampling made sense for

this exploratory study. The sample is big enough to calculate percentages and cross-tabulate data reliably.

Questionnaire Design

Thirty structured questions went into the survey:

- Demographics (gender, age, location)
- Shopping frequency and behaviour
- Platform usage and preference
- Adoption triggers (5-point Likert: Strongly Disagree to Strongly Agree)
- Satisfaction ratings (5-point scale: Strongly Dissatisfied to Strongly Satisfied)
- Issues, valued features, behavioural change (multi-select & Likert)
- Impulse buying and willingness to pay a premium

Likert responses were coded numerically. Positive (“Strongly Agree/Satisfied”) and negative (“Disagree/Dissatisfied”) answers were separated for percentage calculations; “Neutral” got its own code.

Analytical Tools

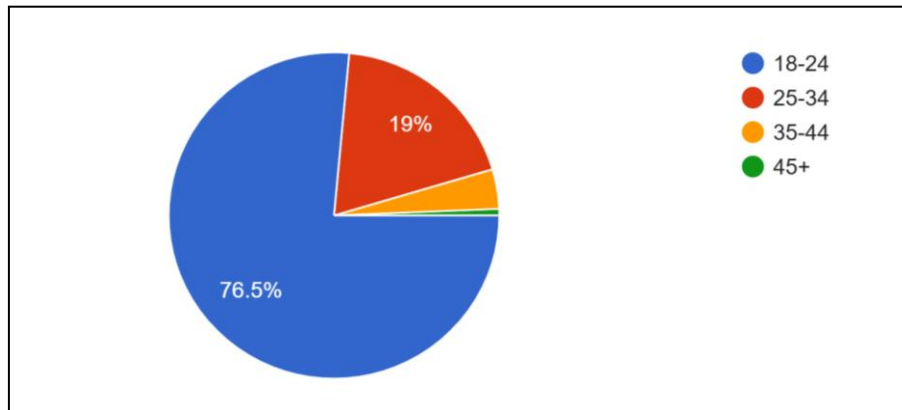
The major tool used for the analysis of data was Microsoft Excel, in which operations like multiple regression and ANOVA were performed, which helped to establish the nature of the relationship between the independent and dependent variables. The type of relationship as inferred from the result would enable the acceptance or rejection of hypotheses that were defined to establish customer satisfaction and loyalty in the Quick Commerce platform.

ANALYSIS AND RESULT

Descriptive Analysis

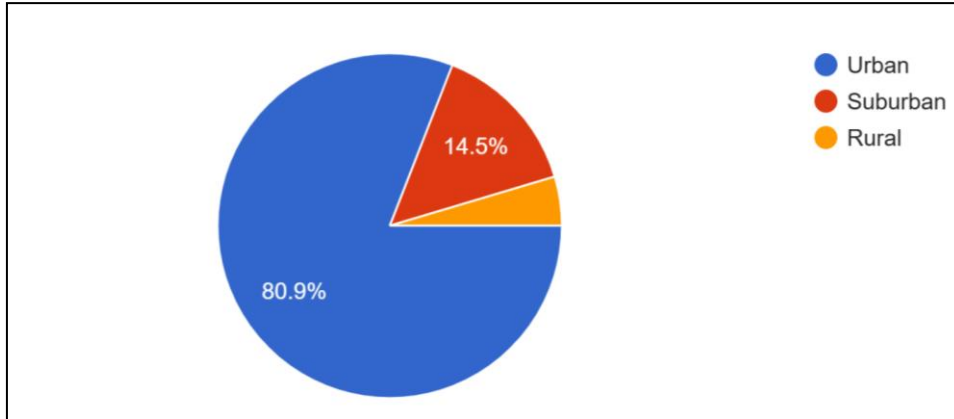
This report breaks down the results of a primary survey we ran to get a clear picture of how customers in India feel about quick commerce, the whole satisfaction and loyalty side of things. We collected feedback from 152 people, reaching out to folks living in cities, the suburbs, and even rural areas.

Demographic Profile of Respondents



Age of the respondents

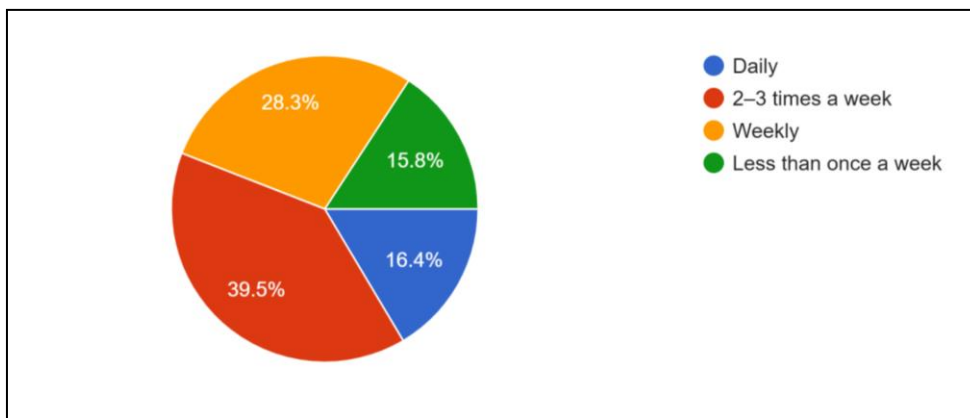
As expected, the greater part of respondents (76.5%) belonged to the age range of 18 to 24, and the overwhelming majority of the remaining respondents (19%) belonged to the 25 to 34 age range. They stand for authentic digital natives, continually engaged with their phones, preferring convenience above all. Very few people over 44 were involved, which probably shows equally about the users of these services as it does regarding the places where the survey was promoted.



