

# A STUDY OF CONSUMER RESPONSES TOWARD SERVICE QUALITY OF QUICK COMMERCE PLATFORMS IN AMRAVATI CITY

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## Abstract

Quick commerce platforms are rapidly changing the way consumers buy groceries and daily essentials by offering fast and convenient delivery services. This study examines consumers' responses towards service quality of quick commerce platforms in Amravati city, focusing on Blinkit and BigBasket. The objective of the research is to analyze consumer awareness and evaluate key service quality aspects such as timeliness of delivery and freshness of product.

The study is based on primary data collected from 35 respondents using a structured questionnaire. Statistical tools such as frequency distribution, percentage analysis, mean and chi-square test were used for data analysis. The findings show that awareness of instant commerce platforms is quite high among consumers in Amravati city, thereby rejecting the hypothesis that awareness is low. The results also show that consumers are generally satisfied with delivery performance and product quality. However, online grocery shopping has still not become a regular habit for many consumers. This study provides useful insights to managers to improve customer engagement and strengthen service strategies in the local market.

**Keyword :** Quick commerce, Service Quality, Consumer response, Customer satisfaction

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## 1. Introduction :

In recent years, the people changed their way towards buy groceries and daily essentials because high development in technology. because of busy lifestyle consumers today prefer shopping methods that save time, reduce physical effort and delivery at right condition at right time. This changing preference has led to the rise of quick commerce, a modern form of online retailing that mainly focuses on delivering products and daily essentials within a very short period of time. Whereas traditional e-commerce, which typically takes one or more days for delivery, quick commerce emphasizes speed,

convenience, and immediate fulfilment of needs. Blinkit and BigBasket have become more popular by meeting the immediate needs of consumers. These platforms allow users to order groceries, fruits, vegetables and household items through mobile applications and receive them at their doorstep within minutes. The success of these platforms majorly depends on how effectively they provide quality service and fast delivery. Service quality in Quick commerce includes many aspects such as timely delivery, accurate order fulfillment, freshness of products, friendly applications and efficient customer support. When these aspects are handled well, consumers are more likely to feel satisfied and gain trust towards platforms and continue using the platform.

In India, the growth of Quick commerce has been driven by factors such as increasing internet penetration, increasing smartphone usage and changing urban lifestyle. While most studies and business strategies focus on large metropolitan cities, quick commerce services are now expanding increasingly into smaller and developing cities. Amravati city, a growing urban hub of Maharashtra, is witnessing a steady increase in the usage of online grocery and quick delivery platforms. Consumers in urban cities may have different expectations and experiences compared to metro city users, so it is important to understand their reactions separately. Consumer feedback plays a very important role in evaluating the effectiveness of the service quality offered by these quick commerce platforms. Positive consumer responses reflect satisfaction, trust and loyalty, while negative experiences highlight service gaps and operational issues and also reduce the customer retention. In the highly competitive quick commerce market, even small service failures like late delivery or incorrect items can affect customer perception and brand image. Therefore, understanding how consumers perceive and evaluate service quality becomes essential for platform sustainability and improvement.

This study focuses on examining consumers' reactions towards service quality of Blinkit and BigBasket in Amravati city. By analyzing consumer awareness, service quality dimensions and satisfaction levels, the research aims to provide information about customer expectations and experiences in a semi-urban context. The findings of this study will be useful for both academic research and managerial decision making by helping quick commerce platforms improve their service strategies and customer relationships.

## **2. Problem Statement :**

Quick commerce platforms like Blinkit and BigBasket are growing very fast in India. These platforms promise very fast delivery of groceries and daily essentials, to attract busy consumers. Many people now depend on these apps for their regular shopping needs. However, as the use of these platforms and customer expectations is increasing. Consumers today don't just want fast delivery. They also expect genuine items, fresh products, safe packaging, easy app usage and quick solution of their complaints. If any of these areas are weak, customers may feel dissatisfied and loose the trust towards

brand also stop using the platform. In highly competitive markets, even small service problems can affect customer trust and loyalty.

Most of the earlier studies on Quick commerce have focused primarily on large metropolitan cities. Very limited research has been done in small or developing cities like Amravati, where consumer behaviour, awareness levels and expectations may differ. It is clearly not understood how consumers in Amravati view the service quality of Blinkit and BigBasket. Some consumers may be satisfied with the speed of delivery, while others may face issues related to product quality, order accuracy or app performance. Therefore, there is a need to study how service quality dimensions affects consumer responses in Amravati city. It is important to identify which factors of service quality influence customer satisfaction and whether there is any difference in consumer perception between Blinkit and BigBasket. Understanding these aspects will help in finding service gaps and improving the overall customer experience in the local market.

