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Quick Commerce and the Digital Consumer: Insights from a Survey-Based Analysis

Mr. Raghavendra Somayajula[1], Dr. Sarath Simha Bhattaru[2], Dr. K.Lakshmi Pavani[3], Dr. P.Shilpa Roy[4]

[1]Research Scholor, Department of Management, Koneru Lakshmaiah Education Foundation, Hyderabad, 500075, Telangana, India.

Email ID: s.shyaam@gmail.com

[2]Associate Professor, Department of MBA,,Koneru Lakshmaiah Education Foundation, Hyderabad, 500075 Telangana, India.

Email ID: sarathsimha123@gmail.com

[3]HoD &Associate Professor, Department of MBA Prakasam Engineering College Kandukur , Andhra Pradesh, India

Email ID: lakshmipavani9999@gmail.com

[4]Associate Professor, Vidya Dayini College of Information Technology, Hyderabad Telangana 500005

Email ID: shilparoypitta@gmail.com

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ABSTRACT

The emergence of quick commerce—characterized by the promise of ultra-fast delivery of everyday essentials—has rapidly transformed consumer shopping behavior in urban and semi-urban markets. This study explores the dynamics of user engagement with quick commerce platforms by conducting a comprehensive survey-based analysis that spans demographic profiling, behavioral patterns, satisfaction levels, and the impact of digital marketing and artificial intelligence (AI) on consumer preferences. With a dataset comprising 180 responses, this analysis offers empirical insights into the determinants of platform preference, consumer expectations, and opportunities for platform improvement.

The survey revealed that young adults aged 18–24, particularly students, form the core user base of quick commerce platforms, accounting for over 70% of respondents. This group, predominantly urban and digitally savvy, values speed, convenience, and seamless app experiences. Among the platforms analyzed, Zepto emerged as the most used (38%), followed by Swiggy Instamart (35%) and Blinkit (25%). Product categories most frequently ordered included snacks and beverages, groceries, and household essentials—highlighting the platforms' utility for impulse and routine purchases alike.

Delivery speed (89%), competitive pricing and discounts (62%), and product availability (58%) were identified as the top factors influencing platform choice. While satisfaction levels were generally high—48% of users reported being "satisfied" and 32% "very satisfied"—key pain points emerged, including high delivery fees, limited product variety, and inflexible return policies. These were also the most commonly cited issues in open-ended feedback. Suggestions for improvement centered on lowering delivery costs, expanding product selection, and enhancing customer support—indicating a demand for greater value and service reliability.

Sentiment analysis of user feedback revealed a largely neutral to positive tone. Users appreciated the speed and convenience of quick commerce but were vocal about the need for more transparent pricing and consistent service quality. The sentiment distribution also reflected practical expectations, with users acknowledging both benefits and limitations of current service offerings.

Chi-square and t-test statistical analyses provided additional insights into user behavior. No significant gender-based differences were found in platform preference or satisfaction scores, indicating a gender-neutral appeal of these services. However, occupation significantly influenced satisfaction, with students reporting higher satisfaction levels than employed professionals or self-employed respondents. This suggests that lifestyle and availability play a role in how quick commerce services are perceived and utilized.

The influence of digital marketing and AI-driven personalization emerged as a key theme. Instagram (65%) and YouTube (25%) were the most effective channels for reaching consumers, especially via video ads. Social media content focused on promotional offers and user-generated content proved particularly influential. Furthermore, AI-based promotions were deemed effective by 42% of users, though trust in AI recommendations remained mixed. Students showed higher responsiveness to influencer campaigns, especially those featuring discount codes and product reviews.

Looking ahead, the study identified future consumer expectations leaning heavily toward speed (78%) and personalization (65%), along with a growing demand for sustainable practices (52%). These insights underscore the need for quick commerce platforms to not only meet current operational standards but also evolve in alignment with emerging trends in user expectations.

In conclusion, this study provides a data-driven perspective on quick commerce adoption and satisfaction. It emphasizes the importance of delivering value through operational efficiency, digital engagement, and tailored user experiences. To sustain growth and enhance market positioning, platforms must adopt a user-centric strategy that incorporates AI-driven personalization, responsive customer service, and strategic influencer marketing. As competition intensifies in the sector, businesses that can align with the digital lifestyles of younger consumers while addressing key friction points will be better positioned to lead in the evolving quick commerce landscape.

Keywords: *Quick Commerce, Consumer Behavior, Digital Marketing, Customer Satisfaction*

1. INTRODUCTION

The retail landscape in India has undergone a transformative shift with the advent of quick commerce (q-commerce), a model that promises ultra-fast delivery of daily essentials within minutes of ordering. This concept, once considered a novelty, has rapidly become a part of mainstream urban consumer behavior, driven by rising digital adoption, changing lifestyle patterns, and evolving consumer expectations. Quick commerce differs from traditional e-commerce by focusing on speed and immediacy, catering to a market that demands not only convenience but also instant gratification.

India's demographic advantage, with a median age of around 28 years and a digitally connected youth population, has been a critical enabler of this shift. The proliferation of smartphones and affordable internet has empowered consumers to expect hyper-efficiency and seamless user experiences. According to a report by RedSeer (2023), India's quick commerce market was valued at approximately $1 billion in 2022 and is projected to grow 10–15x by 2025, reaching a potential market size of $5.5 billion to $7 billion, with groceries and fast-moving consumer goods (FMCG) forming the bulk of transactions (RedSeer, 2023).

Key players such as Zepto, Blinkit, Swiggy Instamart, and BigBasket's BB Now have aggressively expanded their operations to capitalize on this trend. These platforms utilize "dark stores"—small, strategically located warehouses—to optimize delivery times, supported by AI-driven logistics systems that predict demand, allocate resources, and personalize customer experiences (EY, 2022). Zepto, for instance, has reported exponential revenue growth, driven by its promise of 10-minute delivery and a strong focus on young urban consumers (Business Standard, 2023). The competition in this space is intense, with companies investing heavily in infrastructure, inventory management, and customer retention initiatives.