Location of the Respondents

Most of the people surveyed, about 81%, live in cities. That lines up with where quick commerce platforms mostly operate right now: big cities and the major Tier-2 towns in India. There are a few folks from suburban (14.5%) and rural (4.5%) areas in the mix, too. That shows these platforms are catching people’s interest outside cities, but honestly, they still don’t offer much service beyond urban centres.

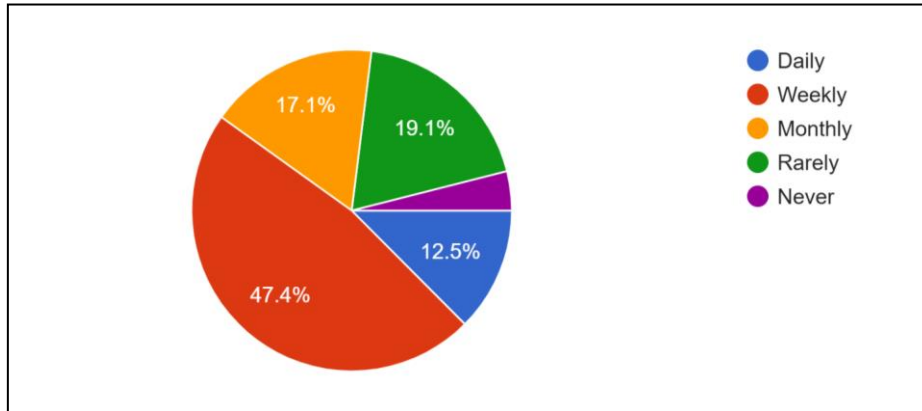
Shopping Behaviour and Quick Commerce Usage



Shopping for daily essential

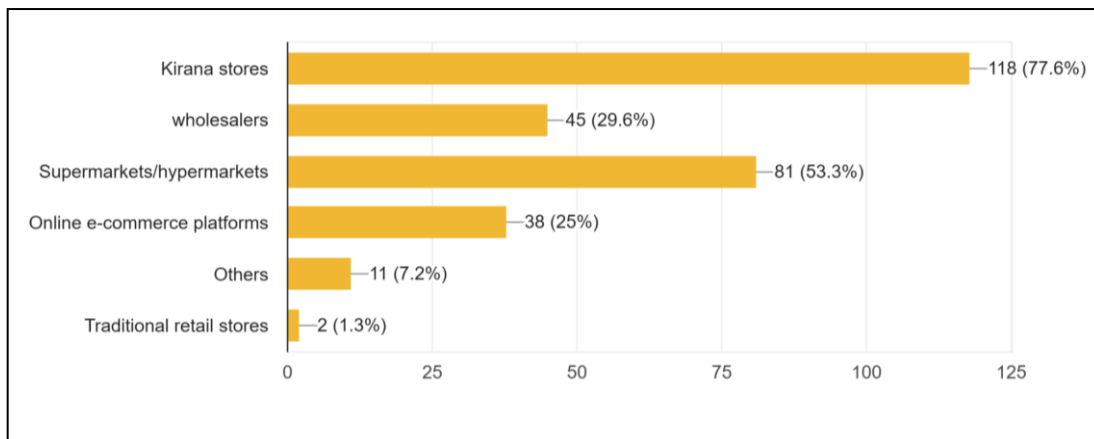
It turns out, they are purchasing on a regular basis. Nearly 40% make purchases two or three times weekly, and an additional 28.3% make purchases weekly. Approximately 16% are everyday buyers, obviously addicted. These digital platforms are creating regular habits, with

users replenishing groceries rather than arranging major shopping excursions. Only a handful use quick commerce rarely or not at all.



Uses of Quick Commerce Platform

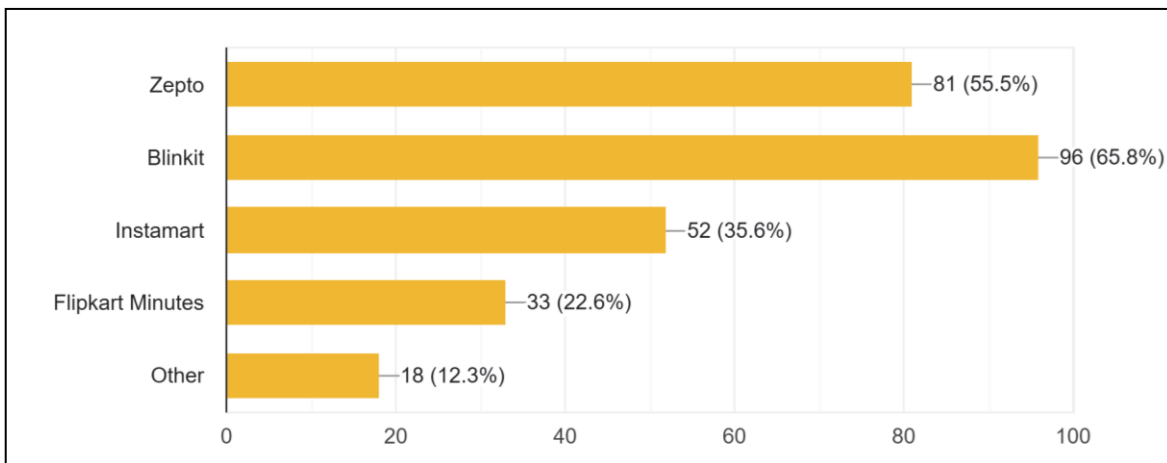
Most people in the survey, 72 (47.4%) to be exact, use q-commerce platforms every week. That’s almost half the group. A smaller slice, 26 (17.1%) people, only use them once a month, while 29 (19.1%) say they use them rarely. So there’s a good chunk of folks who dabble but haven’t really made these platforms part of their regular routine yet. Then you’ve got the real die-hards: 19 (12.5%) people who hop on daily. And, of course, there are always a few outliers 6 respondents (3.9%) have never used q-commerce at all, even though they know about it.



