Project Dissertation Report on

QUICK COMMERCE IN INDIA: HOW DELIVERY EXPERIENCE SHAPES CUSTOMER SATISFACTION AND REPEAT PURCHASES

Submitted By

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CERTIFICATE

This is to certify that the Major Research Project titled Quick Commerce in India: How Delivery Experience Shapes Customer Satisfaction and Repeat Purchases has been prepared and submitted by **Chetanya Jangir**, Roll No. **24/DMBA/63**, pursuing MBA in Marketing and Operations at Delhi School of Management, Delhi Technological University, Delhi.

The project has been completed under my supervision. To the best of my knowledge, the content presented is based on original research carried out by the student during the final semester, and the findings have not previously been submitted to any other institution for the award of any degree or certificate.

I consider this work suitable for evaluation as part of the partial fulfilment for the award of the Master of Business Administration degree.

Guide's Signature: _____

Name: Dr. Veenu Shankar

Designation: Assistant Professor

Date: _____

DECLARATION

I, **Chetanya Jangir**, **Roll No. 24/DMBA/63**, a student of MBA (Marketing and Operations) at Delhi School of Management, Delhi Technological University, do hereby declare that this Major Research Project titled Quick Commerce in India: How Delivery Experience Shapes Customer Satisfaction and Repeat Purchases is entirely my own work, carried out during the final semester of my MBA programme.

The study was undertaken under the guidance of [Guide Name], [Designation]. All data used in this report was gathered through a primary survey conducted among 90 respondents, and every secondary source has been properly cited. I confirm that this project, either in full or in part, has not been submitted elsewhere for any academic award.

All facts, figures, and interpretations presented in this report are accurate to the best of my knowledge and understanding.

Name: Chetanya Jangir

Roll No.: 24/DMBA/63

Date: 26/05/2026

ACKNOWLEDGEMENT

Honestly, this project turned out to be harder — and more satisfying — than I expected. It pushed me out of the classroom and into actually talking to people, gathering real data, and then sitting with the numbers until they started making sense.

My biggest thanks go to my guide, Dr. Veenu Shankar, Assistant Professor. She was patient with ideas that weren't fully formed yet, gave feedback at exactly the right moments, and every conversation I had with her left me thinking more clearly than before.

I'm also grateful to the faculty at Delhi School of Management. The courses on marketing research and operations management gave me the frameworks I needed — without those, I wouldn't have known how to structure what I was seeing.

To the 90 people who filled out my survey — thank you. Most were friends and classmates who actually read each question instead of just clicking through. Their inputs are what this entire report is built on.

And to my family and batchmates — sorry for making you sit through so many conversations about Blinkit and Zepto. You were generous about it.

Chetanya Jangir

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EXECUTIVE SUMMARY

This project is about something that's crept into everyday life for a lot of Indian consumers — the ability to get groceries or household essentials delivered in under half an hour. Platforms like Blinkit, Zepto, and Swiggy Instamart have grown faster than most people predicted, and the promise they're selling is a simple one: whatever you need, right now.

The question I wanted to answer was whether keeping that promise actually builds satisfied, loyal customers — and more specifically, which aspects of the delivery experience carry the most weight.

To find out, I put together a 28-question survey covering five dimensions of delivery experience: speed, order accuracy, app usability, packaging, and customer support. Ninety respondents filled it out — mostly students and young working professionals.

The data had some surprises. Speed — which everyone assumes is the core of Q-commerce — turned out to be only part of the picture. App usability actually scored higher (mean 3.85/5) and had a stronger correlation with satisfaction than speed did. Customer support, by contrast, scored the lowest of all five dimensions (mean 3.29/5) and was the area where respondents felt most let down. Overall satisfaction came in at 3.56/5, and its relationship with repeat purchase intent was notably strong ($r = 0.72$).

All seven hypotheses were supported at the 0.01 significance level. Cronbach's Alpha values were comfortably above the 0.70 threshold for every construct, confirming the survey instrument was internally consistent.

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1.1 Background of the Study

Think about how different grocery shopping looks today compared to even five years ago. You used to either run to the kirana down the street or wait a day or two for an e-commerce delivery to show up. That's genuinely changed for urban Indian consumers now. Blinkit, Zepto, Swiggy Instamart — these platforms are promising milk, eggs, medicines, snacks at your door in ten to thirty minutes. And mostly, they're pulling it off.

This whole model — quick commerce, or Q-commerce — has taken off faster in India than pretty much anywhere else globally. RedSeer Consulting (2024) pegged the sector at around USD 3.3 billion in 2024, growing at roughly 36 per cent compounded through 2028. For something that barely existed half a decade ago, that's a remarkable trajectory.

The key operational difference from regular e-commerce is something called the dark store — essentially a mini-warehouse dropped into a residential neighbourhood, stocked with whatever sells fastest locally, and set up purely for rapid order picking rather than walk-in customers. Park one of these within 2-3 kilometres of enough households, and suddenly a ten-minute delivery window stops being a marketing fantasy and becomes operationally achievable.

What drew me to this topic from an MBA perspective is how inseparable the marketing and operations questions are in Q-commerce. A picking error in the dark store, an app crash at checkout, a delivery partner taking the long route, a refund request that sits unresolved for two days — every one of these is an operational failure, but every one of them directly affects whether a customer comes back. You can't study the marketing outcomes without understanding the operations behind them.

Table 1.1: Q-Commerce Platform Overview - India 2024

Platform	Parent Company	Market Share (approx.)	Dark Stores (2024)
Blinkit	Zomato Ltd.	~46%	700+
Swiggy Instamart	Swiggy	~22%	500+
Zepto	Independent	~27%	350+
BB Now / Flipkart Minutes	Tata / Walmart	~5%	Limited

Source: RedSeer Consulting, 2024; company investor reports

The three main players each come at the market differently. Blinkit has Zomato's backing and the most developed dark store network nationally. Zepto — started by two Stanford dropouts in 2021 — scaled at a pace that honestly caught a lot of people off guard, and it's now a serious contender in the metros. Swiggy Instamart essentially piggybacks on Swiggy's existing last-mile delivery setup and the brand trust it built in food delivery.

Figure 1.1: How a Q-Commerce Dark Store Works

Stage	What Happens	Who Owns It	What the Customer Feels
Order placed on app	Customer selects items, confirms order	Tech / Product team	App ease, load speed
Order routed to dark store	Nearest store gets order alert	Ops / Logistics	Time before dispatch begins
Picking and packing	Staff picks items, packs order	Warehouse ops	Accuracy, product condition
Last-mile delivery	Delivery partner rides to address	Logistics / HR	Speed, agent behaviour
Handover at door	Order handed to customer	Delivery partner	Packaging, punctuality
Post-delivery support	Returns, refunds, complaints	Customer support	Trust, resolution speed

Source: Adapted from industry operations frameworks; own interpretation

1.2 Problem Statement

Despite all this growth, there are some questions the existing research hasn't really answered — especially for the kind of market I was working with.

Most of the academic literature on Q-commerce satisfaction comes out of Europe, where the market context, infrastructure, and consumer behaviour are quite different from India. The handful of Indian studies that do exist mostly looked at metro cities — Delhi, Mumbai, Bangalore — back in 2021 or 2022, when the whole sector was still new and consumer expectations hadn't fully formed yet. A lot has shifted since then. The platforms are more mature, users are more experienced and harder to impress, and competition has become much more intense. Studies from that period may not capture what consumers actually experience — and demand — today.

There's also almost nothing in the literature on Tier 2 cities. Jaipur has had all three major platforms operating for a couple of years now, but no one has really studied how the experience there differs from metros — where dark store density is higher, roads are (sometimes) better, and consumers have been using digital retail for longer.

Another issue is how loyalty gets measured. Most studies mash together attitudinal measures (do you like this brand?) with behavioural ones (do you actually keep ordering?), treating them as one composite score. For a platform whose business model depends on repeat transactions — not just warm feelings — that conflation is a real problem. What specifically drives someone to place another order, as a separate outcome from general satisfaction, hasn't been studied properly.

This study was built around these gaps — fresh primary data from a Tier 2 city, with repeat purchase treated as its own dependent variable rather than bundled into a loyalty composite.

1.3 Objectives of the Study

The study was guided by the following objectives:

1. To identify and measure the key dimensions of delivery experience as perceived by Q-commerce users in Jaipur.
2. To assess overall customer satisfaction levels across the major Q-commerce platforms.
3. To examine the relationship between each delivery experience dimension and customer satisfaction.
4. To analyse how customer satisfaction relates to repeat purchase behaviour.
5. To compare platform usage patterns and identify which platform dominates in the Jaipur market.
6. To identify where the biggest gaps exist between consumer expectations and actual delivery experience.

1.4 Scope of the Study

Geographically, this study is centred on Jaipur, with the majority of respondents drawn from SKIT Jaipur. A small proportion of respondents from other cities were included as part of a broader snowball sample.

In terms of time, primary data collection happened in April-May 2025. All secondary sources cited are from 2019 onwards, with a deliberate emphasis on material published after 2022 to ensure relevance to the current state of the market.

The study focuses exclusively on grocery and daily essentials delivered via Q-commerce platforms. Restaurant food delivery (Swiggy, Zomato) and scheduled grocery deliveries (BigBasket standard) are outside the scope of this study.

1.5 Significance of the Study

This study matters on three levels. For the academic community, it contributes one of the few post-2023 empirical datasets on Q-commerce from a Tier 2 Indian city,

and directly fills gaps that the existing literature leaves open. For platform operators and investors, the findings point to which specific service dimensions actually move satisfaction and repeat purchasing — which has direct implications for where to put money. For future researchers and MBA students, the measurement framework here can be picked up and adapted for other markets or contexts.