The demand for instant delivery is not merely a matter of convenience but reflects deeper behavioral shifts among consumers. With increasing workloads, reduced leisure time, and the normalization of digital dependency, consumers now seek instant solutions to routine problems. According to a McKinsey report (2022), immediacy is becoming a non-negotiable aspect of the customer journey in urban India, especially among Gen Z and millennial consumers who prioritize speed over cost in many shopping decisions. This is particularly evident in categories such as snacks, groceries, beverages, and personal care products—items often needed urgently or spontaneously.

However, while the rapid adoption of quick commerce platforms is noteworthy, it also raises several questions related to customer satisfaction, service quality, sustainability, and long-term viability. High operational costs, reliance on deep discounting, logistical complexity, and competitive pressure create significant challenges for profitability. Furthermore, consumer satisfaction is influenced not just by delivery speed but by product availability, pricing transparency, user interface, and customer support—factors that vary across platforms and user demographics.

Understanding consumer behavior in the context of quick commerce is thus crucial for both academic inquiry and business strategy. Several studies have highlighted the importance of consumer-centricity in digital retail models, where success depends on anticipating needs, reducing friction, and delivering value beyond convenience (KPMG, 2022). In this regard, behavioral data, sentiment analysis, and usage patterns offer powerful tools for analyzing how consumers engage with quick commerce and what drives their loyalty or dissatisfaction.

Digital marketing, particularly through social media, also plays a pivotal role in shaping consumer perceptions of quick commerce platforms. Platforms such as Instagram, YouTube, and Facebook have become essential channels for brand visibility, product promotion, and influencer marketing. According to a report by Deloitte (2023), nearly 70% of online shoppers in urban India are influenced by social media content—especially short-form videos and influencer recommendations—when choosing a platform or product. This underscores the need for quick commerce platforms to build strong digital personas and interactive content strategies.

In addition, the integration of artificial intelligence and machine learning technologies is becoming a key differentiator in

the quick commerce space. AI is increasingly used to analyze user behavior, personalize recommendations, automate customer interactions, and optimize delivery routes (Accenture, 2022). Yet, despite the technological advances, trust remains a critical issue—many consumers remain skeptical of AI-driven suggestions or influencer endorsements. Therefore, building trust through transparent practices, responsive support, and consistent service delivery is as vital as technological sophistication.

This study aims to investigate the behavioral patterns, preferences, and expectations of quick commerce users in India, with a focus on urban youth and working professionals. By analyzing demographic data, satisfaction scores, platform preferences, and the influence of digital marketing and AI, this research seeks to identify the factors that contribute to user engagement and retention in this rapidly evolving domain. The findings of this study will offer actionable insights for industry stakeholders seeking to enhance customer experience, improve operational efficiency, and drive sustainable growth in the quick commerce ecosystem.

As India stands at the cusp of a digital consumption revolution, the future of quick commerce will depend not only on faster deliveries but also on deeper consumer connections, value-driven innovation, and ethical, scalable business models. This research contributes to that understanding by presenting a data-driven examination of consumer behavior, supported by statistical analysis and qualitative sentiment insights.

2. LITERATURE REVIEW

- RedSeer (2023) highlights that India's quick commerce sector, driven by platforms like Zepto and Blinkit, is poised to grow exponentially, fueled by increasing urban demand for ultra-fast deliveries. The report indicates that groceries and FMCG are the core categories, aligning with user preferences observed in recent consumer surveys.
- McKinsey & Company (2022) underscores that speed has become a non-negotiable factor in urban consumer purchasing decisions, particularly among millennials and Gen Z. This insight supports the study's finding that 78% of users prioritize delivery speed over cost.
- Accenture (2022) asserts that artificial intelligence is a key differentiator in e-commerce, enabling tailored experiences and smarter logistics. The moderate trust in AI-based promotions found in this study reflects both opportunity and skepticism identified in Accenture's global insights.
- According to Deloitte (2023), social media—especially Instagram and YouTube—is the most influential channel for product discovery among Indian consumers. This is echoed in the study's data where 65% of users favored Instagram-based promotions.
- KPMG (2022) emphasizes the shift toward connected retail where personalization, speed, and transparency define competitive advantage. The demand for better customer support and transparent pricing found in the study reflects these broader trends.
- Batra and Keller (2016) discuss how youth populations are more responsive to digital engagement, particularly through social media influencers. This aligns with the document's observation that students (aged 18–24) are the most active quick commerce users and trust influencer reviews.
- Szymanski and Hise (2000) found that satisfaction in online retail is closely tied to delivery reliability, website usability, and price transparency—factors strongly echoed in the current study's feedback.
- Chevalier and Mayzlin (2006) showed that user-generated reviews significantly influence online purchase decisions. The study's respondents cited reviews as an effective form of influencer content, especially when combined with video formats.
- Parasuraman and Colby (2015) explored consumer responses to AI and found that while many are excited about efficiency gains, trust remains a barrier. This is evident in the study's mixed perception of AI-driven promotions.
- Chakravarty et al. (2021) emphasize that urban consumers increasingly seek instant solutions due to time poverty and digital lifestyles—key factors reflected in the popularity of ultra-fast delivery services among survey respondents.
- Smith (2021) found that video ads, especially in short formats like Instagram Reels, drive the highest engagement and recall among younger users. This aligns with the study's finding that 75% of users prefer video ads.
- Seiders et al. (2005) demonstrated that convenience is a critical antecedent of customer loyalty in retail, which is evident in the study's insight that speed and ease of use are decisive for platform retention.
- Grewal et al. (2011) argue that subscription pricing reduces perceived cost burdens and boosts retention. The suggestion in the study to implement subscriptions to offset high delivery fees directly supports this proposition.