Before Quick commerce, Options for shopping for daily essentials

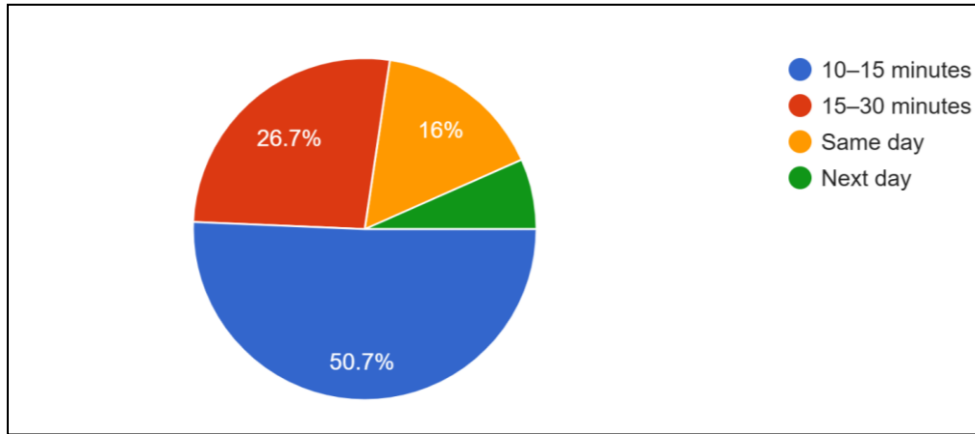
Before these events, kirana stores, which are the local neighbourhood shops and supermarket chains, were the preferred choice for most, approximately 78% and 53%, respectively. Online e-commerce had a smaller slice, just 25%. So, quick commerce is not merely replacing online competitors; it's disrupting the traditional interaction between consumers and physical shops, particularly small neighbourhood kirana shops. That is a substantial shift for the retail landscape in India.

Platform Preference and Delivery Expectations



Quick Commerce platform preferences

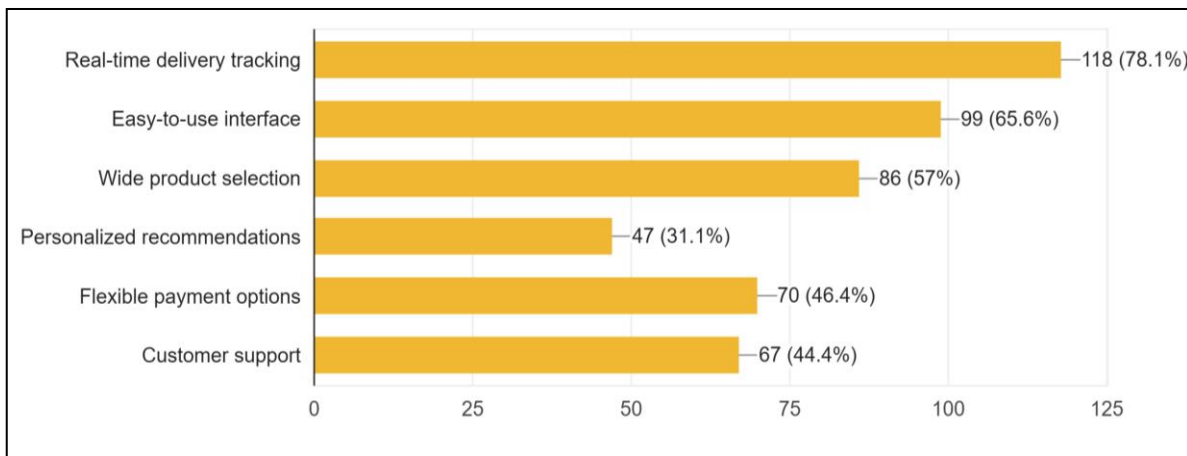
In terms of platform favourites, Blinkit takes the lead comfortably (approximately 66%), with Zepto not far behind (56 %). Blinkit has built a solid reputation with greater diversity, fast-paced development, and the brand continues to be memorable. Zepto, the company, is gaining interest, especially with college-aged young adults, by promoting rapid delivery alongside competitive prices. The Instamart offering from Swiggy operates successfully, mostly for customers who remain loyal to Swiggy's food delivery.