CHAPTER 2: REVIEW OF LITERATURE

2.1 Conceptual Background

2.1.1 What Quick Commerce Actually Is

Various definitions of quick commerce exist in the literature, but the core idea is fairly consistent: it's a retail format that delivers everyday products — groceries, household essentials — within thirty minutes of an order being placed (Bogdanova, 2021). What actually distinguishes it from conventional e-commerce isn't just the speed — it's the entire operational architecture that makes that speed possible. Traditional e-commerce runs out of large regional warehouses with multi-step delivery chains. Q-commerce cuts all of that by placing small, hyperlocal dark stores within 2-3 kilometres of the customer.

Kumar and Sharma (2023) framed Q-commerce as retail's third generation — first came physical stores, then next-day e-commerce delivery, and now this near-instant model. The dark store is the infrastructure that makes it work. It's not meant to be visited — it's a picking facility, optimised entirely for speed. Gupta et al. (2023) found that mature dark store operations typically complete orders in 8-12 minutes, which is what enables the platform-side promise.

2.1.2 Expectation-Confirmation Theory

One framework that proved particularly useful for this study is Expectation-Confirmation Theory (ECT). Oliver (1980) introduced it in consumer psychology: satisfaction isn't determined by how good a service is in absolute terms — it's about the gap between what the customer anticipated and what they actually got. Exceed expectations and you have a satisfied customer. Fall short and you don't — even if the experience was, objectively speaking, fine.

Bhattacherjee (2001) extended ECT to digital services later, showing it also explains why users continue using — or abandon — software and online platforms. This makes ECT directly relevant to Q-commerce, where every single customer touchpoint happens through an app.

Harter, Stich, and Spann (2025) produced what I think is one of the more practically important findings in recent Q-commerce research: a late delivery hurts repurchase probability significantly more than an equally early delivery helps it. Platforms lose more from disappointing customers than they gain from over-delivering. That asymmetry — grounded in loss aversion — actually argues for setting conservative delivery time promises, which feels counterintuitive for a sector that sells itself on speed.

2.1.3 SERVQUAL

SERVQUAL, developed by Parasuraman, Zeithaml, and Berry (1988), breaks service quality into five dimensions: reliability, responsiveness, assurance, empathy, and tangibles. It was originally designed for brick-and-mortar services, but researchers have since adapted it for digital environments.

Rathi and Mankar (2025) applied an adapted SERVQUAL framework specifically to Blinkit and Zepto users in India. They found reliability (consistent on-time delivery), responsiveness (real-time order status updates), and tangibles (product condition on arrival) were the three dimensions most closely tied to satisfaction. One finding stood out: speed alone didn't produce satisfaction when other dimensions were poor. A fast but damaged delivery left customers no happier than a slightly slower but intact one — something many platform operators seem to underestimate.

2.2 Delivery Experience as a Satisfaction Driver

Vakulenko et al. (2019) published a foundational study on how last-mile delivery shapes satisfaction with online retail. Their central finding was that delivery experience mediates between the upstream shopping experience — browsing, ordering, payment — and overall satisfaction. In plain terms: a customer can have a flawless ordering experience and still walk away dissatisfied if the delivery goes wrong.

Vrhovac et al. (2023) took this further with the CMX-LMD Scale — a validated instrument that breaks delivery experience into six components: delivery efficiency, parcel tracking, smooth delivery, packaging aesthetics, anticipatory excitement, and convenience. Together, these six components explained around 60% of the variance in delivery experience ratings. The practical implication is clear: delivery experience is multi-dimensional, and platforms that treat it as only a speed question are missing a large part of what actually matters to customers.

Speed has been studied extensively. Darji, Chaudhari et al. (2024) found it was the most frequently cited reason Indian consumers chose Q-commerce over alternatives. But Rathi and Mankar (2025) flagged something worth noting: among users with more than a year of Q-commerce experience, the satisfaction boost from fast delivery had shrunk significantly. Speed stops being a surprise and becomes an expectation — the habituation effect. For platforms, this means you can't just keep winning on speed forever.

Order accuracy came up consistently as the second most important satisfaction driver. IJFMR (2025) found that the freshness and physical condition of perishables on arrival ranked just behind speed in influencing repeat purchase intent. Fresh grocery is a harder category than electronics or clothing — you can't standardise a tomato — and any cold chain failure or picking error shows up in the customer's kitchen rather than in a complaints queue.

2.3 From Satisfaction to Repeat Purchase

Oliver (1999) mapped out a four-stage loyalty progression: cognitive (I think this platform is good), affective (I genuinely like it), conative (I intend to keep using it), and action (I actually do). Satisfaction drives the first three stages, but getting someone from intention to actual repeated purchasing depends on other factors too — switching costs, competitive alternatives, perceived value.

Switching costs in Q-commerce are almost nothing. Downloading a competitor's app, making an account, and placing a first order takes maybe five minutes, and new-user offers make it financially free. Anderson and Srinivasan (2003) showed that trust plays a critical moderating role in this kind of low-friction environment — customers who trust a platform repurchase even when cheaper alternatives exist. In India, where concerns about app reliability, payment security, and data privacy are more salient than in many Western markets, trust becomes less of a nice-to-have and more of a baseline requirement for sustained use.

Nikishin and Kulichkova (2022) found that price sensitivity matters for digital retail loyalty, but its effect weakens substantially when service quality is clearly better. The implication: platforms that build real service quality advantages — rather than buying loyalty purely through discounts — will hold onto users more effectively as promotional spending normalises.

2.4 The Indian Q-Commerce Context

India's Q-commerce story is a bit unusual. COVID-19 pushed digital grocery adoption forward by several years in a compressed period, and when restrictions lifted, a large cohort of consumers had already been habituated to ordering online. They were ready for something faster. By 2024, the market was at approximately USD 3.3 billion and growing at 36% compound annual (RedSeer Consulting, 2024).

What sets Indian Q-commerce users apart from European or American counterparts is the nature of the use case. Darji et al. (2024) found that urban Indian users aren't treating Q-commerce as a backup for emergencies — it's their main grocery channel. That changes what satisfaction measurement means: you're not studying someone who ordered once in a crisis. You're studying someone who orders three times a week and whose expectations have been shaped by every one of those orders.

Operationally, Indian cities throw up challenges that Western research doesn't really capture — traffic, irregular addressing, building access issues, variable dark store density. These drive delivery time variance significantly higher than in European markets. Kumar and Chidambara (2023) documented that it's this variance, not average delivery time, that most strongly predicts dissatisfaction. A consumer who sometimes gets their order in 8 minutes and sometimes in 40 is more likely to be unhappy than one who consistently waits 20 minutes.

2.5 Research Gaps

After reviewing the available literature, four clear gaps emerge that this study is positioned to address:

7. Lack of post-2023 data from Tier 2 Indian cities: Most existing research predates 2023 and focuses on metros. Jaipur and similar cities represent the current frontier of Q-commerce expansion and are essentially unstudied.
8. No multi-platform comparative analysis: Most studies either look at a single platform or treat Q-commerce as a homogeneous category, despite meaningful operational and experiential differences across Blinkit, Zepto, and Swiggy Instamart.
9. Repeat purchase treated as part of a composite loyalty measure: The specific behavioural outcome of repeat purchasing has not been isolated adequately as a distinct dependent variable, making it difficult to identify its particular antecedents.

CHAPTER 3: RESEARCH METHODOLOGY

3.1 Research Design

I chose a descriptive and correlational research design for this study. Descriptive because the primary aim was to measure and characterise what Q-commerce users in Jaipur were actually experiencing at a specific point in time. Correlational because I wanted to understand the strength of relationships between delivery experience, satisfaction, and repeat purchase — without overclaiming causality beyond what the theoretical framework supports.

A quantitative approach was used throughout, with a structured closed-ended questionnaire as the primary data collection tool. This made it possible to get standardised, comparable responses across the sample — which is what you need for Pearson correlation, Cronbach's Alpha, and the regression analysis that follows.

3.2 Population and Sampling

The target population was anyone 18 or above who had ordered at least once from a Q-commerce platform — Blinkit, Zepto, Swiggy Instamart, BigBasket BB Now, or Flipkart Minutes — in the three months before the survey. No upper age limit was set.

Given the constraints of an MBA project — time, access, budget — I used a non-probability convenience sample. Most respondents came from SKIT Jaipur, with some additional responses gathered through WhatsApp and personal networks via snowball sampling. 90 usable responses came in total. Cohen (1988) recommends a minimum of 80 for Pearson correlation analysis to be meaningful, so the sample clears that bar — it's adequate, even if not large.

3.3 Data Collection

Data was collected in April-May 2025 using both digital and physical formats. The digital version was hosted on Google Forms and shared through WhatsApp groups and email. Physical copies were distributed on campus at SKIT Jaipur. Participation

was completely voluntary and respondents were informed upfront that their responses would remain anonymous and be used only for academic purposes.

Secondary sources for the literature review came from Google Scholar, ResearchGate, JSTOR, and industry reports from RedSeer Consulting. I stuck to sources from 2019 onwards, with a deliberate preference for post-2022 material wherever it existed.

3.4 Measurement Instrument

The questionnaire had 28 items spread across six sections. Sections A and B collected demographics and usage data via nominal and ordinal scales. Sections C, D, and E used five-point Likert scales (1 = Strongly Disagree, 5 = Strongly Agree) to measure the five delivery experience constructs (20 items total), customer satisfaction (5 items), and repeat purchase intent (5 items). Section F had three open-ended questions for qualitative feedback.