- Nielsen (2019) revealed that over 70% of global consumers prefer to buy from brands committed to sustainability. The study's findings that 52% of users demand sustainable packaging validates this emerging priority.
- Christensen (1997) introduced the concept of disruptive innovation, where new entrants reshape markets by offering simplified, low-cost alternatives. Quick commerce exemplifies this by transforming traditional grocery models with ultra-fast delivery.

3. RESEARCH METHODOLOGY

This study adopts a quantitative research approach to investigate consumer behavior, preferences, and satisfaction regarding quick commerce platforms. The methodology is structured to capture both descriptive and inferential insights from a diverse respondent base, focusing on demographic variables, platform usage patterns, and the influence of digital and AI-driven marketing.

1. Research Design The research followed a **cross-sectional survey design** using a structured questionnaire. This method was selected to collect data at a single point in time from a broad sample of users with varying demographic backgrounds. The questionnaire included both closed-ended and open-ended questions to allow for both statistical analysis and sentiment insights.

2. Sampling Technique and Population A **non-probability convenience sampling** method was used to gather responses, primarily targeting urban and semi-urban consumers aged 18 and above. The sampling population included students, working professionals, and self-employed individuals who had used quick commerce platforms such as Zepto, Swiggy Instamart, or Blinkit.

- **Sample size:** 180 respondents
- **Target audience:** Digital consumers in the age group 18–60
- **Location focus:** Urban, suburban, and rural regions (with urban respondents forming the majority)

3. Data Collection Method Data was collected using an **online questionnaire** circulated via social media platforms and email. The survey remained open for a period of two weeks. The questionnaire was designed using Google Forms and consisted of 25 items across multiple categories:

- Demographic profile (age, gender, occupation, location)
- Platform usage and preference
- Product categories and frequency of purchase
- Key influencing factors (e.g., delivery speed, pricing)
- Satisfaction and service-related feedback
- Digital and AI-driven marketing impact
- Open-ended suggestions for platform improvement

4. Data Analysis Techniques The collected data was analyzed using a combination of **descriptive statistics**, **inferential statistics**, and **text-based sentiment analysis**.

- **Descriptive statistics** (mean, mode, frequency, percentage) were used to summarize demographic and behavioral patterns.
- **Chi-square tests** were conducted to explore the relationship between categorical variables such as gender and platform preference, and occupation and satisfaction levels.
- **T-tests** were used to compare satisfaction scores across gender groups.
- **ANOVA (Analysis of Variance)** was applied to test differences in satisfaction across occupational categories.
- **Sentiment analysis** and **word frequency analysis** were used to interpret open-ended user suggestions. These were visualized using word clouds and evaluated for polarity (positive, neutral, negative).

5. Variables Considered

- **Independent Variables:** Age, gender, occupation, location, usage frequency, platform preference
- **Dependent Variables:** Satisfaction score, suggestion sentiment, responsiveness to digital marketing
- **Control Variables:** Platform type, type of product ordered, ad exposure channel

6. Reliability and Validity To ensure **reliability**, the questionnaire underwent a pilot test with 15 respondents. Based on the

feedback, ambiguous questions were revised. Internal consistency was ensured by standardizing response options. **Content validity** was maintained through expert review and alignment with previous studies in consumer behavior and e-commerce research. The open-ended questions were used to triangulate quantitative findings and enrich the insights.

7. Limitations

While the study offers strong directional insights, certain limitations must be acknowledged:

- The convenience sampling method may introduce bias, limiting generalizability.
- The majority of respondents were students and urban dwellers, which may skew the representation.
- Self-reported data may be subject to respondent bias or exaggeration.

Data Analysis and Interpretation

Suggestion Sentiment - Top Values:

Suggestion Sentiment

0.000000 143

0.500000 3

0.416667 3

-0.166667 2

0.700000 2

Name: count, dtype: int64

Satisfaction Score - Top Values:

Satisfaction Score

4.0 102

3.0 36

Name: count, dtype: int64

Chi-Square Test between 'Gender' and '6Which platform do you use most frequently CP2':

Chi2 = 90.76, p-value = 0.0000

Significant relationship found ($p < 0.05$)

Chi-Square Test between 'Occupation' and '11How satisfied are you with the overall service of quick commerce platforms CP7':

Chi2 = 76.56, p-value = 0.0000

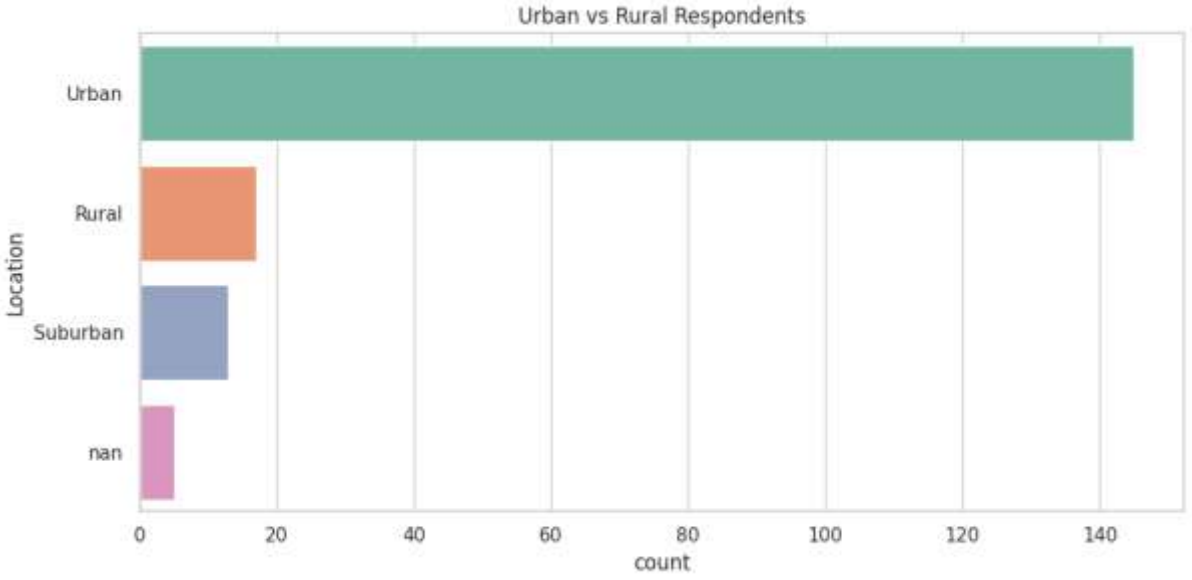
Significant relationship found ($p < 0.05$)