### 3. Review of Literature :

- **Tomar, S. (2024)** Examined why Indian consumers choose online grocery shopping by surveying urban shoppers. The study focused on convenience, time savings, payment ease, freshness concerns, and accurate delivery as core variables. The research aimed to fill a gap in understanding immediate purchase drivers for groceries bought online. The findings showed convenience and time savings as primary motivators, while freshness and correct delivery strongly influenced satisfaction.
- **Rajendran et al. (2022)** investigated customer satisfaction in online grocery shopping by surveying buyers and testing relationships among order accuracy, packaging quality, return policy, and repurchase intention. The research filled a gap on the operational attributes (like packaging and returns) that influence repeat purchases in online grocery channels. The authors concluded that platform managers should invest in packing standards and clear return mechanisms. It also suggested including app usability and trust factors in future models. Overall, it provided concrete operational levers for improving online grocery satisfaction.
- **Ajay L. Ambaliya, A.K. Makwana, M.D. Gurjar, K.C. Kamani, and M.C. Prajapat (2025)** - quick-commerce customer satisfaction study used surveys and structural equation modeling to identify how speed and trust shape short-term uptake and long-

term loyalty. The paper aimed to resolve a gap about whether Quick delivery alone can sustain platform loyalty. The study concluded that platforms must balance speed with quality checks to build long lasting customer relationships. The research bridges the immediate operational focus with strategic retention concerns for Q-commerce platforms.

- **Nombuleto Dilotsotlhe and Vincent Makhubela (2024)** Focuses on consumer satisfaction and behavioural loyalty in grocery apps used survey instruments and path analysis to examine how reliability, discounts, and refund policies translate into customer retention. The authors addressed a research gap around how promotional tactics interact with core service quality to influence loyalty. The paper concluded that promotional spending should be paired with strong fulfillment and refund policies for sustainable loyalty.

#### **4. Objectives of the study :**

- To analyze awareness of quick commerce platforms among consumer in Amravati city.
- To evaluate the service quality of Quick Commerce platforms in Amravati City.

#### **5. Research Hypotheses :**

- ❖  $H_{01}$  : There is less awareness of quick commerce platforms among consumer in Amravati city.

#### **6. Research Methodology :**

Research Methodology refers to the overall plan used to carry out the research study and to obtain reliable results about consumer responses toward service quality of quick commerce platforms.

##### **6.1. Research Design :**

This study follows a descriptive research design. The purpose of this design is to understand and describe the present opinions, experiences, and attitudes of consumers

regarding quick commerce services. It helps in studying how users actually feel about the services provided by the platforms rather than testing any experimental situation.

## 6.2. Sample Design :

1. **Universe of the Study :** The universe includes all individuals in Amravati city who use online shopping platforms for purchasing goods.
2. **Population :** The target population consists of consumers who actively order groceries or daily essential items using quick commerce applications, specifically Blinkit and BigBasket.
3. **Sampling Unit :** Each individual user of Blinkit or BigBasket in Amravati city is considered as one sampling unit.
4. **Sample Size :** A total 35 respondents is targeted.
5. **Sampling Frame :** Sampling frame will include a list of consumer using Blinkit and BigBasket mobile apps or Application in Amravati city. The data will be collected through online surveys.
6. **Sampling Technique :** The study uses the simple random sampling method, which means every consumer in the population has an equal chance of being selected for the survey.

## 6.3. Source of Data Collection :

### 1. Primary Data :

Primary data is gathered directly from consumers with the help of a structured questionnaire. The questionnaire includes questions related to awareness, service quality, and satisfaction level.

## **2. Secondary Data :**

Secondary information is collected from research papers, company websites, and previously published materials related to quick commerce, consumer behavior, and service quality.

### **6.4. Tools of Data Analysis :**

For analyzing the collected data, both descriptive and inferential statistical tools are used in this study.

#### **1. Frequency Distribution :**

Frequency distribution is used to show how many respondents selected each option in the questionnaire. It helps in understanding the number of consumers falling under different categories such as awareness level and platform usage.

#### **2. Percentage Analysis :**

Percentage method is used to present the data in a simple and understandable form. It helps in analyzing the proportion of respondents who are aware of quick commerce platforms and their responses regarding service quality.