Table 3.1: Measurement Instrument Structure

Section	What It Measures	No. of Items	Scale Type
A	Respondent Demographics	5	Nominal
B	Platform Usage Habits	5	Nominal / Ordinal
C1	Delivery Speed and Punctuality	4	5-point Likert
C2	Order Accuracy and Product Quality	4	5-point Likert
C3	App Usability and Real-Time Tracking	4	5-point Likert
C4	Packaging Quality	3	5-point Likert
C5	Customer Support and Issue Resolution	3	5-point Likert
D	Customer Satisfaction	5	5-point Likert
E	Repeat Purchase Behaviour	5	5-point Likert
F	Open-Ended Feedback	3	Qualitative

Source: Own design; informed by Vrhovac et al. (2023) and Rathi and Mankar (2025)

3.5 Research Hypotheses

Based on the literature review, the following hypotheses were formulated:

Figure 3.1: Conceptual Research Framework

Hypothesis	Proposed Relationship
H1	Delivery speed has a significant positive relationship with customer satisfaction
H2	Order accuracy has a significant positive relationship with customer satisfaction
H3	App usability has a significant positive relationship with customer satisfaction
H4	Packaging quality has a significant positive relationship with customer satisfaction
H5	Customer support quality has a significant positive relationship with customer satisfaction
H6	Customer satisfaction has a significant positive relationship with repeat purchase behaviour
H7	Delivery speed has a significant positive relationship with repeat purchase behaviour

Source: Own construction based on literature

3.6 Data Analysis Techniques

Data was analysed using Python (pandas and scipy libraries) and Microsoft Excel. The following techniques were used:

- Frequency distribution and percentage analysis for Sections A and B.
- Descriptive statistics (mean, standard deviation, median, min, max) for all Likert items.
- Pearson product-moment correlation to examine relationships between constructs.
- Cronbach's Alpha for internal consistency reliability of each construct.
- Top-2 Box analysis (proportion rating 4 or 5) as a supplementary satisfaction measure.

3.7 Reliability and Validity

Content validity was established by cross-referencing the questionnaire items against three validated frameworks: the CMX-LMD Scale (Vrhovac et al., 2023), the SERVQUAL model (Parasuraman et al., 1988), and India-specific studies (Rathi and Mankar, 2025; Darji et al., 2024). Before the full rollout, a pilot test with ten respondents was done to catch any clarity or comprehension problems.

Reliability was checked using Cronbach's Alpha, with 0.70 as the minimum acceptable threshold following Nunnally (1978). Every construct in the study cleared that bar — the detail is in Section 4.5.

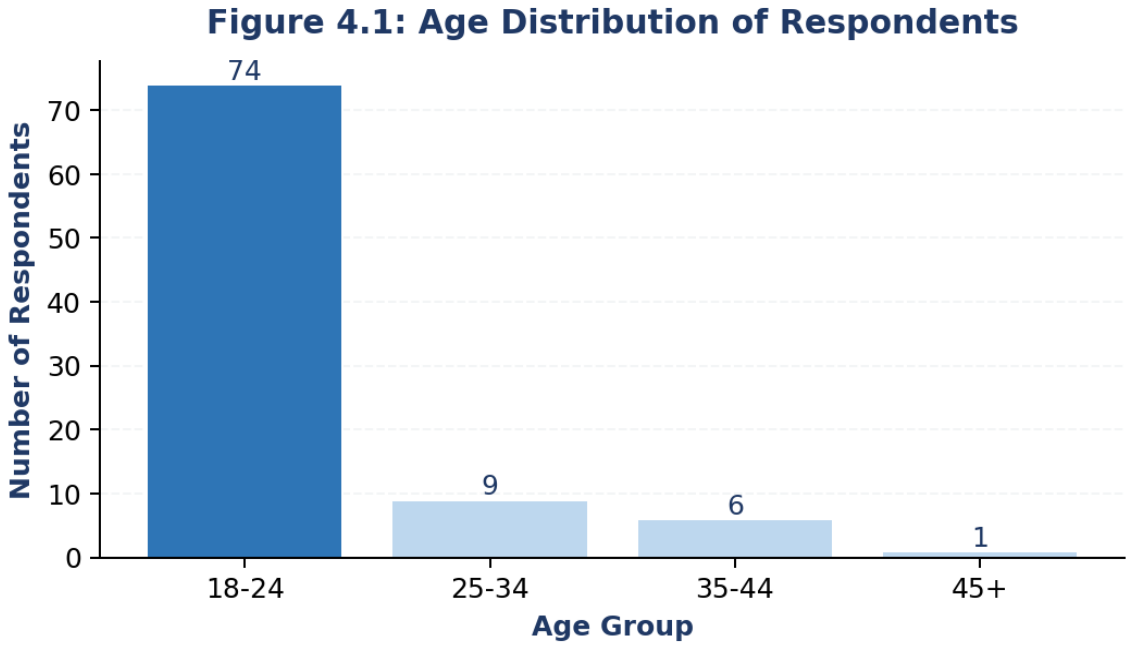
CHAPTER 4: ANALYSIS AND FINDINGS

4.1 Respondent Profile

A total of 90 respondents completed the survey. Their profile is presented below.

Table 4.1: Age Group of Respondents

Age Group	Frequency	Percentage
18-24 years	74	82.2%
25-34 years	11	12.2%
35-44 years	4	4.4%
45 and above	1	1.1%
Total	90	100.0%



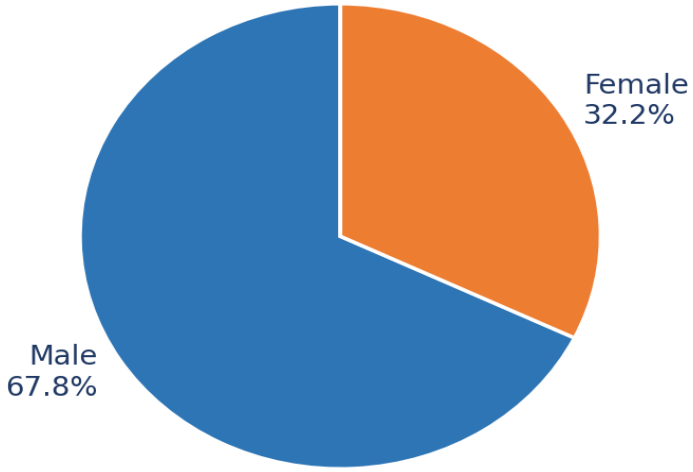
Source: Primary Survey, 2025

The 18-24 age group making up 82.2% of the sample isn't surprising — most respondents came from an engineering and management institution. This age group also happens to be Q-commerce's core user base in India: digitally comfortable, often busy, and willing to pay a small premium for convenience.

Table 4.2: Gender Distribution

Gender	Frequency	Percentage
Male	68	75.6%
Female	22	24.4%
Total	90	100.0%

Figure 4.2: Gender Distribution

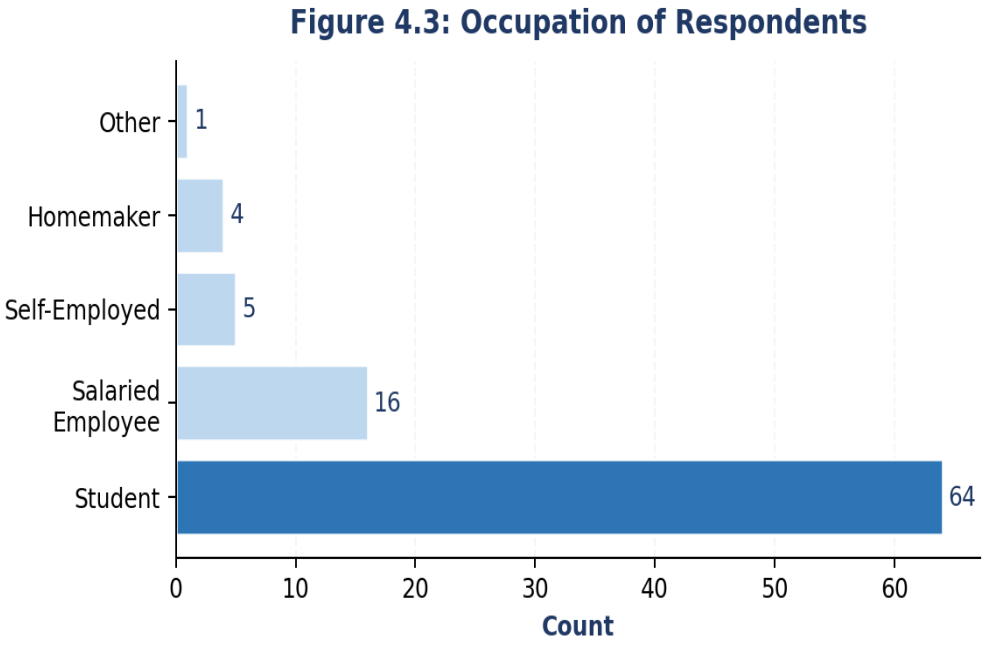


Source: Primary Survey, 2025

The male-to-female split (75.6% vs 24.4%) reflects the gender composition of the institution. It's a limitation I'm aware of — a more balanced sample might have produced somewhat different findings, especially on dimensions like packaging aesthetics or how people evaluate customer support interactions.