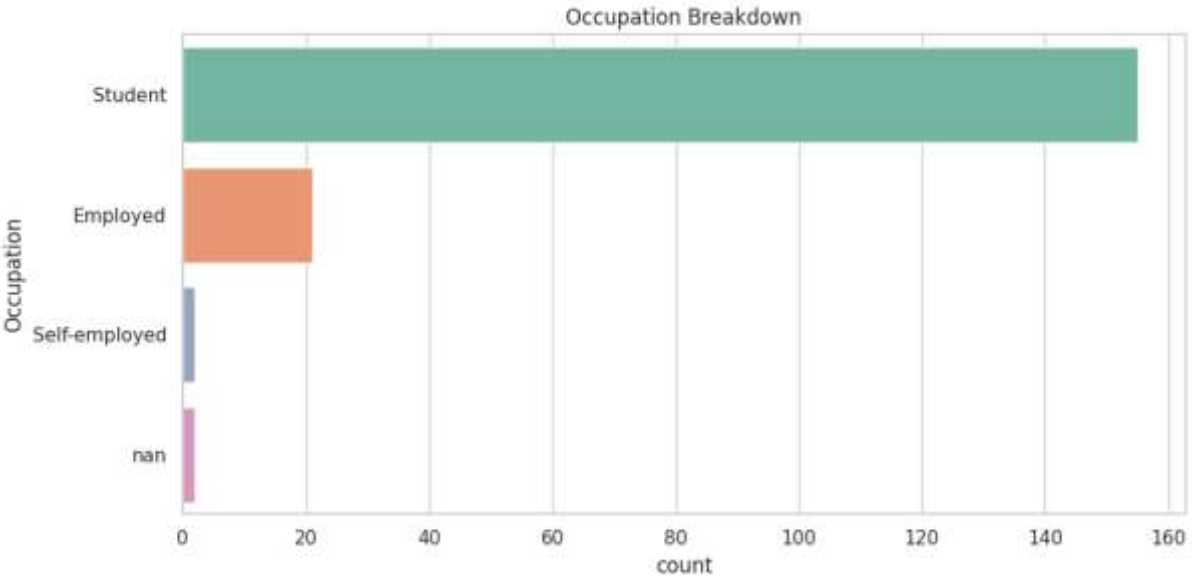
T-Test on Satisfaction Score by Gender:

