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A STUDY ON QUICK COMMERCE PLATFORMS-IMPACT OF SERVICE QUALITY ON CONSUMER SATISFACTION

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Abstract
In order to satisfy changing customer demands, quick commerce, or Q-commerce, has become a disruptive retail model that offers quick delivery of necessities and foodstuffs. This study uses the SERVQUAL model, which has five dimensions—reliability, responsiveness, assurance, empathy, and tangibles—to examine how service quality affects customer satisfaction across top Q-commerce platforms. 87 respondents provided primary data using a standardized questionnaire. Reliability testing, ranking, correlation, and regression were used to analyse the data.

Keywords: Quick Commerce, Zepto, Blinkit, Service Quality, SERVQUAL, Consumer Satisfaction.

Introduction

A recent development in e-commerce, quick commerce, or Q-commerce, is centred on lightning-fast delivery. Customers may now acquire food, personal care goods, and other basic items in 10 to 30 minutes instead of having to wait days for their orders. The approach, which is transforming how consumers purchase by making things available practically quickly, is powered by developments in data analytics, logistics, and mobile technology.

Food delivery was the initial success of Q-commerce in India, particularly during the COVID-19 pandemic when consumers sought quicker and safer alternatives to going to stores. Since then, industries like electronics, cosmetics, and even medications have seen an increase in demand for speed. As a result of this change, specialized Q-commerce platforms have grown to dominate the Indian market.

Among the most well-known are Swiggy Instamart, Zepto, Dunzo, Big Basket, and Blinkit (previously Grofers). To achieve quick delivery, these businesses rely on tech-enabled operations, efficient logistics, and local fulfilment centers. For instance, Blinkit uses its network of dark stores in key cities like Bangalore, Mumbai, and Delhi to deliver in as little as 10 to 15 minutes. These platforms are revolutionizing urban retail and establishing the standard for future city purchasing by emphasizing speed, accessibility, and convenience.

Zepto

It is a rapidly expanding Mumbai-based startup that is altering the way people shop for goods. Launched by two 19-year-old Stanford dropouts, the firm soon gained attention—not only for its audacious promise of delivering groceries in 10 minutes, but also for its rapid growth, virtually tripling its valuation from $225 million to $570 million in just two months. What distinguishes Zepto is its clever use of "dark stores" small, local warehouses loaded with the most purchased items—which allow for speedy and effective deliveries. With an average delivery time of less than nine minutes, Zepto employs modern technology and artificial intelligence to negotiate traffic, weather, and local demand trends to get food to customers faster. More than just a delivery service, Zepto seeks to make grocery shopping simple by combining speed, convenience, and smart logistics to fit today's fast-paced lifestyles.

Blinkit

Launched in 2013 and headquartered in Gurugram, is an Indian online grocery delivery company that makes daily shopping easier and more comfortable. After operating as an online grocery delivery service for seven years, Blinkit began express grocery delivery in India by constructing dark storefronts in several cities. The business claimed to have delivered more than 7000 goods in Gurgaon in 15 minutes in July 2021.After completing more than 20,000 deliveries in 10 cities in less than 15 minutes each day, it launched 10-minute delivery in the top 12 cities a month later, in August 2021. Grofers changed its brand name to Blinkit on December 13, 2021, in keeping with its goal of embracing quick-commerce.

Swiggy Instamart

Swiggy Instamart is Swiggy's quick commerce branch, which delivers groceries and everyday essentials in minutes from local outlets. It functions in more than 200 Indian cities offering everything from fresh food and snacks to personal care and cleaning goods. Built on Swiggy's robust delivery network, Instamart provides round-the-clock convenience, quick service, and competitive price, making everyday shopping easier and more economical for busy urban consumers.

BB Now

BB Now, a branch of Big Basket which is owned by the Tata Group, gives 15-minute delivery of groceries and essentials. It meets the expectations of modern consumers by combining speed, reliability, and the trust of a well-established brand, backed by Tata's robust infrastructure and Big Basket's extensive inventory.