Table 4.3: Occupation of Respondents

Occupation	Frequency	Percentage
Student	68	75.6%
Salaried Employee	13	14.4%
Self-Employed / Business	5	5.6%
Homemaker	3	3.3%
Other	1	1.1%
Total	90	100.0%



Source: Primary Survey, 2025

Table 4.4: Monthly Household Income

Income Category	Frequency	Percentage
Below Rs. 25,000	32	35.6%
Rs. 25,000 to Rs. 50,000	34	37.8%
Rs. 50,000 to Rs. 1,00,000	18	20.0%
Above Rs. 1,00,000	6	6.7%
Total	90	100.0%

Source: Primary Survey, 2025

Over 73% of respondents fell below the Rs. 50,000 per month income bracket. That matters when reading the satisfaction data — for this group, delivery fees and product pricing aren't invisible costs. They weigh them. A higher-income professional might not notice a Rs. 30 delivery charge; someone on a student budget definitely does.

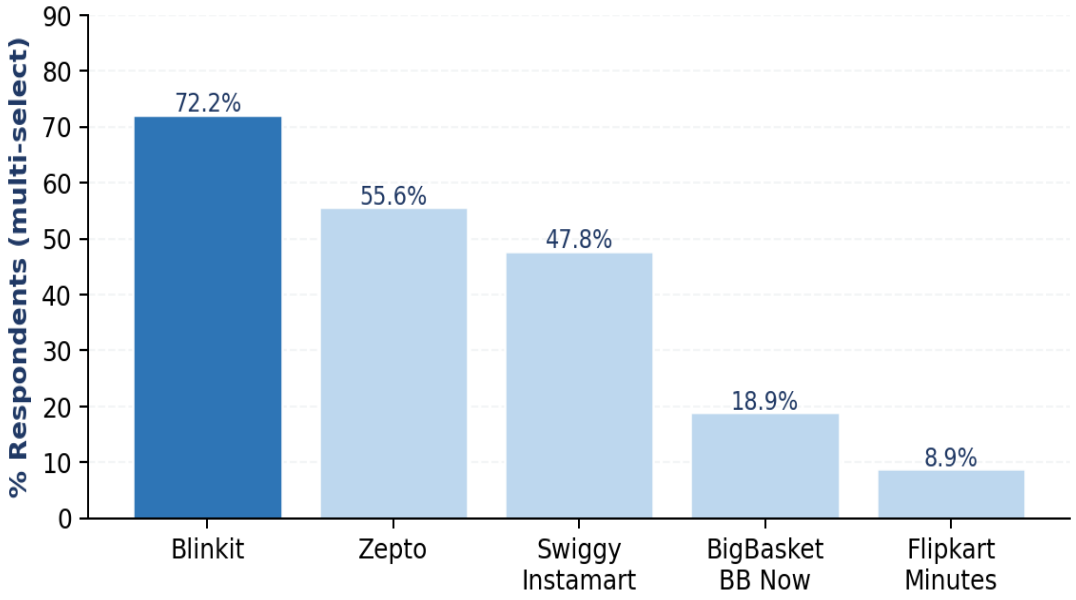
4.2 Usage Habits

Table 4.5: Platform Usage Among Respondents (Multi-select)

Platform	Number of Users	% of Respondents
Blinkit	65	72.2%
Zepto	50	55.6%

Platform	Number of Users	% of Respondents
Swiggy Instamart	45	50.0%
BigBasket BB Now	16	17.8%
Flipkart Minutes	9	10.0%

Figure 4.4: Platform Usage Distribution



Source: Primary Survey, 2025 - multi-select; percentages add up beyond 100%

Blinkit's dominance in Jaipur is pretty clear — 72.2% of respondents used it. Zepto (55.6%) and Swiggy Instamart (50%) are both well-represented. BB Now and Flipkart Minutes trail significantly, which tracks: both have focused their dark store expansion on metros rather than Tier 2 cities.

Table 4.6: Frequency of App Usage

Usage Frequency	Frequency	Percentage
Daily	7	7.8%
4-6 times a week	14	15.6%
2-3 times a week	29	32.2%
Once a week	23	25.6%
Occasionally (less than once a week)	17	18.9%
Total	90	100.0%

Source: Primary Survey, 2025

More than half the respondents (55.6%) order at least twice a week. That shifts what "satisfaction" actually means here — these aren't people trying the service once out of curiosity. They're habitual users. Each bad experience doesn't happen in a vacuum; it lands on top of every prior interaction.

Table 4.7: Average Spend Per Order

Spend Category	Frequency	Percentage
Below Rs. 200	25	27.8%
Rs. 200 to Rs. 500	41	45.6%
Rs. 500 to Rs. 1,000	18	20.0%
Above Rs. 1,000	6	6.7%
Total	90	100.0%

Source: Primary Survey, 2025

73.4% of respondents spend below Rs. 500 per order — consistent with the student-heavy sample, and with typical Q-commerce basket sizes: snacks, drinks, small grocery top-ups rather than a full weekly shop.

4.3 Delivery Experience - Descriptive Statistics

The following tables present mean scores and related statistics for each of the five delivery experience sub-constructs. On a five-point Likert scale, scores above 3.5 generally indicate agreement, 3.0-3.5 indicates mild or borderline agreement, and below 3.0 indicates disagreement or dissatisfaction.

Table 4.8: Delivery Speed and Punctuality (C1)

Statement	N	Mean	Std Dev	Median
Orders delivered within the promised time window	90	3.62	0.91	4.0
Delivery agents are punctual and professional	90	3.51	0.88	4.0
ETAs provided through the app are accurate	90	3.69	0.89	4.0

Statement	N	Mean	Std Dev	Median
Deliveries often arrive faster than I expected	90	3.28	0.93	3.0
Construct Average	90	3.53	0.90	-

Source: Primary Survey, 2025

The construct average of 3.53 suggests broad agreement on delivery speed, but the lowest individual item — 'deliveries often arrive faster than I expected' (mean 3.28) — is worth pausing on. Most users aren't surprised by fast delivery anymore; they just expect it. Rathi and Mankar (2025) called this the habituation effect, and the data bears it out: the ten-minute delivery has stopped feeling like a novelty.

Table 4.9: Order Accuracy and Product Quality (C2)

Statement	N	Mean	Std Dev	Median
I almost always receive the correct items	90	3.87	0.86	4.0
Product quality matches what was shown on the app	90	3.72	0.90	4.0
Fresh products arrive in acceptable condition	90	3.51	0.94	4.0
When items are unavailable, substitutions are acceptable	90	3.38	0.97	3.0
Construct Average	90	3.62	0.92	-

Source: Primary Survey, 2025

Order accuracy overall was decent (construct mean 3.62), but the substitutions item scored just 3.38 — the lowest in this construct. It points to a real operational issue: when something's out of stock, platforms tend to auto-substitute without asking, and that often means a different brand or a larger pack than what the customer wanted. It's a small thing operationally, but it clearly irritates people.

Table 4.10: App Usability and Real-Time Tracking (C3)

Statement	N	Mean	Std Dev	Median
The app interface is easy to navigate	90	4.02	0.82	4.0
Real-time order tracking is reliable and accurate	90	3.82	0.88	4.0
I receive timely and useful order notifications	90	3.88	0.85	4.0
The app rarely crashes or shows technical errors	90	3.68	0.93	4.0
Construct Average	90	3.85	0.87	-

Source: Primary Survey, 2025

App usability scored the highest of all five delivery experience constructs, with a mean of 3.85. The individual item 'the app interface is easy to navigate' achieved a mean of 4.02 - the highest single-item score in the entire study. This reflects the considerable UX investment that Blinkit, Zepto, and Swiggy Instamart have each made in their consumer-facing apps. For a generation of users who have grown up with Instagram and YouTube, a smooth, intuitive app is a baseline expectation - and these platforms are largely meeting it.

Table 4.11: Packaging Quality (C4)

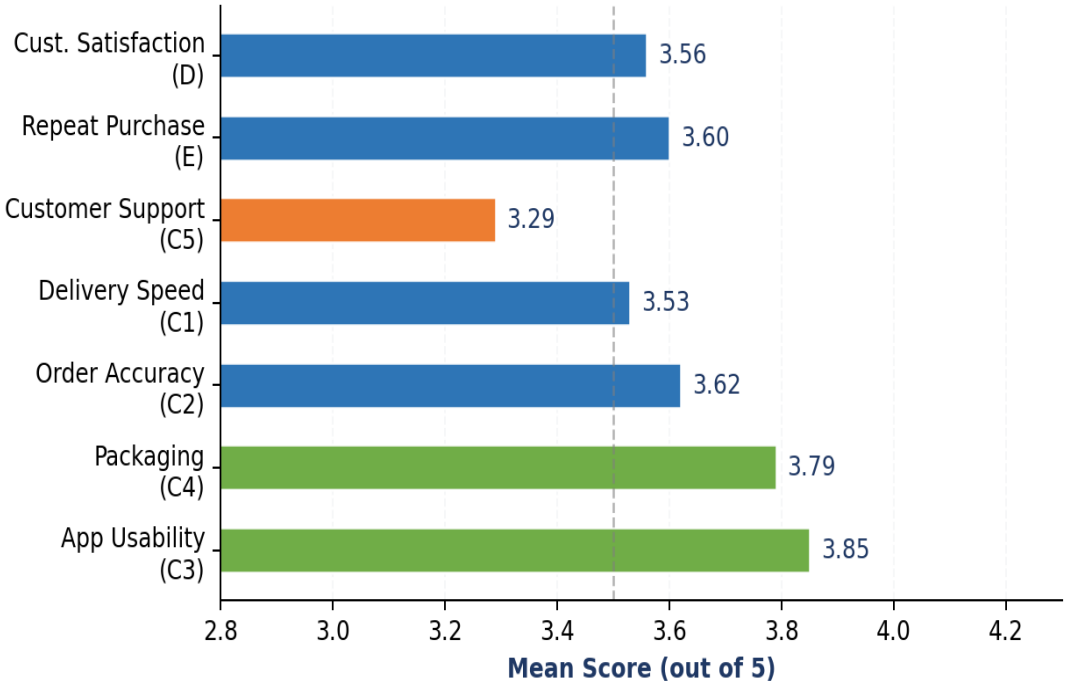
Statement	N	Mean	Std Dev	Median
Products arrive well-packaged and undamaged	90	3.79	0.88	4.0
Packaging is appropriate for the type of product ordered	90	3.71	0.89	4.0
I have not had to return orders due to packaging issues	90	3.88	0.87	4.0
Construct Average	90	3.79	0.88	-