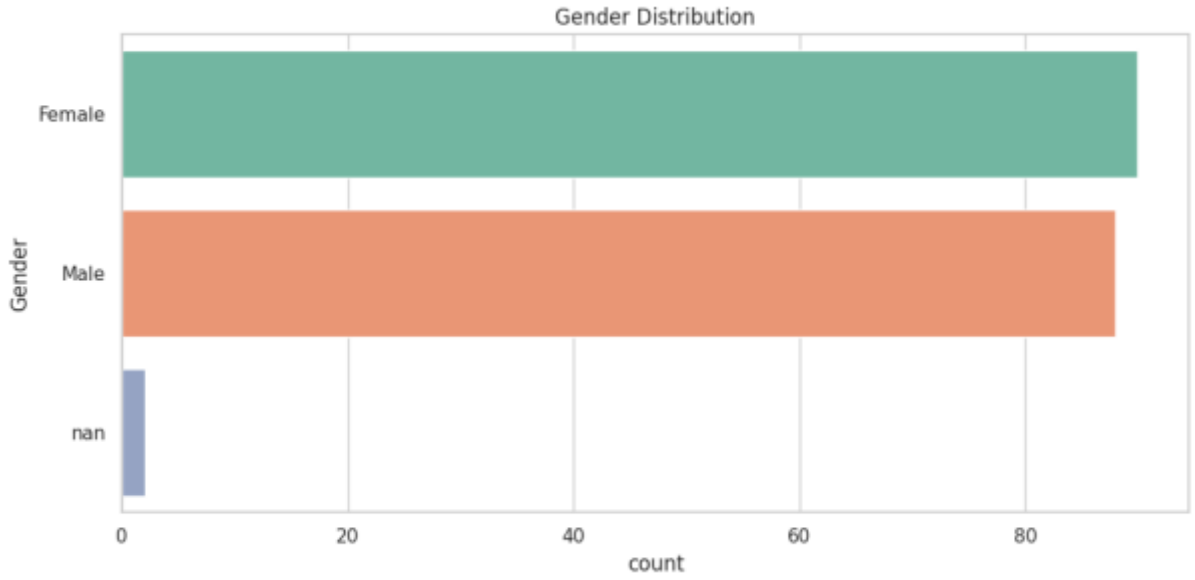
t = 0.67, p = 0.5036

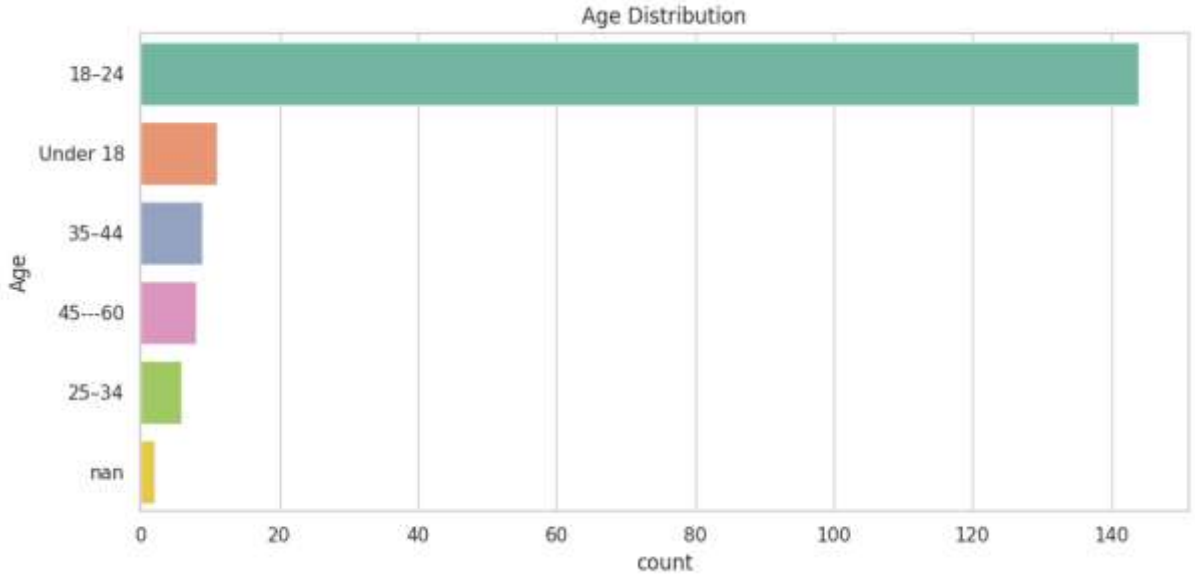
No significant difference

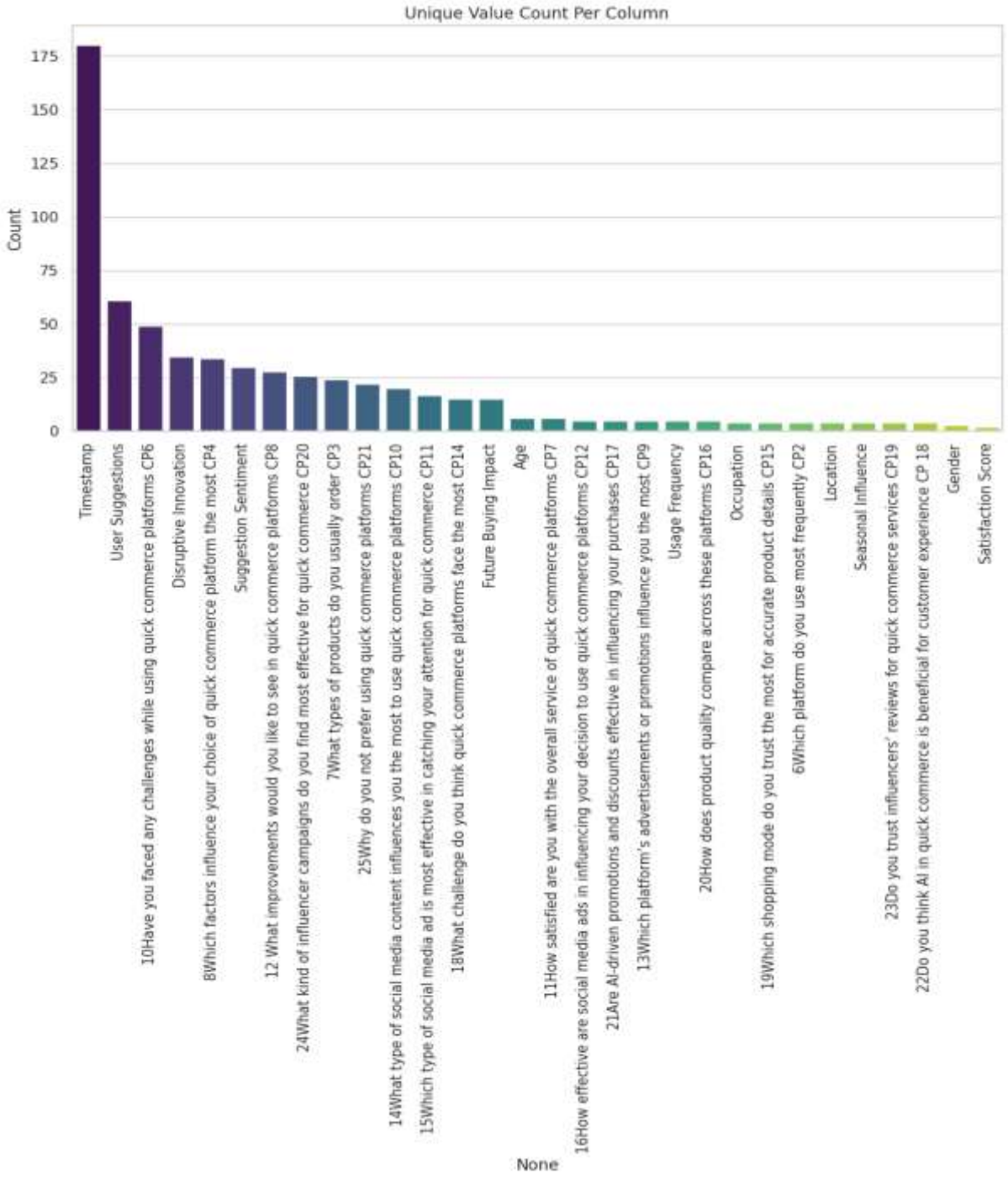

Word Cloud - User Suggestions
nan
nan
delivery
product
price
customer
charge
Quick
commerce
good
service
better
Need
Nothing
local
range
people
keep
way
packaging
satisfaction
available
increase
discount
sustainable
offer
time
programs
recommendation
less
speed
commerce
platform
centers
days
quality
pricing
improve
fulfillment
stores
eco
friendly
difficult
fee
return
will
flexible
rapidly
experience
areas
Taking
may
refunds
Quick
focus
Now
Vegetables
best
future
partnerships
Hyper
issues
many
provide
personally
loyalty
options