#### **3. Mean (Average) :**

Mean is used to calculate the average score of responses given on the Likert scale for service quality statements. It helps in evaluating the overall perception of consumers toward different service quality factors.

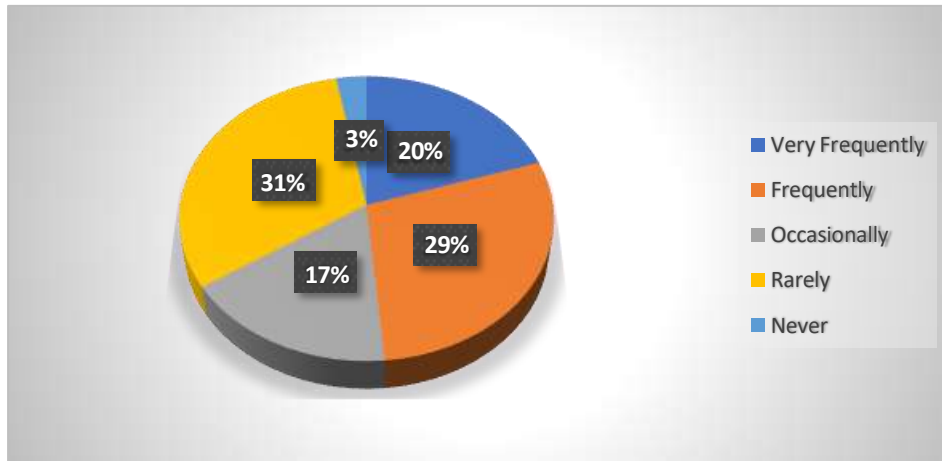
#### **4. Chi-Square Test :**

Chi-square test is used as an inferential statistical tool to test the research hypothesis related to awareness of quick commerce platforms. It helps in determining whether the observed responses are statistically significant or not.

## 7. Data Analysis and Interpretation :

Table 1 : Analysis of how often consumers are shop groceries online.

Parameters	No. of Respondents	Percentage Analysis
Very Frequently	7	20%
Frequently	10	28.6%
Occasionally	6	17.1%
Rarely	11	31.4%
Never	1	2.9%

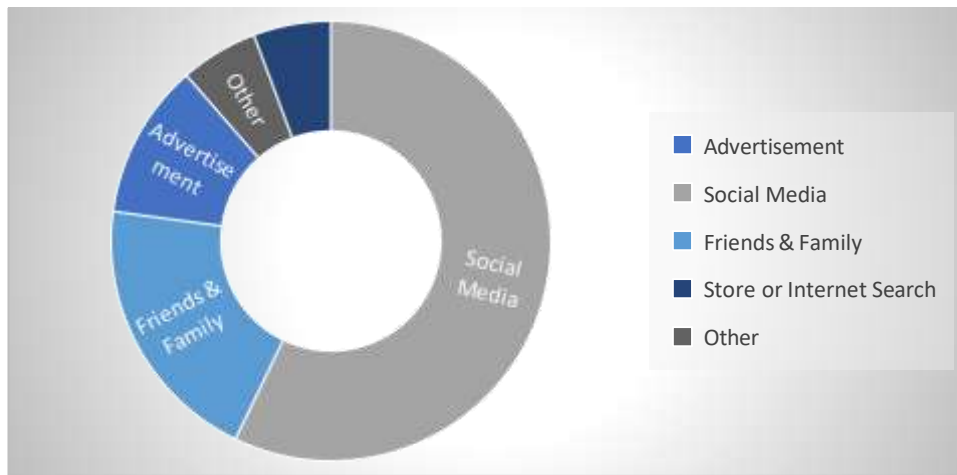


### Interpretation :

The percentage analysis show that 31.4% of respondents rarely shop groceries online, which is the highest share, followed by 28.6% who shop frequently and 20% who shop very frequently. Meanwhile, 17.1% shop occasionally and only 2.9% never shop online. This indicates that although many consumers are aware of online grocery platforms, regular usage is still moderate and a large number of people use them only sometimes rather than as a routine shopping method.

Table 2 : How the consumers/ People came to know about quick commerce platforms.