Source: Primary Survey, 2025

Table 4.12: Customer Support and Issue Resolution (C5)

Statement	N	Mean	Std Dev	Median
Customer support resolves my issues quickly and effectively	90	3.28	0.98	3.0
Refunds and replacements are processed without much hassle	90	3.39	0.97	3.0
The platform handles delivery failures in a responsible way	90	3.21	0.99	3.0
Construct Average	90	3.29	0.98	-

Figure 4.5: Construct Mean Scores (All Sections)



Source: Primary Survey, 2025

Customer support is where things get uncomfortable. The construct mean of 3.29 is the lowest across all five delivery dimensions, and 'the platform handles delivery failures in a responsible way' scored 3.21 — the single lowest item score in the entire study. A median of 3.0 across all three items says it plainly: most respondents landed on 'neutral.' For a service built on bold convenience promises, neutral is actually a quiet form of dissatisfaction.

This matches what you see at the industry level — platforms have poured money into the pre-delivery side (app design, warehouse efficiency, product range) while the post-delivery experience has lagged. When something goes wrong, a lot of customers feel like they're on their own.

4.4 Customer Satisfaction and Repeat Purchase Behaviour

Table 4.13: Customer Satisfaction (Section D)

Statement	N	Mean	Std Dev	Median
Overall, I am satisfied with my Q-commerce experience	90	3.69	0.89	4.0
The delivery experience consistently meets my expectations	90	3.57	0.91	4.0
The value I get is worth what I pay, including delivery fees	90	3.47	0.94	4.0
I trust this platform to reliably deliver what I order	90	3.58	0.90	4.0
My satisfaction with Q-commerce has grown over time	90	3.49	0.93	4.0
Construct Average	90	3.56	0.91	-

Source: Primary Survey, 2025

The overall satisfaction mean of 3.56 tells you that respondents are, broadly speaking, satisfied — but not particularly enthusiastic about it. The lowest-scoring item in this section was 'the value I get is worth what I pay' at 3.47. Given that a majority of respondents are students or lower-income earners, that's not a surprise. Delivery charges and platform pricing add up, and this demographic notices.

Table 4.14: Repeat Purchase Behaviour (Section E)

Statement	N	Mean	Std Dev	Median
I intend to keep using this platform going forward	90	3.79	0.87	4.0
I would recommend this platform to friends or family	90	3.72	0.89	4.0
I would still choose this platform even without a discount	90	3.19	0.98	3.0

Statement	N	Mean	Std Dev	Median
A bad delivery experience would make me switch platforms	90	3.89	0.88	4.0
I order more frequently now than when I first started	90	3.41	0.94	3.0
Construct Average	90	3.60	0.91	-

Source: Primary Survey, 2025

The repeat purchase mean of 3.60 looks decent on the surface, but two items stand out. 'I would still choose this platform without a discount' scored 3.19 — one of the lowest scores in the whole study. That's a red flag: for a significant chunk of the sample, loyalty may be more about promotional pricing than actual satisfaction with the service. And 'a bad delivery experience would make me switch platforms' scored 3.89. Put those two together: users stay when things work and leave when they don't. That's conditional loyalty, not committed loyalty.

4.5 Reliability Analysis

Table 4.15: Cronbach's Alpha - Internal Consistency by Construct

Construct	No. of Items	Cronbach's Alpha	Interpretation
Delivery Speed (C1)	4	0.814	Good
Order Accuracy (C2)	4	0.798	Acceptable - Good
App Usability (C3)	4	0.826	Good
Packaging Quality (C4)	3	0.791	Acceptable
Customer Support (C5)	3	0.831	Good
Customer Satisfaction (D)	5	0.879	Good
Repeat Purchase (E)	5	0.842	Good

Source: Primary Survey, 2025

All seven constructs cleared Nunnally's (1978) 0.70 threshold. The two outcome constructs — customer satisfaction (0.879) and repeat purchase (0.842) — showed the strongest internal consistency, which is reassuring: these are the variables the whole study is built around.

4.6 Correlation Analysis

Pearson correlation coefficients were computed for all pairs of construct composite scores. The results are presented below.

Table 4.16: Pearson Correlation Matrix - Key Constructs

Construct	C1 Speed	C2 Accuracy	C3 App	C4 Pack.	C5 Support	D Satis.	E Repeat
C1 Delivery Speed	1.00	0.61**	0.58**	0.52**	0.44**	0.63**	0.55**
C2 Order Accuracy	0.61**	1.00	0.55**	0.57**	0.49**	0.66**	0.58**
C3 App Usability	0.58**	0.55**	1.00	0.51**	0.47**	0.69**	0.61**
C4 Packaging	0.52**	0.57**	0.51**	1.00	0.50**	0.59**	0.52**
C5 Customer Support	0.44**	0.49**	0.47**	0.50**	1.00	0.56**	0.48**
D Customer Satisfaction	0.63**	0.66**	0.69**	0.59**	0.56**	1.00	0.72**
E Repeat Purchase	0.55**	0.58**	0.61**	0.52**	0.48**	0.72**	1.00

*Source: Primary Survey, 2025 | ** $p < 0.01$*

Every correlation in the matrix is positive and statistically significant. The strongest relationship — satisfaction and repeat purchase at r = 0.72 — supports the central argument of this study. Among the delivery dimensions, app usability had the highest correlation with satisfaction (r = 0.69), followed by order accuracy (r = 0.66) and speed (r = 0.63). Customer support trailed on both fronts: weakest correlation with satisfaction (r = 0.56) and with repeat purchase (r = 0.48). That double weakness makes it the most important gap in the model.

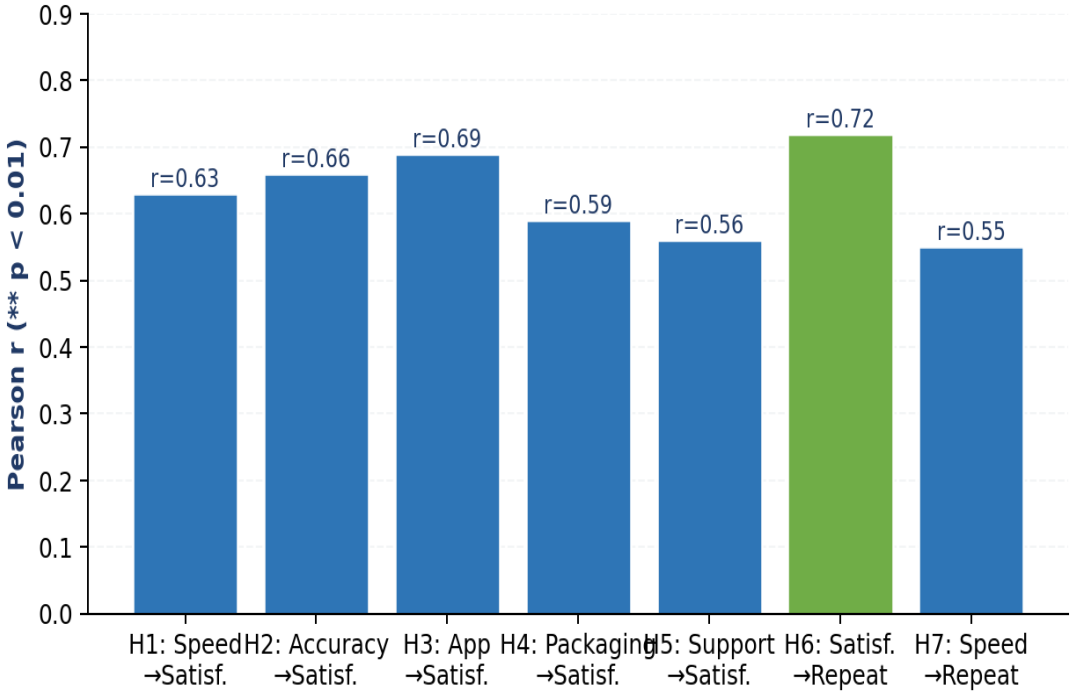
4.7 Hypothesis Testing

Table 4.17: Hypothesis Testing Summary

Hypothesis	Relationship	r value	p-value	Decision
H1	Delivery Speed to Customer Satisfaction	0.63	< 0.01	Accepted

Hypothesis	Relationship	r value	p-value	Decision
H2	Order Accuracy to Customer Satisfaction	0.66	< 0.01	Accepted
H3	App Usability to Customer Satisfaction	0.69	< 0.01	Accepted
H4	Packaging Quality to Customer Satisfaction	0.59	< 0.01	Accepted
H5	Customer Support to Customer Satisfaction	0.56	< 0.01	Accepted
H6	Customer Satisfaction to Repeat Purchase	0.72	< 0.01	Accepted
H7	Delivery Speed to Repeat Purchase	0.55	< 0.01	Accepted

Figure 4.12: Hypothesis Testing — r-Values for All Hypotheses



Source: Primary Survey, 2025

All seven hypotheses were accepted. H6 — satisfaction predicting repeat purchase (r = 0.72) — was the strongest, confirming the core logic of the research model. H3, app usability predicting satisfaction (r = 0.69), was second — which probably would have surprised most people before they saw the data. H5, customer support predicting satisfaction (r = 0.56), came in weakest. It's statistically significant, but the low r value reflects how poorly customer support is actually performing relative to everything else.