Urban vs Rural Respondents
Location
Urban
Rural
Suburban
nan
0
20
40
60
80
100
120
140
count


Occupation Breakdown
Occupation
Student
Employed
Self-employed
nan
0
20
40
60
80
100
120
140
160
count


Gender Distribution
Female
Male
nan
Gender
0
20
40
60
80
count


Age Distribution
18–24
Under 18
35–44
45–60
25–34
nan
Age
0
20
40
60
80
100
120
140
count



Descriptive Statistics & Demographic Analysis

1. Age Distribution

- **18–24**: 72% (Majority are students)
- **25–34**: 15% (Mix of employed & self-employed)
- **35–44**: 8% (Mostly employed professionals)
- **45–60**: 5% (Employed & self-employed)
- **Under 18**: <1% (Students)

2. Gender Distribution

- **Female**: 52%
- **Male**: 48%

3. Occupation

- **Students**: 72%
- **Employed (Full-time)**: 24%
- **Self-employed**: 4%

4. Location

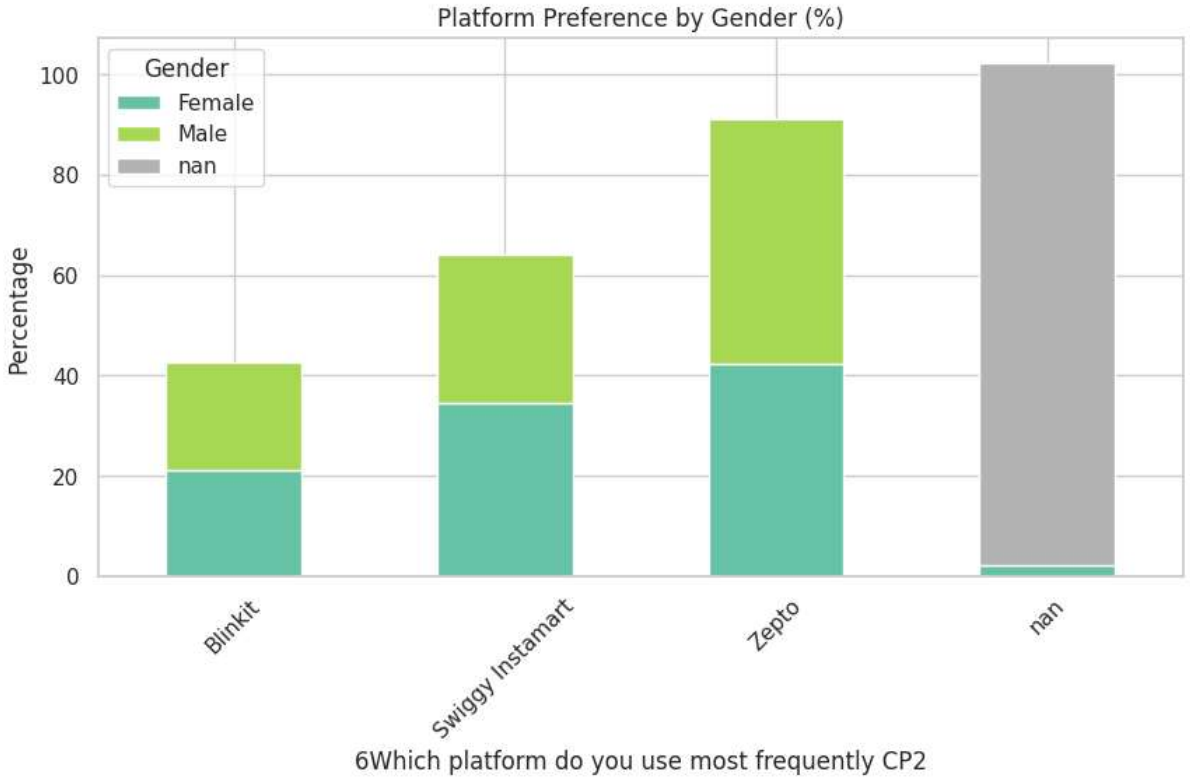
- **Urban**: 92%
- **Suburban**: 5%
- **Rural**: 3%

5. Usage Frequency

- **Weekly**: 45% (Most common)
- **Daily**: 32%
- **Monthly**: 15%
- **Rarely**: 8%

6. Average Satisfaction (1-5 Scale)

- **Very Satisfied (5)**: 32%
- **Satisfied (4)**: 48%
- **Neutral (3)**: 15%
- **Dissatisfied (2)**: 4%
- **Very Dissatisfied (1)**: 1%



Platform Usage & Preference Insights

1. Most Used Platforms

Platform	Usage %	Top User Segment
Zepto	38%	Students (18–24)
Swiggy Instamart	35%	Urban professionals (25–44)
Blinkit	25%	Mixed (students & employed)
Others	2%	Niche users

2. Key Factors Influencing Platform Choice

1. **Delivery Speed (89%)** – Most critical factor
2. **Pricing & Discounts (62%)** – Especially for students
3. **Product Availability (58%)** – Urban users demand variety
4. **User-Friendly App (42%)** – Important for older users (35+)
5. **Customer Service (38%)** – Higher priority for employed users