Dunzo Daily

Dunzo, which began as a hyperlocal delivery platform, expanded into rapid commerce in 2021 with the launching of its own q-commerce service. The platform, which is backed by big partners such as Reliance Retail and Google, provides a personalized shopping experience with a heavy focus on delivering groceries in 19 to 30 minutes. Its operations are mostly focused in big urban areas.

Review of Literature

S.no	Field of Research	Focus	Outcome	References
1	E-commerce	Consumer satisfaction	Pricing strongly influences the satisfaction of consumers with usage of technology and the product quality acting as key mediators. Technology emerged as the most impactful factor, highlighting its crucial role in enhancing customer experience. Conversely, service quality and delivery time had less influence, suggesting their impact may depend on specific customer expectations or situations.	"Sasiprapha Asawawibul a, Khahan Na-Nan, Kaptun Pinkajay, Nutt Jaturat, Yotsaphat Kittichotsatsawat, Bowei Hu" (2025)
2	E-commerce	E-service quality	excellent e-service quality significantly boosts customer	"Jongnam Kim and Kyeongmin Yum"

			satisfaction, trust, and continued usage. Satisfied customers are more likely to trust the platform and remain loyal, with trust playing a key role in long-term engagement. Overall, satisfaction and trust act as vital links between service quality and user retention, emphasizing the importance for e-commerce platforms to invest in service excellence to build lasting customer relationships.	(2024)
3	Quick commerce	Consumer behaviour	Factors such as perceived benefits, sociodemographic, social influence, pricing, utility, information quality, and simplicity of use all influence consumer behaviour in Q-commerce. Convenience is still a major motivator despite security concerns, with prompt delivery, a wide selection of products, dependable logistics, and precise orders greatly increasing customer happiness.	"Risbaa Singh" (2024)
4	E-commerce	Consumer satisfaction	The researchers concluded in their study that there is a strong positive link between timely delivery, order accuracy, product condition, and clear communication with customer satisfaction. However, staff interaction quality had a negative effect, leading to the rejection of that hypothesis.	"Aditia Sovia Pramudita and Darfial Guslan" (2024)
5	E-commerce and Rapid Commerce	Impact on the food industry	The research of the food sector in Ukraine defines the main forces behind its growth, lists the main results, and examines how e-commerce and rapid commerce work together. It also discusses the difficulties	"Oleksandr Oliynyk" (2024)

			facing the industry, suggests possible solutions, and identifies areas for expansion.	
6	Quick Commerce	Emergence of Quick Commerce	This paper provides an important insight into the revolutionary role of Quick Commerce (Q-commerce) in India to stakeholders, legislators, and business executives. With the principal objective of creating a robust and inclusive retail ecosystem in the digital age, it provides a strategic framework to assist policy formation and well-informed decision-making by analysing the opportunities and difficulties within this developing industry.	"Shivom Gupta" (2024)
7	E-commerce	Consumer satisfaction	website design, reliability, perceived usefulness, and ease of use are critical in shaping customer satisfaction on e-commerce platforms. Among these, a user-friendly design and the platform's practicality emerged as strong motivators. Together with overall customer satisfaction, these elements significantly influenced customers' willingness to make purchases, especially among e-commerce users in Uzbekistan.	"Veronika Lee, Seungwook Park, DonHee Lee" (2022)
8	Reviews on the platforms of Q-Commerce	Customers reviews on play stores regarding quick commerce platforms	The findings highlight the importance of reviews for analytics and showcase the potential of sentiment analysis in driving business value and gaining a competitive edge.	"Dr. P Madhan Kumar, Jeswanth A, Joseph Vishwah, Dhanush Babu M, Jinal Manani" (2022)
9	E- service quality	Consumer satisfaction	This study found a substantial positive association between e-service quality factors specifically efficiency, fulfilment, privacy and customer happiness. Furthermore, it was discovered	"Samuel Michael Endwia, Nurrani Kusumawati, and Atika Irawan" (2021)

			that customer pleasure has a significant positive impact on customer loyalty	
10	Quick Commerce	Purchase Decision of E-Grocery	According to the survey, food stores in the quick commerce (q-commerce) industry who give their delivery workers healthy working conditions have a higher level of brand recognition by the consumers. Even though their costs are higher, customers are inclined to purchase from these merchants. This study emphasizes the significance of working conditions for both ethical and customer retention, which is essential for new q-commerce businesses to survive in difficult times like the COVID-19 pandemic.	"Cagla Tugberk Ariker" (2021)