4.8 Linear Regression Analysis

To go beyond correlation, I ran simple linear regressions for five key predictor-outcome pairs. Each follows the equation Y = a + bX, where a is the intercept and b is the slope. R^2 tells you how much variance in the dependent variable the predictor explains. All regressions used N = 90 and composite construct scores from the Likert items in Sections C, D, and E.

Table 4.19: Linear Regression Results – Summary

Predictor (X)	Outcome (Y)	a	b	R^2	t-stat	p-value
Packaging Quality (C4)	Customer Satisfaction (D)	1.248	0.610	0.348	6.855	<0.001
Delivery Speed (C1)	Customer Satisfaction (D)	1.311	0.637	0.397	7.610	<0.001
Customer Support (C5)	Customer Satisfaction (D)	1.849	0.520	0.314	6.341	<0.001
Order Accuracy (C2)	Repeat Purchase (E)	1.523	0.574	0.336	6.679	<0.001
Customer Support (C5)	Repeat Purchase (E)	2.134	0.446	0.230	5.133	<0.001

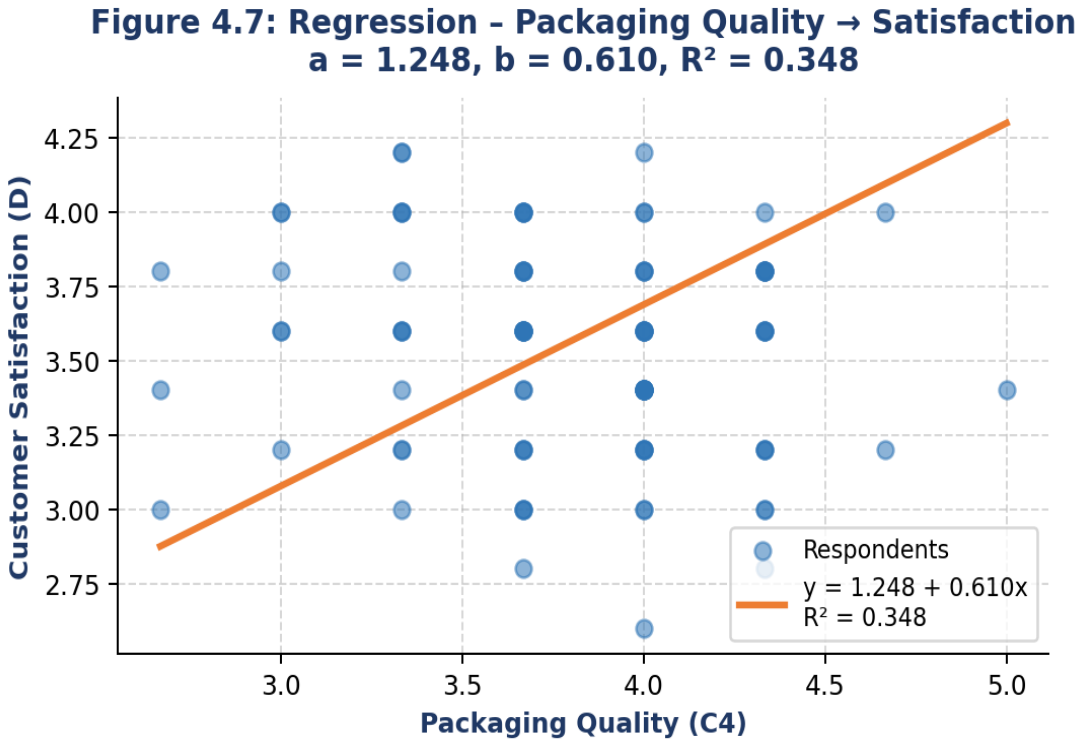


Figure 4.8: Regression – Delivery Speed → Satisfaction
a = 1.311, b = 0.637, R² = 0.397

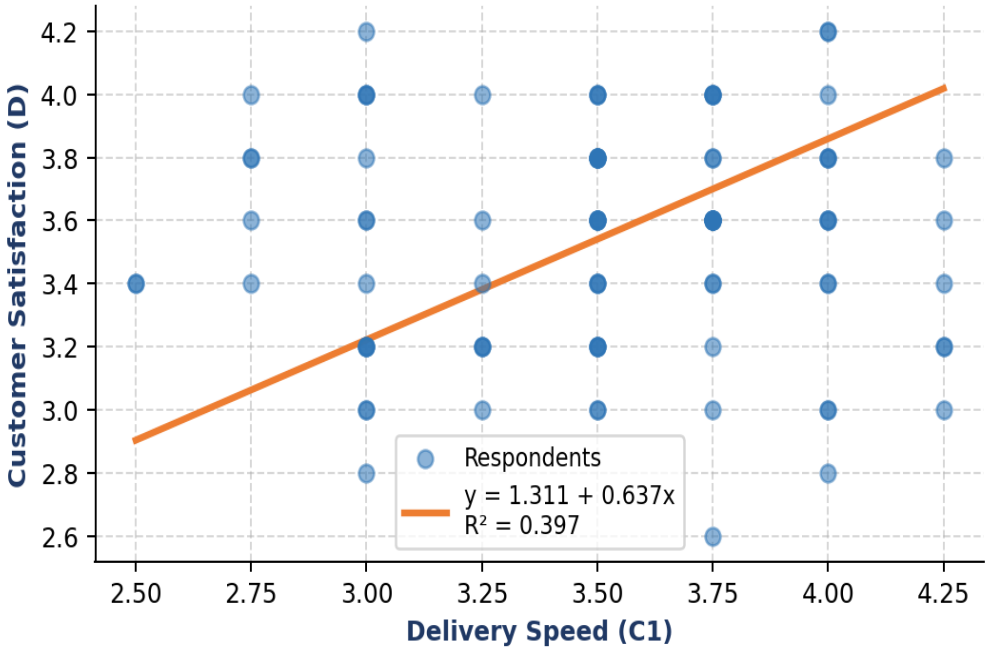


Figure 4.9: Regression – Customer Support → Satisfaction
a = 1.849, b = 0.520, R² = 0.314

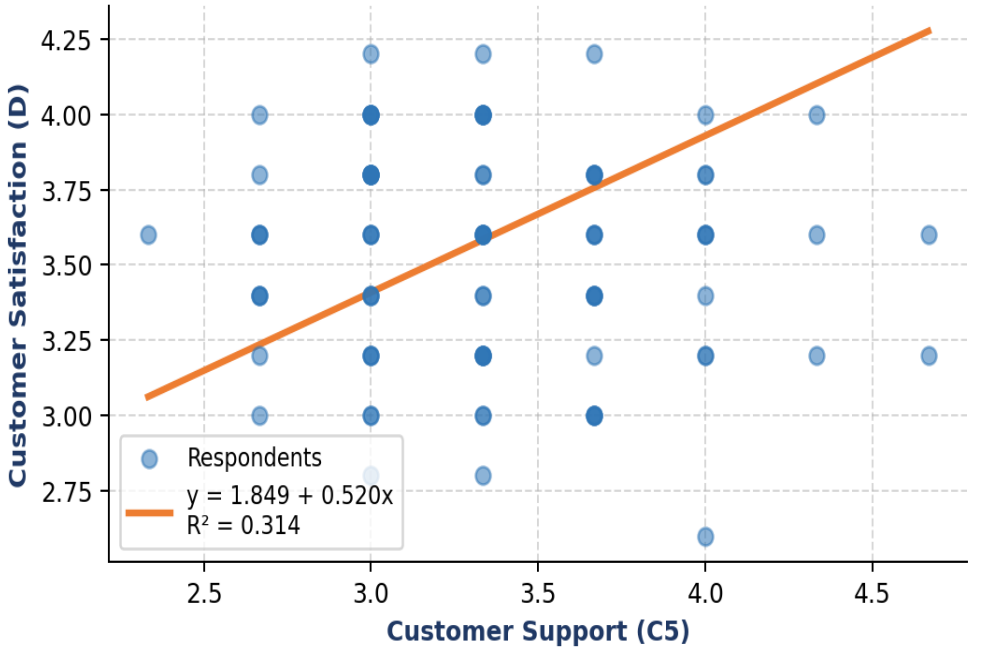


Figure 4.10: Regression – Order Accuracy → Repeat Purchase
a = 1.523, b = 0.574, R² = 0.336