Preferred delivery time frame

Everyone expects lightning speed. 50.7% would like groceries within 10 to 15 minutes, approximately 78% would like them within 30 minutes. Such demands lead platforms to scramble to compete to ensure faster delivery, and any slower option no longer meets the standard. A smaller group is acceptable, holding off for a while, and those users might still stick with or switch to traditional online shopping.

Platform Features: Consumer Priorities



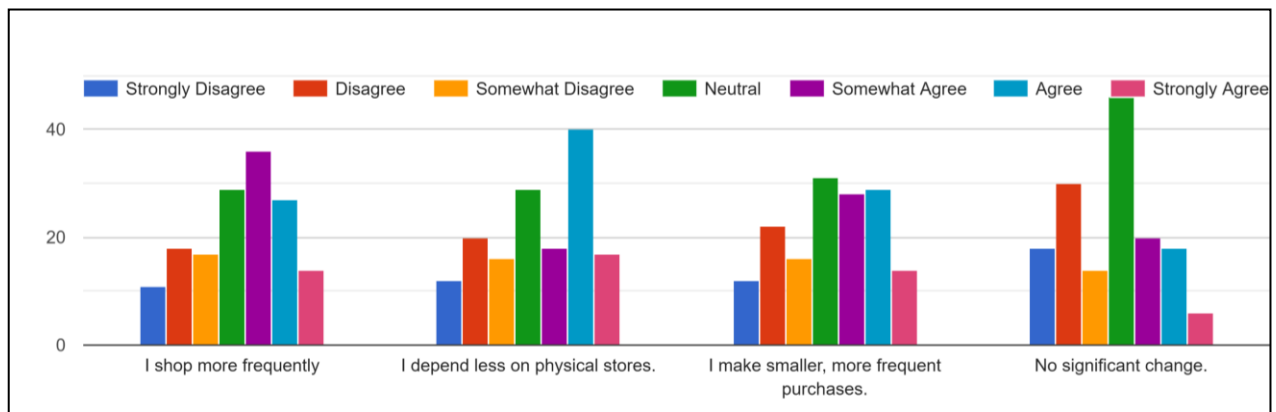
Essential features of quick commerce

People really care about real-time delivery tracking 78.1% say it's their top must-have feature. That makes sense. If a company promises your order in 10 or 15 minutes, you want to know exactly where it is, minute by minute. Tracking eases your mind and helps build trust, plus it just feels better to have that control. Honestly, **it's not just about groceries or food;** everyone's used to seeing where things are at every step, and that expectation is growing.

Next up, 65.6% say an easy-to-use app matters most after tracking. If ordering feels clunky or confusing, people simply won't come back. Wide product selection shows up as important too, 57% want everything in one place, just for convenience. Payment options aren't far behind (46.5%). People use all sorts of ways to pay in India, from UPI to cards, cash, or buy-now-pay-later, and platforms need to keep up with that mix.

Finally, good customer support sits at 44.4%. When something goes wrong, people want help, fast, and they want it to be simple, not frustrating. That's how platforms keep folks coming back.

Behavioural Impact of Quick Commerce

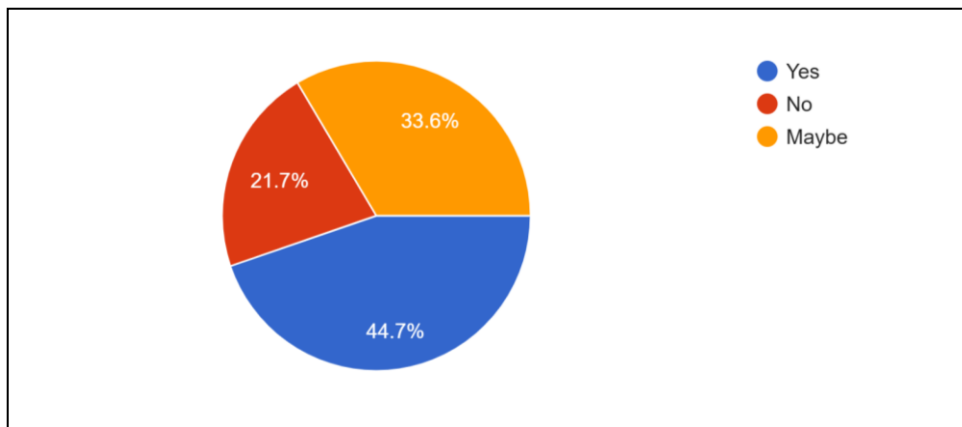


Quick commerce changes customer shopping behaviour

The data shows real changes in how people shop. Half of the folks surveyed pretty much 50.3% say they shop more often since they started using quick commerce, and almost as many now rely less on traditional stores. That's huge. It means quick commerce has moved past being just a backup option; for these shoppers, it's the main way they buy things.

Nearly half (47.1%) end up making smaller, more frequent purchases, which fits perfectly with the whole idea behind quick commerce. Nobody has to plan big shopping trips anymore. If you need something right now, you just order it, and it arrives fast.

Now, there's still a chunk of people, about 41.2%, who say their habits haven't changed much. These are probably the ones who hop onto quick commerce only when they need something urgently or just want to top up their supplies. For them, it hasn't really rewired how they shop day-to-day.