Service quality and consumer satisfaction:

Dissatisfaction results from online service failures that impact both emotion and cognition. Cognitive issues are resolved by compensation, but emotional effects are not. Purchases are driven by positive emotions, whereas in bad situations, cognitive elements predominate **(Mojtaba Barari et al. 2020).** The study provides crucial insights for the sector's progress by confirming that consumer happiness and behaviour are significantly influenced by technology, food quality, control methods, customer service, and service fulfilment. **(Katerina Annaraud et.al 2020).** The 10-minute delivery model increases grocery sales and encourages repeat business, but it also lowers demand for local stores and increases the danger of accidents due to rushed deadlines and distracted driving **(Vinayak Malhotra 2022).** A study conducted revealed that online shopping is popular among young consumers (73.33%), mainly students (93.33%) aged 20-30. Key motivations include convenience, time savings, cost-effectiveness, flexibility, and a wide range of product options **(Dr. Balbir Singh 2018).** The study shows consumers prefer online shopping websites with diverse, quality products, better prices, discounts, quick delivery, and good after-sales service. Demographic analysis reveals females are more loyal to specific websites than males **(Snehal Chincholkar et.al 2017).** Customer engagement on quick commerce commerce platforms is impacted by social interface, expertise, and motivation, with perceived value and social interaction having the greatest impact **(Abdelsalam H. Busalim et.al 2020).**

Objectives of the study

1. To understand the impact of service quality dimensions on customer satisfaction in quick commerce platforms.
2. To identify most used quick commerce platform

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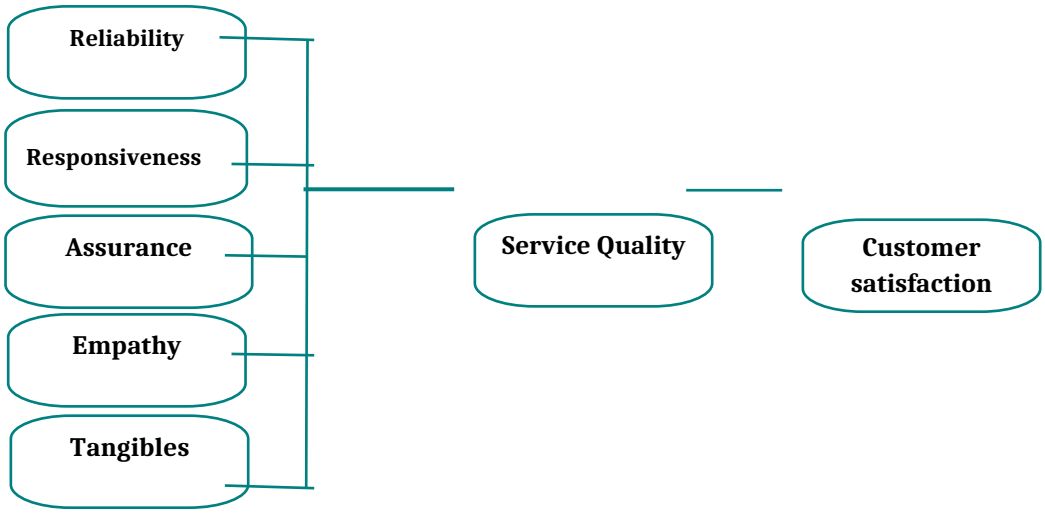
Scope of the study

This study examines how Bengaluru consumers perceive and rank rapid commerce services across several significant market platforms. The study focuses on how consumers see the kind of service they receive because fast commerce is becoming a commonplace aspect of city living. It makes use of the SERVQUAL paradigm, which evaluates five important factors: tangibles, assurance, responsiveness, empathy, and dependability. Structured surveys are utilized to get information from Bengaluru users who have recently used a variety of fast commerce services. The results are intended to assist managers, service designers, marketers, and other industry professionals in better understanding customer expectations and determining strategies for raising service quality throughout the business.