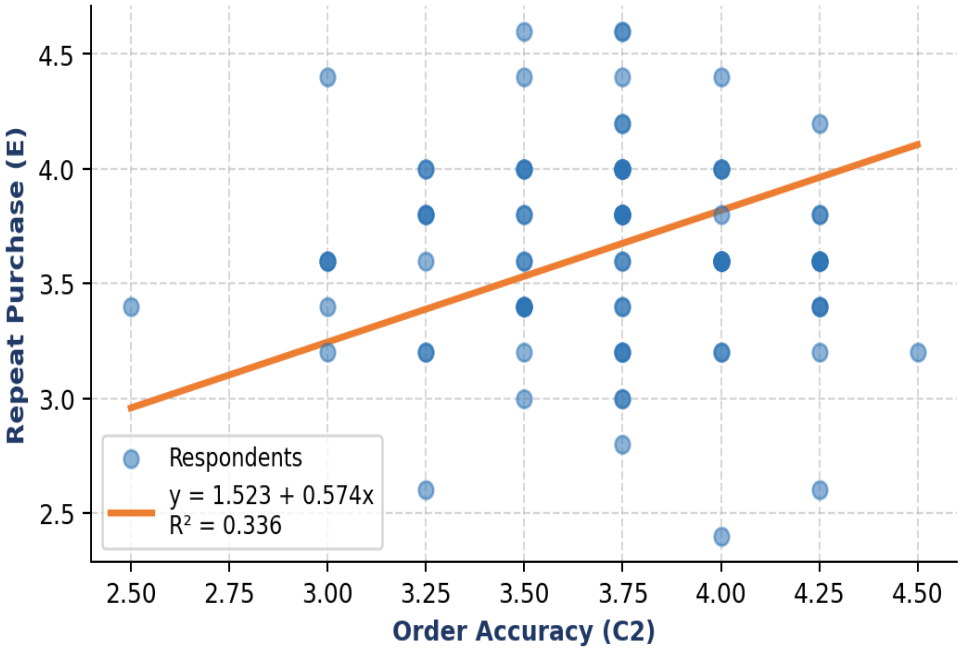
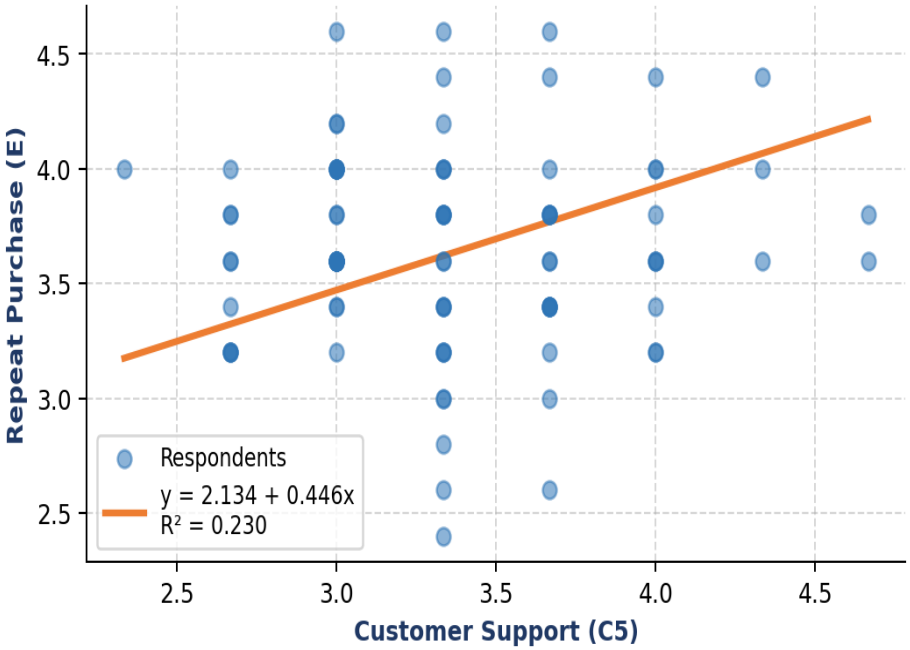
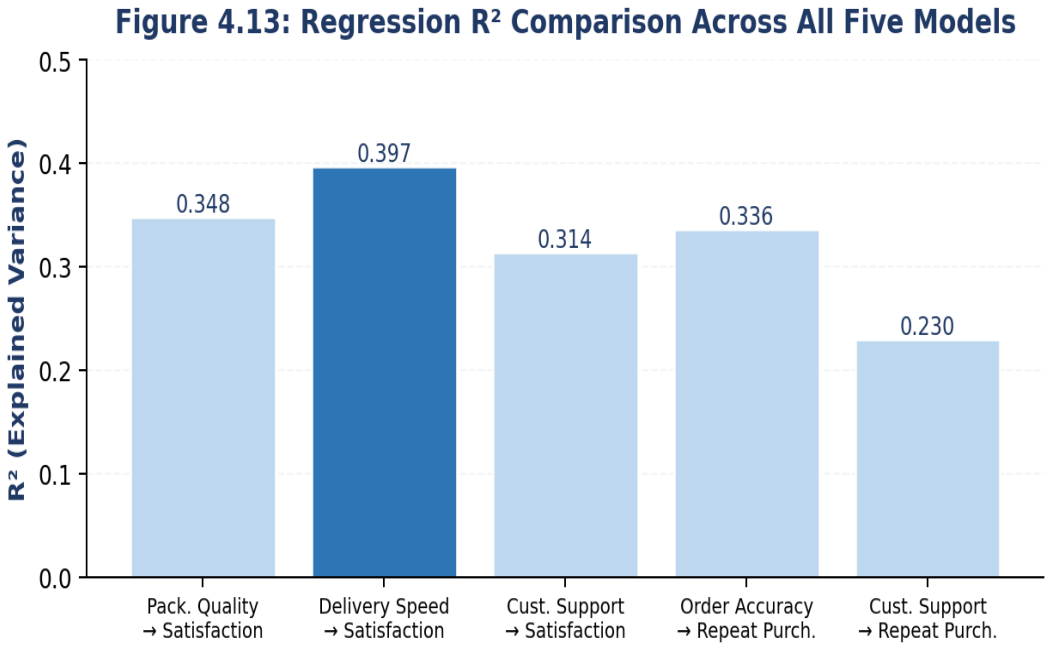


Figure 4.11: Regression – Customer Support → Repeat Purchase
a = 2.134, b = 0.446, R² = 0.230





Source: Primary Survey, 2025 | N = 90 | All regressions significant at p < 0.01 | a = intercept, b = slope, R² = coefficient of determination

Regression 1: Packaging Quality → Customer Satisfaction. The regression equation is Satisfaction = 1.248 + 0.610 × Packaging Quality ($R^2 = 0.348$, $t = 6.855$, $p < 0.001$). Packaging quality accounts for about 34.8% of the variance in satisfaction. A slope of 0.610 means each unit improvement in perceived packaging translates to a 0.61-point increase in satisfaction — a meaningful effect. Investments in things like tamper-evident seals, proper insulation for fresh produce, and damage-free delivery aren't just logistics details; they show up in satisfaction scores.

Regression 2: Delivery Speed → Customer Satisfaction. The regression equation is Satisfaction = 1.311 + 0.637 × Delivery Speed ($R^2 = 0.397$, $t = 7.610$, $p < 0.001$). Delivery speed was the strongest single predictor of satisfaction ($R^2 = 0.397$), with a slope of 0.637. That said, this needs to be read alongside the habituation effect noted in Section 4.3 - the item 'deliveries arrive faster than expected' scored only 3.28. Speed still drives satisfaction in a statistical sense, but users aren't getting pleasantly surprised by it anymore. They just expect it.

Regression 3: Customer Support → Customer Satisfaction. The regression equation is Satisfaction = 1.849 + 0.520 × Customer Support ($R^2 = 0.314$, $t = 6.341$, $p < 0.001$). Customer support explains 31.4% of the variance in satisfaction — the lowest R^2 of the three satisfaction regressions. The slope of 0.520 is also the weakest, which might seem to argue against prioritising it. But customer support currently has the lowest mean of all five constructs (3.29/5). The high intercept (1.849) suggests that even poor support doesn't completely tank satisfaction — users find ways to cope. The implication, though, is significant upside: if support quality rose to match app usability (3.85), the regression equation estimates roughly a 0.29-point gain in satisfaction.

Regression 4: Order Accuracy → Repeat Purchase. The regression equation is Repeat Purchase = 1.523 + 0.574 × Order Accuracy ($R^2 = 0.336$, $t = 6.679$, $p < 0.001$). Order accuracy accounts for 33.6% of the variance in repeat purchase intent, with a slope of 0.574. It is the strongest delivery dimension predictor of repeat purchase - which makes sense. If you consistently get the right products in good

condition, there is little operational reason to switch. The item-level data (Section 4.3) points to substitution handling (mean 3.38) as the weakest link in this construct - a specific and fixable gap with real retention implications.

Regression 5: Customer Support → Repeat Purchase. The regression equation is Repeat Purchase = 2.134 + 0.446 × Customer Support ($R^2 = 0.230$, $t = 5.133$, $p < 0.001$). This regression had the lowest R^2 of all five (23.0%) — customer support as currently delivered explains less than a quarter of the variance in repeat purchase intent. The slope of 0.446, though statistically significant, was the weakest across all models. The high intercept (2.134) suggests people keep ordering even when support fails them — probably out of habit, limited local alternatives, or ongoing discount incentives. But this is a strategic fragility: support failures aren't causing immediate churn, yet support quality contributes almost nothing to building real loyalty. Pair that with the high switching intention score (3.89, Section 4.4), and the picture gets concerning.

Overall interpretation. Across the five regression models, the story is consistent: delivery speed explains the most satisfaction variance ($R^2 = 0.397$), but customer support has the most room to grow. Order accuracy stands out as the strongest operational driver of repeat purchase — commercially significant beyond its satisfaction implications. And across all five models, the t-statistics and p-values leave no doubt that these relationships are real, not artefacts of a small sample. All hold at the 0.01 level with 88 degrees of freedom.