Quick commerce made customer purchases more impulsive

One thing stands out: nearly half the respondents admit they buy things more impulsively because of quick commerce. Another third are not quite sure, but think it might be true for them too. Only about a fifth say they don't fall into the impulse trap. This matches what you see in behavioural economics when it's ridiculously easy to order something and have it arrive quickly, people don't stop to think. They just buy.

That's a win for the platforms in the short term. More impulse buys mean bigger sales and more frequent orders. But it's not all upside. When people start regretting those quick purchases, they might feel sour about the whole experience. If that happens a lot, they pull back, and the platform risks losing them for good. Impulse buying helps now, but it can come back to bite later if customers feel burned.

Analysis of Multiple Regression and ANOVA Results

SUMMARY OUTPUT								
<i>Regression Statistics</i>								
Multiple R	0.206478788							
R Square	0.04263349							
Adjusted R Square	0.009846966							
Standard Error	1.633253835							
Observations	152							
<i>ANOVA</i>								
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>			
Regression	5	17.34334577	3.468669154	1.300335757	0.266950976			
Residual	146	389.4576411	2.66751809					
Total	151	406.8009868						
	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	3.825083157	0.689141862	5.550501814	1.35E-07	2.463100632	5.187065682	2.463100632	5.187065682
Product Quality	-0.10574476	0.20146754	-0.52487244	0.600467961	-0.503914257	0.292424739	-0.50391426	0.292424739
Price	-0.05164424	0.184518424	-0.27988664	0.779960625	-0.416316426	0.313027944	-0.41631643	0.313027944
Product Variety	-0.17682944	0.166831943	-1.05992553	0.290928806	-0.50654702	0.152888149	-0.50654702	0.152888149
Discounts	0.082163538	0.17251072	0.476280766	0.634586346	-0.258777274	0.42310435	-0.25877727	0.42310435
Convenience	0.335399577	0.140299933	2.390589723	0.018096319	0.058118415	0.612680739	0.058118415	0.612680739

I ran a multiple regression to see how things like Product Quality, Price, Product Variety, Discounts, and Convenience affect customer loyalty in quick commerce. Honestly, customer loyalty is huge for any business when people keep coming back, recommend you to friends, and stay attached to your brand; your long-term success feels a lot more secure. So, figuring out what makes people stick around really matters for these companies.

Regression Statistics Analysis

The Multiple R value came out to 0.206. That's a weak positive link between those factors and customer loyalty. So, these things do have some impact, but the connection isn't especially strong. For quick commerce companies, understanding what actually drives loyalty is still really important, even if the link isn't huge.

The R Square value is just 0.0426, so those five factors, Product Quality, Price, Product Variety, Discounts, and Convenience, only account for about 4.26% of why customers stay loyal to a quick commerce platform. Basically, they barely scratch the surface. The rest, nearly 95.74%,

probably comes from other stuff like how fast deliveries are, the quality of customer support, trust in the brand, app performance, payment security, and people's past experiences.

The Adjusted R Square drops further to 0.0098, and that just means the actual predictive strength of these five factors is even weaker once you account for how many variables you're using.

The Standard Error sits at 1.633, which isn't great. It shows the model's predictions are moderately accurate, but honestly, the fit is pretty weak. So, to sum it up, those five factors play a role, but they're not the main drivers of customer loyalty in quick commerce. There are bigger influences at play.

ANOVA Analysis

ANOVA (Analysis of Variance) is used to check whether the regression model as a whole is statistically significant.

ANOVA lets us test if the regression model, taken as a whole, actually matters. Here, the Regression Sum of Squares is 17.343, so that's the chunk of customer loyalty explained by our chosen factors. The Residual Sum of Squares is way bigger, 389.458, which is the variation in loyalty our model couldn't explain. Add those together, and you get the Total Sum of Squares, 406.801.

Now, look at the F-statistic: 1.3003. This number checks how much of the variation the model explains compared to what's just noise. But the real story is the Significance F value: 0.2669. That's way above the standard significance level of 0.05.

So, this model just doesn't hold up statistically; it's not significant. In plain English, combining all five variables doesn't do a good job of predicting customer loyalty. Maybe a few of them matter alone, but together, they don't move the needle enough.

Individual Variable Analysis

Product Quality

Product Quality has a coefficient of -0.1057 and a p-value of 0.6004. Since the p-value is so high, this factor isn't significant. It might just be that people expect a certain quality, but it's not what makes them stick around.

Price

Price posted a coefficient of -0.0516 with a p-value of 0.7799. Again, doesn't do much. Maybe quick commerce customers give less importance to saving some money and more to just getting what they want fast and with convenience.

Product Variety

Product Variety comes in at -0.1768, with a p-value of 0.2909. Still not significant. A big selection alone isn't winning customer loyalty here.

Discounts

Discounts show a coefficient of 0.0821, p-value 0.6345. Not meaningful either. Maybe discounts get customers in the door, but they don't keep them coming back.

Convenience

Convenience, though, that's different. Its coefficient is 0.3354, with a p-value of 0.0180 well below 0.05. So, convenience is the clear winner here. The easier and faster a platform makes the shopping experience, the more likely people are to stick with it.