Conceptual Framework



Source: Servqual model parasuraman et al., 1988

Hypothesis:

H1: Reliability has a positive impact on consumer satisfaction
H2: Responsiveness has a positive impact on consumer satisfaction
H3: Assurance has a positive impact on consumer satisfaction
H4: Empathy has a positive impact on consumer satisfaction
H5: Tangibles have a positive impact on consumer satisfaction

Research Design

This study uses descriptive and comparative research design. It is descriptive in that it seeks to explain and quantify consumer opinions of service quality. It is comparative in that it assesses the perceived service quality differences between all quick commerce platforms in Bangalore.

Data Collection Methods

Primary Data: Collected through a structured questionnaire based on the SERVQUAL model and distributed on online platforms and in-person .

Secondary Data: Websites, Public reports and literature Review from published articles**.**
Method of Data Analysis: Reliability test, Ranking, Correlation, Regression .

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Cronbach's Alpha

Reliability Statistics	
Cronbach's Alpha	**No of Items**
.965	24
Source: SPSS	

The 24-item scale's Cronbach's Alpha, as determined by reliability analysis, was 0.965, suggesting exceptional internal consistency.

Demographic Analysis

Age					
		Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
Valid	under 18	24	27.3	27.3	27.3
	18-24	27	30.7	30.7	58.0
	25-30	12	13.6	13.6	71.6
	31-40	25	28.4	28.4	100.0
	Total	88	100.0	100.0	
Gender					
	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Female	45	51.1	51.1	51.1
	Male	43	48.9	48.9	100.0
	Total	88	100.0	100.0	
Monthly Household Income in INR					
	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	below 20,000	5	5.7	5.7	5.7
	20,000-50000	18	20.5	20.7	26.4
	50001-100000	22	25.0	25.3	51.7
	100001-200000	17	19.3	19.5	71.3
	above 2,00,000	25	28.4	28.7	100.0
	Total	87	98.9	100.0	
Total	88	100.0			
Source: SPSS					

According to the demographic profile, young consumers are the ones who are adopting to quick commerce. The findings revealed that a majority (30.7%) are between the age of 18 and 24, followed by those between 31 and 40 (28.4%) and those under the age of 18 (27.3%), with only 13.6% coming between the ages of 25 and 30. With female (51.1%) slightly exceeding male (48.9%), the gender distribution is almost equal, indicating that both genders find quick commerce appealing. Majority of respondents (28.7%) claim that their household incomes are above ₹2,00,000, with 25.3% reporting that their earnings fall between ₹50,001 and ₹1,00,000 and 19.5% earnings between ₹1,00,001 and ₹2,00,000, respectively. Only 5.7% were less than ₹20,000. To conclude we can say that people of all income level and young consumers are spending in quick commerce platforms

Regression & Correlation Analysis

Anova						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	45.258	5	9.052	27.638	.000[b]
	Residual	26.855	82	.328		
	Total	72.114	87			
a. Dependent Variable: satisfaction score						
b. Predictors: (Constant), Tangibles, Empathy, Reliability, Responsiveness, Assurance Source: SPSS						

As per the ANOVA table the results indicate that all dimensions of service quality (reliability, responsiveness, assurance, empathy, tangibles) have a positive impact on consumer satisfaction. **(F (5, 82) = 27.64, p < .001)**

Coefficients						
		Unstandardized Coefficients		**Standardized Coefficients**		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.675	.270		2.499	.014
	Reliability	.485	.097	.488	4.993	.000
	Responsiveness	-.106	.109	-.116	-.968	.336
	Assurance	.206	.121	.229	1.702	.093
	Empathy	.121	.094	.141	1.284	.203
	Tangibles	.132	.111	.143	1.188	.238
a. Dependent Variable: satisfaction Source: SPSS						

The results derived from the coefficients test indicates that among all variables reliability has the most significant impact on satisfaction while the other dimensions have a lesser significant impact on satisfaction.