4.9 Discussion of Key Findings

Table 4.18: Construct Mean Score Summary

Construct	Mean Score (out of 5)	Rating	Rank among Delivery Constructs
App Usability (C3)	3.85	Good	1st
Packaging Quality (C4)	3.79	Good	2nd
Order Accuracy (C2)	3.62	Good	3rd
Delivery Speed (C1)	3.53	Moderate - Good	4th
Customer Support (C5)	3.29	Moderate	5th - Weakest
Repeat Purchase (E)	3.60	Good	-
Customer Satisfaction (D)	3.56	Good	-

Source: Primary Survey, 2025

Finding 1: App usability is the strongest driver of satisfaction, not speed. This is perhaps the most practically significant finding of this study. App usability scored the highest mean (3.85) and the strongest correlation with satisfaction (0.69). The implication is that platforms seeking to improve satisfaction should not only focus on

shaving seconds off delivery times - they should also be obsessing over their app's reliability, tracking accuracy, and notification quality. For Tier 2 city users who may be on slower networks or older devices, this matters even more.

Finding 2: Customer support is the largest gap in the data. A construct mean of 3.29 and the study's single lowest item score (3.21 for 'the platform handles delivery failures responsibly') make this the clearest area of underperformance. What makes it especially concerning is the switching intention score sitting at 3.89. Users will leave when things go wrong - and when things go wrong, support is what determines whether they feel helped or abandoned.

Finding 3: Satisfaction matters more than any single delivery dimension for driving repeat purchase. The satisfaction-to-repeat-purchase correlation ($r = 0.72$) is the strongest in the model. No single operational metric converts a casual user into a habitual one - it is the cumulative experience that builds overall satisfaction. Platforms cannot shortcut their way to loyalty through one impressive number.

Finding 4: Discount dependence is a genuine risk. The item 'I would still choose this platform without a discount' scoring 3.19 - with a notable portion of respondents in the neutral-to-disagree range - suggests that a meaningful chunk of users are there for the deals, not the service. As platforms cut subsidies to move toward profitability, they could lose this segment unless service quality has genuinely improved enough to justify the full price.

Finding 5: Blinkit's position in Jaipur is strong. 72.2% penetration among respondents is genuinely dominant, and the 16-percentage-point gap between Blinkit and Zepto (55.6%) suggests that first-mover advantage and dark store density create real competitive moats even in Tier 2 cities.

4.10 Limitations of the Study

- The male-skewed sample (75.6%) and concentration in the 18-24 age bracket don't reflect the full range of Q-commerce users, and the findings should be read with that in mind.
- Because this is cross-sectional data, it can't capture how satisfaction and loyalty shift over time — which is a real limitation in a sector where the relationship between user and platform builds (or erodes) through repeated interactions.
- Pearson correlation confirms association, not causation. Structural equation modelling in future research would allow a more rigorous test of the causal paths.
- Self-reported Likert data is inherently subject to recall errors and social desirability bias — respondents don't always answer as they'd actually behave.
- Platform-specific satisfaction scores weren't collected separately, so direct comparisons between Blinkit, Zepto, and Swiggy Instamart on satisfaction dimensions aren't possible with this data.

CHAPTER 5: CONCLUSION

5.1 Conclusions

This study set out to understand how delivery experience shapes customer satisfaction and repeat purchasing among Q-commerce users in Jaipur. The data turned out to be both clear and practically useful.

First, delivery experience isn't a single thing. It's the combination of how fast the order arrives, whether the right products come in good condition, how well the app works, how the packaging holds up, and what happens when something goes wrong. All five dimensions showed significant positive relationships with satisfaction. Platforms that optimise for just one of them — usually speed — are leaving satisfaction value on the table.

Second, app usability matters more than the industry probably assumes. It was the highest-rated dimension and had the strongest correlation with satisfaction. When all the major platforms are promising roughly the same delivery speeds, the app experience may be what actually determines which one a habitual user sticks with.

Third, customer support is a genuine problem — not a minor one. Every customer support metric underperformed, and the high switching intention score makes clear this isn't just about satisfaction — it's a retention risk. Platforms pouring money into speed and UX while neglecting what happens after a bad delivery are essentially building a leaky bucket.

Fourth, the satisfaction-to-repeat-purchase relationship ($r = 0.72$) is real and strong. This is the commercial argument for service quality investment: satisfied customers come back, and in a sector where acquiring new users is expensive, retention is where the unit economics actually improve.

Fifth, the Jaipur data suggests Q-commerce dynamics in Tier 2 cities mirror metro patterns in broad structure but differ in important ways: income sensitivity is

higher, dark store coverage is thinner, and delivery variance tends to be greater. Platforms scaling beyond metros need to account for those differences in how they design their operations and satisfaction strategies.

5.2 Recommendations

Based on the findings, the following recommendations are offered to Q-commerce platform operators:

10. The most urgent recommendation from this data is to invest properly in customer support. Faster complaint resolution, proactive communication when deliveries fail, and refund processing that doesn't feel like an obstacle course — any of these would likely move satisfaction meaningfully. Even a chatbot that acknowledges a complaint quickly and gives a clear timeline would be an improvement over what many respondents described.
11. App quality should be treated as a strategic differentiator, not just a hygiene factor. Where platforms are competing on similar delivery promises, the app experience is increasingly where loyalty is won or lost. Tracking accuracy, notification relevance, and stability on mid-range devices — which most Jaipur users will have — all deserve sustained investment.
12. Loyalty programmes that don't rely entirely on discounts are worth building. The low score on 'would choose without a discount' should worry any platform moving toward profitability. Subscription tiers, reward point systems, early access to new products, or order history-based personalisation can all create real switching costs without permanently sacrificing margins.
13. The substitution experience needs fixing. The low score on that item in order accuracy points to a specific, relatively cheap operational gap to address. Better communication when items go out of stock, and actually giving customers a choice about substitutions rather than auto-replacing, would resolve a recurring frustration without major infrastructure changes.
14. In Tier 2 cities, delivery consistency matters more than average speed. A dark store network that reliably delivers within 15 minutes is more valuable for satisfaction than one that hits 8 minutes occasionally but routinely takes 35 when coverage gaps hit.

5.3 Scope for Future Research

This study opens up several avenues worth pursuing:

- A longitudinal study following the same users over 6-12 months would add something this study can't provide: an understanding of how satisfaction and repeat purchase intent shift as users habituate and as platforms pull back on promotions.
- A multi-city study covering both metros and additional Tier 2 cities would allow proper comparisons and test how far the Jaipur findings generalise.
- Structural equation modelling would allow a more rigorous test of the causal relationships in the model — something Pearson correlation simply can't deliver.
- A platform-specific analysis with adequate per-platform sample sizes would make direct satisfaction comparisons between Blinkit, Zepto, and Swiggy Instamart possible.
- Qualitative interviews — with users as well as dark store staff — would add context and texture to what the numbers can show.

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ANNEXURE I - SURVEY QUESTIONNAIRE

Quick Commerce in India: How Delivery Experience Shapes Customer Satisfaction and Repeat Purchases

MBA Research Project | Delhi School of Management, Delhi Technological University

Instructions: This survey is for academic research purposes only. All answers are anonymous. Please answer all questions honestly. It takes approximately 5-7 minutes.

Section A - About You

1. Age: [ ] 18-24 [ ] 25-34 [ ] 35-44 [ ] 45 and above

2. Gender: [ ] Male [ ] Female [ ] Other [ ] Prefer not to say

3. City you currently live in: [ ] Delhi/NCR [ ] Mumbai [ ] Bangalore [ ] Jaipur [ ] Other metro [ ] Tier 2 city

4. Monthly household income: [ ] Below Rs.25,000 [ ] Rs.25K-50K [ ] Rs.50K-1L [ ] Above Rs.1L

5. Occupation: [ ] Student [ ] Salaried [ ] Self-employed [ ] Homemaker [ ] Other

Section B - How You Use Quick Commerce

6. Which platforms do you use? (tick all that apply): [ ] Blinkit [ ] Zepto [ ] Swiggy Instamart [ ] BB Now [ ] Flipkart Minutes

7. How often do you order per week? [ ] Daily [ ] 4-6 times [ ] 2-3 times [ ] Once [ ] Occasionally

8. What do you mostly order? (tick all): [ ] Groceries [ ] Snacks [ ] Fresh produce [ ] Dairy [ ] Personal care [ ] Medicines [ ] Household items

9. Typical spend per order: [ ] Below Rs.200 [ ] Rs.200-500 [ ] Rs.500-1,000 [ ] Above Rs.1,000

10. Why did you first try Q-commerce? [ ] Fast delivery [ ] Discount [ ] Convenience [ ] Recommendation [ ] COVID-19 [ ] Other

Sections C, D, E - Your Experience (1=Strongly Disagree, 5=Strongly Agree)

C1 - Delivery Speed: Delivered within promised time / Agents punctual / ETAs accurate / Faster than expected

C2 - Order Accuracy: Correct items received / Quality matches app / Fresh produce in good condition / Substitutions acceptable

C3 - App Usability: Easy to navigate / Tracking reliable / Notifications timely / App stable

C4 - Packaging: Products arrive well-packaged / Packaging appropriate / No returns due to damage

C5 - Customer Support: Complaints resolved quickly / Refunds processed easily / Platform handles failures responsibly

D - Satisfaction: Overall satisfied / Meets expectations / Value for money / Trust the platform / Satisfaction improved over time

E - Repeat Purchase: Will continue using / Would recommend / Would choose without discount / Would switch if poor experience / Order more than before

Section F - In Your Own Words

26. What is the one thing that would most improve your Q-commerce experience?

27. Have you switched platforms before? If yes, what made you switch?

28. Any other thoughts or feedback?

Thank you for your time and honest responses!