Overall Analysis

In quick commerce, convenience beats everything else. Speed, a hassle-free interface, and smooth transactions drive loyalty, not price or endless special offers. Sure, quality, price, discounts, and variety matter to some extent; you can't ignore them, but they just aren't the main reason people keep using these platforms.

For companies, the message is clear: put your energy into improving the app, cutting delivery times, and making every step as easy as possible. That's what keeps customers coming back. In the bigger picture, while convenience stands out as most important, the overall model is still pretty weak. This means other factors might drive loyalty too, so future research should dig deeper to get a better handle on what really counts.

Hypothesis Testing

Hypothesis Testing Analysis

We ran hypothesis tests to see if five factors, Product Quality, Price, Product Variety, Discounts, and Convenience, actually shape customer loyalty in the Quick commerce world. We used a 5% significance level for all tests. If the p-value was less than 0.05, we rejected the null hypothesis. If not, we kept it.

Overall Regression Model Hypothesis

First, we looked at all five factors put together, checking if they really explain why customers stick with a platform.

Null Hypothesis (H0): Product Quality, Price, Product Variety, Discounts, and Convenience do not significantly affect customer loyalty.

Alternative Hypothesis (H1): At least one of these variables has significantly affected customer loyalty.

5 35 The ANOVA test gave us a Significance F value of 0.2669, comfortably above 0.05. So, we can't reject the null hypothesis.

Interpretation

Taken together, these five independent variables don't do a great job explaining customer loyalty in quick commerce. The regression model isn't strong here. So, other things might play a bigger role, maybe delivery speed, how much customers trust the platform, service quality, app experience, brand reputation, or customer support.

Individual Hypothesis Testing

Each independent variable was further tested individually to understand its separate influence on customer loyalty.

Hypothesis 1: Product Quality and Customer Loyalty

Null Hypothesis (H0): Product Quality doesn't matter for customer loyalty.

Alternative Hypothesis (H1): Product Quality does matter for customer loyalty.

2 P-value: 0.6004 is greater than 0.05, so we can't reject the null hypothesis.

Interpretation

Product quality just isn't moving the needle for loyalty. Customers probably expect a decent baseline of quality, but it's not the thing keeping them coming back.

Hypothesis 2: Price and Customer Loyalty

18 Null Hypothesis (H0): Price doesn't affect customer loyalty.

Alternative Hypothesis (H1): Price does affect customer loyalty.

2 P-value: 0.7799 is greater than 0.05, so we can't reject the null hypothesis.

Interpretation

Price is not making a difference. Seems like quick commerce customers care more about speed and convenience than just saving a buck.

Hypothesis 3: Product Variety and Customer Loyalty

13 Null Hypothesis (H0): Product variety has no real effect on customer loyalty.

Alternative Hypothesis (H1): Product variety has no real effect on customer loyalty.

2 P-value: 0.2909 is greater than 0.05, so we can't reject the null hypothesis.

Interpretation

Offering more product variety doesn't drive customer loyalty. People just want the essentials, fast.

Hypothesis 4: Discounts and Customer Loyalty

7 Null Hypothesis (H0): Discounts do not matter for customer loyalty.

Alternative Hypothesis (H1): Discounts do matter for customer loyalty.

2 P-value: 0.6345 is greater than 0.05, so we can't reject the null hypothesis.

Interpretation

Discounts could attract customers in the beginning, but they aren't developing customer loyalty over time.

Hypothesis 5: Convenience and Customer Loyalty

7 Null Hypothesis (H0): Convenience does not matter for customer loyalty.

Alternative Hypothesis (H1): Convenience does matter for customer loyalty.

2 P-value: 0.0180 is less than 0.05, so we can reject the null hypothesis.

Interpretation

This is the main factor: convenience. When ordering is easy, the payment process is seamless, and delivery is fast, customers remain loyal.

Overall Interpretation

Bringing everything together: Convenience is the most important aspect, according to these findings; it's the only one that really makes people loyal to a quick commerce platform. The other qualities, price, variety, and discounts still matter for overall satisfaction, but they don't seem to win long-term customer loyalty. That tracks, since quick commerce lives or dies by how easy it is to use.

Findings and Recommendations

Findings of the Study

- The users who are adopting Quick Commerce

Reviewing the numbers, quick commerce mainly appeals to young people, particularly those aged 18 to 24. They are familiar with technology and prefer things to be quick and simple. The majority of users reside in urban areas, therefore it's obvious these services have not truly reached to rural regions as of now.

- How Often Are People Using It?

Turns out, a lot of people are using quick commerce platforms all the time. Some order a few times a week, others use them daily. Quick commerce isn't just a random thing anymore; it's becoming a regular habit.

- Consumer Behaviours Are Transforming

There is a clear change moving away from conventional shopping at nearby kirana outlets and supermarkets. Consumers are going with convenience and speed instead of traditional choices. Such platforms are slowly reshaping the way people shop all over India.

- Delivery Speed Matters

Probably the biggest takeaway here: customers demand fast delivery. Most want their stuff within 10 to 30 minutes. Speed isn't just nice to have—it's expected. Additionally, functionalities including live tracking help build trust. Not a single person wants to be kept uncertain.

- Platform preference

When it comes to platforms, Blinkit and Zepto stand out. People go for them mostly because they deliver faster, keep their shelves stocked, and seem to click with younger buyers. That presence and reliability keep them ahead of the pack.