Parameters	No. of Respondents	Percentage Analysis
Advertisement	4	11.4%
Social Media	20	57.1%
Friends & Family	7	20%
Store or Internet Search	2	5.7%
Other	2	5.7%



**Calculation of Chi-Square :**

Source of Awareness	Observed Frequency (O)	Expected Frequency (E)	(O – E) <sup>2</sup> / E
Advertisement	4	7	1.29
Social Media	20	7	24.14
Friends & Family	7	7	0.00
Store / Internet Search	2	7	3.57
Other	2	7	3.57
<b>Total (<math>\chi^2</math> value)</b>			<b>32.57</b>

Degree of Freedom (df) = 4

Table Value at 5% level = 9.488

Calculated value (32.57) > Table value (9.488)

### Hypothesis Testing :

**H01:** There is less awareness of quick commerce platforms among consumers in Amravati city.

Since the chi-square value is significant, responses are not evenly low — a large number of consumers already know about the platforms (especially through social media).

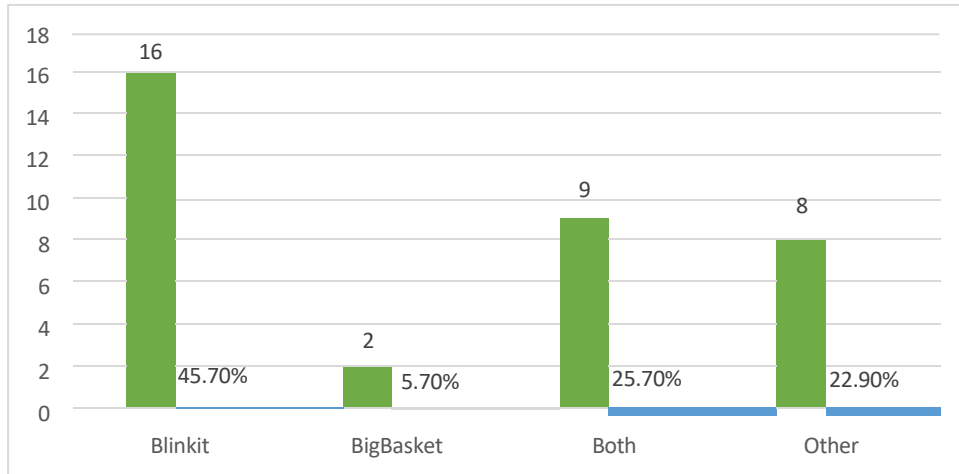
**Therefore, H01 is REJECTED.**

### Interpretation :

The chi-square analysis shows that awareness about quick commerce platforms is not low among consumers. A majority of respondents learned about the platforms through social media, while others became aware through friends, advertisements, and searches. Because awareness is concentrated and not minimal, it indicates that consumers in Amravati city are fairly aware of quick commerce services. Hence, awareness in the city is reasonably high rather than low.

Table 3: Analysis of which platform consumers/ people mostly use.

Platforms	No. of Respondents	Percentage
Blinkit	16	45.7%
BigBasket	2	5.7%
Both	9	25.7%
Other	8	22.9%

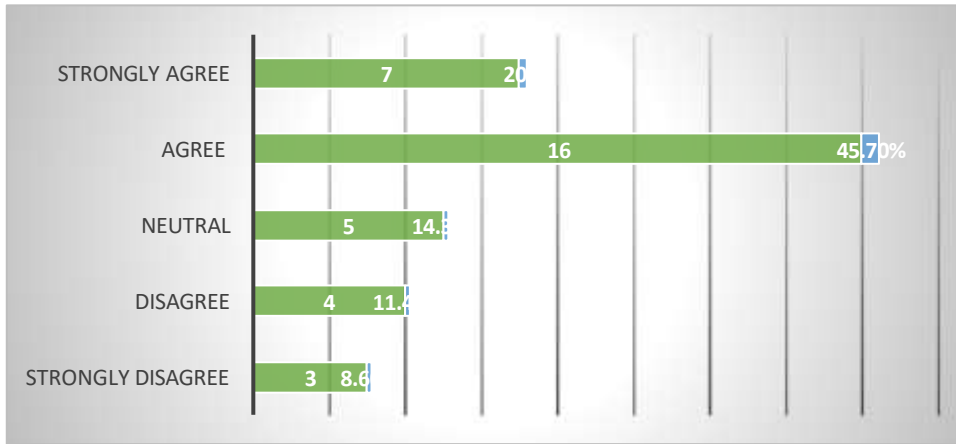


**Interpretation :**

The frequency distribution shows that 16 respondents mostly use Blinkit, which is the highest among all platforms. Only 2 respondents mainly use BigBasket, indicating very low individual preference for this platform. Meanwhile, 9 respondents reported using both platforms, suggesting that some consumers compare or switch between services. Additionally, 8 respondents use other platforms. Overall, the data shows that Blinkit is the most used platform among consumers, while BigBasket has comparatively fewer primary users.