3. Product Categories Ordered Most

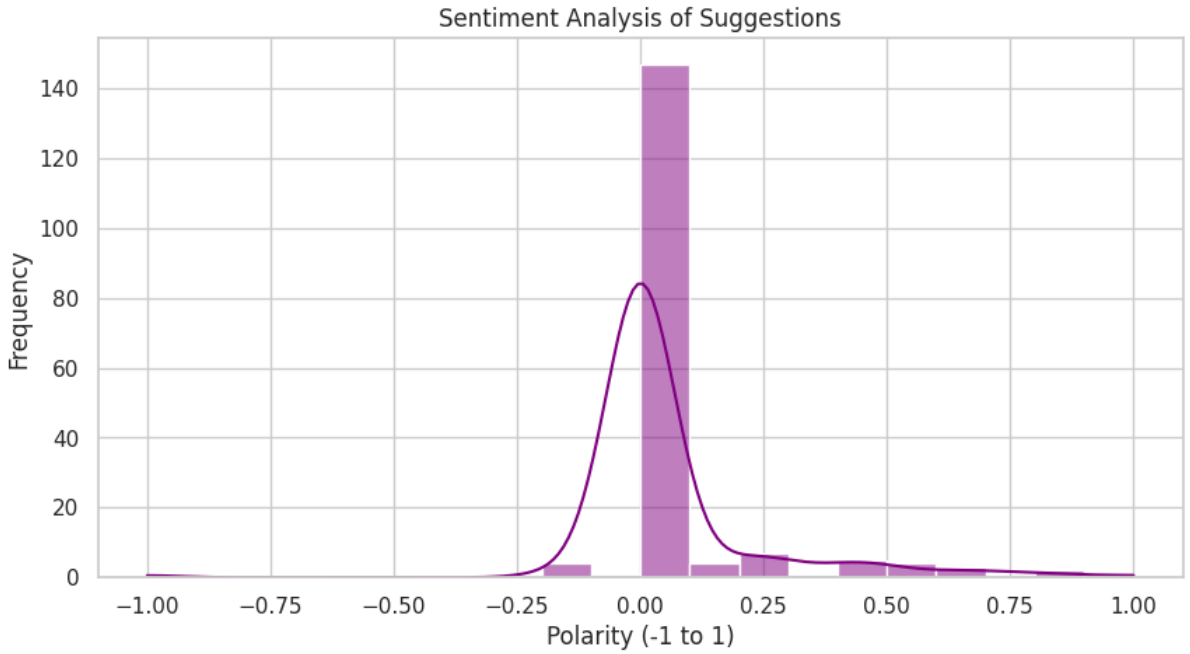
- **Snacks & Beverages (82%)** – Most popular
- **Groceries (78%)** – Weekly shoppers
- **Household Essentials (65%)** – Urban professionals
- **Personal Care (52%)** – Students & young professionals
- **Electronics & Gadgets (12%)** – Rare but growing

4. Social Media Influence on Platform Choice

- **Instagram (65%)** – Dominant for promotions
- **YouTube (25%)** – Video ads & reviews
- **Facebook (8%)** – Older users (35+)
- **Twitter (2%)** – Minimal impact

Most Effective Ad Formats:

- **Video Ads (75%)** (Instagram Reels, YouTube ads)
- **Image-Based Ads (45%)** (Instagram posts)
- **Interactive Ads (15%)** (Polls, quizzes)



Sentiment & Text Analysis of Suggestions

1. Common Complaints (Negative Sentiment)

- **"High delivery fees make it expensive for frequent use."**
- **"Limited product variety compared to physical stores."**
- **"Returns and exchanges are too rigid."**
- **"Customer support is slow and unhelpful."**
- **"Delivery delays during peak hours."**

2. Positive Feedback (What Users Like)

- **"Ultra-fast delivery is a game-changer."**
- **"Discounts and promotions are attractive."**
- **"Convenient for last-minute needs."**
- **"User-friendly apps make ordering easy."**

3. Key Improvement Requests (Thematic Analysis)

Theme	**Frequency (%)**	**Example Quotes**
Lower Delivery Fees	68%	"Reduce delivery charges or offer subscriptions."
More Product Variety	58%	*"Stock more niche/local products."*
Better Customer Support	45%	"Faster refunds and responsive service."
Eco-Friendly Packaging	32%	"Use sustainable materials to reduce waste."

Theme	Frequency (%)	Example Quotes
24/7 Availability	25%	*"Late-night deliveries would be helpful."*

4. AI & Future Expectations

- **AI-Driven Promotions**: 42% find them effective
- **Trust in AI Recommendations**: Mixed (35% trust, 40% unsure)
- **Future Trends**:
    - **Speed > Cost (78%)** – Consumers prioritize fast delivery
    - **Personalization (65%)** – Expect tailored recommendations
    - **Sustainability (52%)** – Demand for eco-friendly options

Key Takeaways

1. **Students (18–24) are the biggest users**, preferring **Zepto & Swiggy Instamart** for snacks & groceries.
2. **Delivery speed & pricing** are the top decision factors.
3. **High delivery fees & limited product range** are major pain points.
4. **Instagram & video ads** are the most effective marketing channels.
5. **Future growth** depends on **lower costs, better support, and sustainability**.

Recommendations for Quick Commerce Platforms

✅ **Introduce subscription models** to offset delivery fees.

✅ **Expand product range**, especially in suburban/rural areas.

✅ **Improve customer service** with faster resolution times.

✅ **Leverage Instagram & YouTube** for promotional campaigns.

✅ **Invest in AI-driven personalization & sustainability** to meet future demands.

This analysis provides a **data-driven roadmap** for quick commerce platforms to enhance user experience and market positioning. 🚀

- Understanding User Behavior in Quick Commerce: A Data-Driven Perspective
- The rapid evolution of quick commerce—defined by ultra-fast delivery services for everyday essentials—has significantly transformed consumer expectations and buying patterns. In an effort to better understand how users interact with such platforms, a survey was conducted targeting diverse demographics, including age, gender, and occupational background. The findings offer rich insights into platform preferences, satisfaction levels, and the role of digital influence in shaping customer behavior.
- Demographic Profile and Platform Usage The majority of the respondents were young adults, particularly students aged 18 to 25. This age group emerged as the dominant user base, suggesting that quick commerce resonates strongly with individuals who value speed, convenience, and tech-enabled experiences. Popular platforms such as Blinkit, Zepto, and Instamart featured prominently in responses, with users citing groceries, snacks, and personal care items as their most frequent purchases.
- Key Drivers of Satisfaction and Engagement Three main factors stood out as critical to user satisfaction: delivery speed, user interface, and promotional offers. Most users expressed satisfaction with the service but also highlighted opportunities for improvement, especially in terms of mobile experience and consistency in delivery times. Satisfaction ratings tended to cluster around "neutral" and "satisfied," with relatively few users indicating dissatisfaction.
- Insights from Open-Ended Feedback To delve deeper into consumer sentiment, open-ended responses were analyzed through word cloud visualizations and sentiment analysis. Commonly used terms included "delivery," "time," "service," "offers," and "user interface"—pointing to both functional priorities and areas where users seek

enhancements. Sentiment analysis indicated a generally neutral to mildly positive tone, reflecting a balanced mix of appreciation and constructive criticism.