- Greater Impulse Shopping

Quick commerce has clearly resulted in greater impulsive shopping. Because ordering requires hardly any time and the delivery is fast, consumers are acquiring products without prior planning. It enhances user interaction on the platform but could disrupt long-term satisfaction if individuals ultimately feel remorse about their purchases.

- What Makes Customers Loyal?

Regression analysis shows the link between things like product quality, price, variety, and discounts with customer loyalty is pretty weak. Convenience is really the key driver. Users stay loyal due to the fact that these services make things simpler as well as reduce the time spent.

- Price and Discounts Aren't That Important

Surprisingly, price and discounts don't matter as much as you'd think. They get people in the door, sure, but they don't make anyone loyal to one platform.

- Effect of Service Issues

Customer service problems significantly damage consumer satisfaction. Whenever orders are delayed, turn out to be wrong, or the whole experience feels off, customers lose confidence fast. The small things still matter. Folks want things to go right, and they notice when they don't.

Recommendations

- Improve the overall experience

Make things easy for your customers, seriously, that's what keeps them coming back. If ordering, paying, and getting their stuff feels effortless, people stick around. So, companies need to streamline everything and cut out the unnecessary steps. An effortless and seamless experience ensures customers' loyalty

- Ensuring Timely Delivery

Delivery has to be reliable. Customers don't want excuses; they want their stuff on time, every time. That means tighter logistics, better inventory management, and delivery teams that know the local roads. Get that right, and people notice.

- Improve App Performance

Most people do everything from their phone, so make the app slick. It needs to load fast, work without glitches, and make checkout a breeze. Throw in flexible payment options and clear navigation, and you're basically halfway there.

- Improve Customer Support, Build Trust, and Service Reliability

If something goes wrong, customers want help now, not next week. Fast refunds, quick fixes for complaints, and actually helpful support teams all make a difference. When people feel heard, they stick around. Trust holds everything together. Mess up a delivery or send the wrong thing, and people remember. Keep quality up, double-check orders, and make payment safe. If folks trust the service, they keep coming back.

- Reducing Dependence on Price-based Strategies

Reduce competitive price cuts and endless discounts. Turns out, distributing coupons among customers isn't the reason they remain loyal. Focus your energy toward making the experience better. That is what matters.

- Managing Consumer Behaviour and Impulse Buying

Don't push deals so hard that customers feel overwhelmed or annoyed. Instead, serve up useful recommendations that actually match their preferences.

- Expansion into New Markets and Future Strategies

Expansion looks good in smaller cities, but don't rush in and drop the ball on quality. Build the right infrastructure and understand local demand before expanding. That is the way you prevent letting down new customers. If you're planning for the future, look past price and discounts. Add more variables, like delivery times and how well your app works, into the mix. Research them, understand them, and adjust.

- Focusing on Long-Term **Customer Relationships.**

Companies should **build long-term relationships with customers** instead of seeking short-term gains. Consistent service, reliability, and a positive customer experience are essential for sustainable growth in the quick commerce sector.

27

LIMITATIONS AND CONCLUSION

This study set out to figure out what really makes customers happy and keeps them coming back in India's booming quick commerce scene. The market's already reached \$3.3 billion in 2024 and looks set to hit \$9 billion by 2028. Researchers surveyed 152 people using popular platforms like Blinkit, Zepto, Swiggy Instamart, and Flipkart Minutes, focusing on five things: product quality, price, variety, discounts, and, of course, convenience.

Limitation of the study

When we do research, we always have to work within limits. These limits can affect what we are able to study or how widely we can apply our results. The things that limited this study are:

- **Sampling Limitations**

We used convenience sampling, which means we mostly reached people who are already active online, exactly the folks who tend to use quick commerce apps. Anyone who's not plugged in, say people in rural areas or older folks, barely shows up in our results. Because of this, what we found doesn't necessarily reflect the whole of India.

- **Demographic Concentration**

Most of our respondents were pretty young (18-24) and living in cities, 76.5% and 81%, to be exact. That matches the main crowd for quick commerce right now, but it leaves out a lot of older and non-urban consumers whose shopping habits and reasons for using these services might be very different.

- **Self-Reported Data**

All our information comes straight from what respondents said about themselves. That brings in the usual problems people want to look good, so their answers might be polished, and sometimes it's tough to remember exactly what you did. Sure, it would've been great to have real purchase and satisfaction data from the platforms, but we just couldn't get our hands on that kind of private information.

- **Changing Market Environment**

In India, quick commerce is improving constantly. Expenditures reduce, features

improve, fresh rivals appear, and the regions encompassed by each service might move unpredictably. The fact is, our analysis merely captured a single snapshot amid all this chaos. So, by the time you're reading this, some of what we found might already be outdated.

- Platform-Specific Nuances

Our attention was on the overall view regarding quick commerce and did not analyse in detail the individual apps. That means we didn't pick up on how people feel about specific platforms like Blinkit or Zepto. If managers want more targeted insights, they'd need research that looks at each platform separately, with a bigger and more diverse group of users. Right now, our data just doesn't get that granular.

What was most noticeable? To be honest, it ultimately came down to convenience. Among all the variables, only convenience had a clear, significant impact with respect to customer loyalty ($p = 0.0180$). Everything else, quality, price, variety, and discounts just didn't seem to matter much (their p-values were nowhere close to significant). So, the message here is pretty simple. In quick commerce, it's not about scoring the lowest prices or offering an endless range; it's about making life easier and faster for customers. That's what keeps them coming back.