Predictor (Independent Variable)	**Standardized Beta (β)**	**t-value**	**Sig. (p)**	**Result**
Reliability → Customer Satisfaction	0.488	4.993	0.000	**Supported**
Responsiveness → Customer Satisfaction	-0.116	-0.968	0.336	Not Supported
Assurance → Customer Satisfaction	0.229	1.702	0.093	Not Supported (marginal, >0.05)
Empathy → Customer	0.141	1.284	0.203	Not Supported

Predictor (Independent Variable)	Standardized Beta (β)	t-value	Sig. (p)	Result
Satisfaction				
Tangibles → Customer Satisfaction	0.143	1.188	0.238	Not Supported
Source: SPSS				

Interpretation

As per the table of analysis we can conclude that reliability is the most significant factor of consumer satisfaction. Responsiveness, assurance and tangibles have a positive impact but no significance in consumer satisfaction. Among all dimensions of quick commerce reliability in terms of on time delivery, dependable services and accurate order delivery drives the quick commerce users in Bengaluru.

Platforms Used

zepto			
		Frequency	**Percent**
Valid	0	28	31.8
	Yes	60	68.2
	Total	88	100.0
BLINKIT			
		Frequency	Percent
Valid	0	30	34.1
	Yes	58	65.9
	Total	88	100.0
Amazon fresh			
		Frequency	Percent
Valid	0	76	86.4
	Yes	12	13.6
	Total	88	100.0
Swiggy Instamart			
		Frequency	Percent
Valid	0	35	39.8
	Yes	53	60.2
	Total	88	100.0
Others			
		Frequency	Percent
Valid	0	74	84.1
	Yes	14	15.9
	Total	88	100.0`
Source: SPSS			

Discussion and Implication

The SERVQUAL model was used in the study to understand the relationship between customer satisfaction and service quality factors in quick commerce platforms. The results showed that the most important factor that influences customer satisfaction is reliability and the consumers place a high priority on accurate order fulfilment and on-time delivery. The other tangibles like responsiveness, assurance, empathy and tangibles have a very insignificant role to play in the satisfaction levels of the consumers with the quick commerce platforms.

Industry implication

1. The quick commerce platforms need to improve their operational efficiencies by focusing on accurate and timely delivery of the orders and installing a real-time tracking system.
2. Customer trust in the platform can be built by maintaining consistency in service quality and also ensuring there is zero compromise in service quality even during peak periods.
3. There should be an effective system of collecting consumer feedback. This would be helpful in understanding the weakness in the system and improvising it.
4. The quick commerce platforms should focus on enhancing overall satisfaction of the consumers by focusing on the other dimensions like responsiveness, assurance, empathy and tangibles.

Conclusion and future direction:

This study used the SERVQUAL model to understand what aspects of service quality were preferred by the users of the quick commerce platforms in Bengaluru. From the study we can conclude that among all variable's reliability had the most significant impact on the consumer satisfaction. The users of the platforms preferred those platforms which did on time delivery and followed an accurate system in the order processing. Zepto was the most used quick commerce platform followed by swiggy Instamart. To conclude we can say that in quick commerce the satisfaction of the consumer depends majority on reliability. And those platforms who are consistent in maintaining this image will succeed in this ever-competitive environment. Future research can expand the scope by expanding the study into semi -urban areas. In order to get a deeper understanding on the subject of satisfaction of quick commerce platforms an integration of ECT & TAM can be used.

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