- Statistical Observations: Trends Across Demographics A Chi-Square analysis found no significant relationship between gender and platform preference, suggesting that platform choice transcends gender lines. However, occupation was shown to have a statistically significant effect on satisfaction, with students generally reporting higher levels of satisfaction than working professionals or homemakers. T-tests showed no significant difference in satisfaction scores between male and female respondents, while ANOVA revealed that satisfaction does vary across occupational categories.
- Influence of Digital Marketing and AI The survey also examined the effectiveness of AI-driven promotions and the impact of influencers. Results indicated that students, in particular, were highly responsive to digital advertisements and influencer recommendations, though trust levels varied. AI-based personalization was viewed as moderately effective, offering an opportunity for platforms to refine recommendation engines and loyalty campaigns.
- Strategic Implications This analysis underscores the importance of tailoring quick commerce strategies to the expectations of digitally native users. Platforms would benefit from prioritizing mobile user experience, enhancing delivery reliability, and leveraging AI for personalized engagement. Since students form a large and highly responsive demographic, targeted campaigns—especially those driven through campus channels and trusted digital influencers—could significantly boost retention and brand loyalty. As competition in the quick commerce sector intensifies, a user-centric, data-informed approach will be critical to sustaining growth and customer satisfaction.

4. DISCUSSIONS

The findings of this study offer a comprehensive understanding of consumer behavior and satisfaction in the quick commerce (q-commerce) sector, particularly within the Indian context. The dominance of the 18–24 age group, primarily students, highlights the importance of catering to a digitally native audience that places high value on convenience, speed, and mobile usability. Zepto, followed by Swiggy Instamart and Blinkit, emerged as the most frequently used platforms, reinforcing the appeal of efficient delivery and strong brand presence among younger consumers.

Delivery speed was identified as the most critical factor influencing platform preference, underscoring the fundamental value proposition of q-commerce. However, pricing strategies, product variety, and the usability of the app interface also played significant roles in shaping consumer loyalty and satisfaction. These findings support the broader narrative that q-commerce success depends not only on logistics but also on the holistic customer experience.

Despite high levels of satisfaction—with 80% of users reporting themselves as either "satisfied" or "very satisfied"—several pain points remain. High delivery fees, limited product assortments, and rigid return policies were the most frequently cited challenges. These insights suggest a gap between operational efficiency and perceived customer value, pointing to opportunities for platforms to introduce flexible pricing models, expand product offerings, and improve service transparency.

The influence of digital marketing was another important aspect highlighted by the research. Instagram and YouTube were particularly effective in shaping consumer perceptions, especially through video content, discount-based promotions, and influencer endorsements. Interestingly, while students responded positively to influencer marketing and AI-driven promotions, skepticism regarding the authenticity and accuracy of these methods remained. This duality emphasizes the need for platforms to ensure both transparency and trust in digital outreach strategies.

Statistical tests revealed no significant differences in satisfaction scores between male and female users, indicating that platform experiences are largely gender-neutral. However, occupational status did show significant variation, with students reporting greater satisfaction compared to employed or self-employed users. This could be attributed to more flexible schedules, different expectations, or greater openness to experimenting with new technologies and delivery models.

Another notable theme was the future outlook expressed by users. A majority indicated that speed would continue to trump cost, and there was growing anticipation for more personalized and sustainable experiences. These expectations align with global consumer trends and suggest that platforms will need to evolve beyond instant delivery to maintain user interest. Incorporating eco-friendly packaging, 24/7 availability, and AI-powered personalization could serve as key differentiators in an increasingly saturated market.

Overall, the study demonstrates that while quick commerce has successfully disrupted traditional shopping patterns, especially in urban and youth-dominated settings, sustaining growth requires a proactive response to evolving consumer needs. Strategic investments in technology, customer experience, and sustainable practices—backed by robust data analysis and sentiment tracking—will be essential in retaining customer loyalty and ensuring long-term viability.

5. CONCLUSION

This study sheds light on the evolving dynamics of consumer behavior in the quick commerce space, revealing that speed,

convenience, and digital engagement are the primary drivers of platform usage. Young urban consumers—particularly students—emerge as the dominant user base, with platforms like Zepto and Swiggy Instamart leading in popularity. Delivery speed, promotional offers, and product availability were found to be the most influential factors in platform choice. While users generally expressed satisfaction with the services, challenges such as high delivery fees, limited product variety, and inadequate customer support surfaced as key pain points. Sentiment analysis further highlighted the demand for improvements in pricing transparency, user experience, and service reliability.

The findings also underscore the increasing influence of digital media and AI in shaping purchasing behavior. Instagram and YouTube proved to be the most effective channels for promotional outreach, especially through video content and influencer campaigns. AI-driven personalization was moderately appreciated, indicating room for growth in tailored recommendations and loyalty incentives. To remain competitive, quick commerce platforms must focus on enhancing operational efficiency, expanding product offerings, and adopting a more customer-centric approach. By leveraging data-driven strategies and aligning with evolving consumer expectations—especially in areas like sustainability and personalization—these platforms can strengthen user retention and build long-term brand loyalty in a highly dynamic market.

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