The regression model only accounted for about 4.26% of the loyalty variance ($R^2 = 0.0426$). That's actually pretty telling. It means almost 96% of what makes people loyal comes from things we didn't measure, stuff like how fast the delivery is, how smooth the app works, whether customers trust the brand, the quality of support, and just the general reliability. These are the things people lean on every time they decide to order.

When you look at the behavioural data, you see the same story. About 78% of users expect their delivery in 30 minutes or less, and (78.1%) just as many say real-time tracking is their favourite feature. Almost half of the respondents started shopping more often after getting into quick commerce, and there's a clear shift away from old-school kirana shops and supermarkets. On top of that, around 50% admitted they're buying on impulse more than before. That's a mixed bag; it's great for sales in the short run, but if people end up regretting those purchases, their loyalty could take a hit down the line.

If you're running a Q-commerce platform, the message is pretty clear: focus on the user experience. Don't just keep upping your discounts or adding more products. Put your energy into making everything quicker, easier, and more dependable, whether it's how fast your app loads, how easy checkout is, or how smoothly your deliveries and customer support run. When people trust your service because it works every time, that loyalty sticks around way longer than any coupon or promo.

On the academic side, this study really plugs a gap. It actually looks at satisfaction and loyalty in quick commerce, instead of trying to shoehorn old e-commerce theories into a new context. The findings show that quick commerce needs its own perspective: here, customers value speed, seamless interactions, and reliability over just price or having endless options. Such things are the reason people keep returning.

Future research needs to go beyond the chiefly young, urban-based participants employed in this research. It should dig into platform-specific details, follow participants over time, and include clearer measures like how long deliveries actually take, net promoter scores, and trust ratings. And honestly, just crunching numbers isn't enough. Sitting down with people and listening to their stories would help reveal the real reasons behind their choices, aspects that standard surveys fail to detect.

Here's the main thing: **When it comes to quick commerce in India,** price and product matter less than convenience. That's what people actually care about. As more competitors jump in and platforms stretch into new markets, only the brands that make every delivery feel easy, even down to every tap or interaction, will stick around. Getting what you want, fast, and without hassle isn't just a perk; it's basically the whole point of quick commerce.

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APPENDIX

Survey Questionnaire

21 Survey: Customer Satisfaction & Loyalty in Quick Commerce. Thank you for participating in this survey. Your responses will help us understand customers Satisfaction & Loyalty in Quick Commerce. The survey should take around 5–10 minutes to complete.

26 Name:

Gender?

- Male
- Female
- Other

Location?

- Urban
- Suburban
- Rural

Age:

- 18-24
- 25-34
- 35-44
- 45+

How often do you shop for daily essentials?

- 24 Daily
- 2-3 times a week
- Weekly
- Less than once a week

12 How often do you use quick commerce platforms (e.g., Blinkit, Instamart, Zepto) ?

- Daily
- Weekly
- Monthly
- Rarely
- Never

Before using quick commerce, how did you primarily shop for daily essentials?

- Kirana stores
- wholesalers
- Supermarkets/hypermarkets
- Online e-commerce platforms
- Others

Which quick commerce platform do you prefer for shopping?

Check all that apply.

- Zepto
- Blinkit
- Instamart
- Flipkart Minutes
- Other

What influenced your decision to use a quick commerce platform for shopping? *

Mark only one oval per row.

	Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree
Convenience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Speed of delivery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Discounts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recommendations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promotions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What is your preferred delivery time frame?

- 10 - 15 minutes
- 15 - 30 minutes
- Same day
- Next day

Product Selection and Pricing

What type of products do you primarily purchase through quick commerce platforms? (Select all that apply)

Check all that apply.

- Groceries
- Snacks and beverages
- Household essentials
- Health and personal care items
- Electronics
- Other

Do you believe that Quick Commerce platforms offer better value for money compared to traditional retail stores?

Mark only one oval.

- Yes, strongly agree
- Yes, somewhat agree
- Neutral
- No, somewhat disagree
- No, strongly disagree

Are you willing to pay extra for faster delivery? *

Mark only one oval.

- Yes
- Maybe
- No

User Experience, Behavioural and Perceptual Changes

How satisfied are you with your current quick commerce platform? *

Mark only one oval per row.

	Strongly Satisfied	Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Dissatisfied	Strc Dissa
Product Quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product Variety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Discounts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Convenience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Do you face any issues while using Quick commerce? *

Check all that apply.

- Payment Failures
- App crashes or lags
- Damaged items
- Wrong items delivered
- Late Delivery
- No delivery slots available
- Incorrect pricing or promotion
- No issues

What features are most important to you in a quick commerce platform?

Check all that apply.

- Real-time delivery tracking
- Easy-to-use interface
- Wide product selection
- Personalized recommendations
- Flexible payment options
- Customer support

How has quick commerce changed your shopping behavior? *

Mark only one oval per row.

	Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree
I shop more frequently	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I depend less on physical stores.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I make smaller, more frequent purchases.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No significant change.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Has quick commerce made your purchases more impulsive? *

Mark only one oval.

- Yes
- No
- Maybe