Table 4 : Analysis of customers receive their orders within the time promised by the platform.

Parameters	No. of Respondents	Percentage Analysis
Strongly Disagree	3	8.6%
Disagree	4	11.4%
Neutral	5	14.3%
Agree	16	45.7%
Strongly Agree	7	20%

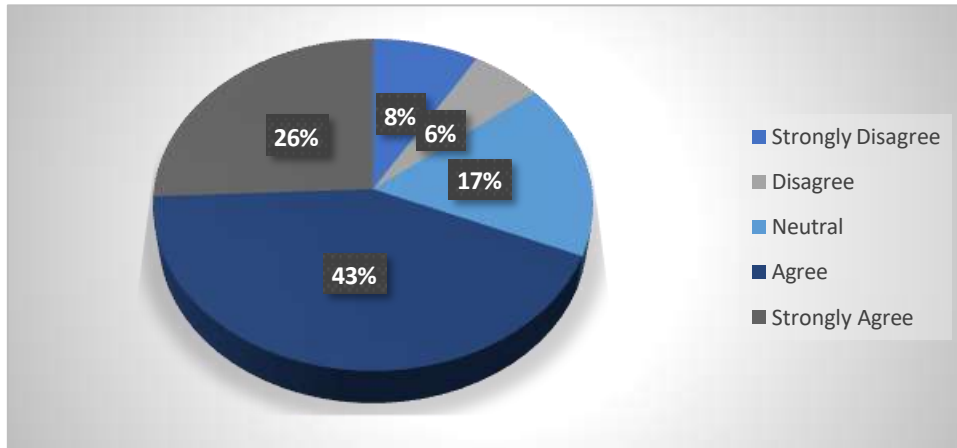


**Interpretation :** The percentage analysis shows that 45.7% of respondents agree with the statement, which is the highest share, followed by 20% who strongly agree. Meanwhile, 14.3% of respondents remain neutral, while 11.4% disagree and 8.6% strongly disagree.

This indicates that a majority of respondents have a positive perception toward the given parameter, as most responses fall under agree and strongly agree categories. However, the presence of neutral and negative responses suggests that some respondents are uncertain or not fully satisfied, indicating scope for improvement.

Table 5: Analysis of how respondents feel that the product delivered to them are fresh and of good quality.

Parameters	No. of Respondents	Percentage Analysis
Strongly Disagree	3	8.6%
Disagree	2	5.7%
Neutral	6	17.1%
Agree	15	42.9%
Strongly Agree	9	25.7%



**Calculation of Mean :**

Response Category	Score (x)	Frequency (f)	f × x
Strongly Disagree	1	3	3
Disagree	2	2	4
Neutral	3	6	18
Agree	4	15	60
Strongly Agree	5	9	45
<b>Total</b>		35	130

$$\text{Mean} = \sum(f \times x) / N = 130 / 35 = 3.71$$

**Interpretation :**

The mean score of 3.71 shows that respondents usually agree that the products delivered are fresh and of good quality. Since the value is above the neutral point (3) and close to 4 (Agree), it reflects a positive customer perception regarding product quality.

**8. Key Findings :**

❖ Online grocery shopping frequency :

A large number of respondents (31.4%) rarely buy groceries online, while 28.6% shop often and 20% shop very often. This shows that although consumers are using online grocery platforms, regular usage is still moderate and not yet a daily habit for many.

❖ Awareness about quick commerce platforms

Most of the respondents (57.1%) found out about instant commerce platforms through social media. Chi-square test result shows that awareness among consumers in Amravati city is statistically significant. Therefore, awareness is not low, and the hypothesis that awareness is low is rejected.

❖ Platform Priority :

Among the platforms, Blinkit is the most preferred, with 45.7% of respondents primarily using it. Only 5.7% primarily use BigBasket, while 25.7% use both platforms. This shows that Blinkit has a strong presence among consumers in Amravati city.

❖ Delivery timeliness :

Most of the respondents (45.7% agree and 20% strongly agree) feel that they receive their orders within the promised time.

❖ Product freshness and quality :

The calculated mean score of 3.71 indicates that consumers generally agree that the delivered products are fresh and of good quality. This reflects a positive perception regarding the quality of the product.

### **Conclusion :**

From the overall analysis, it can be concluded that quick commerce platforms are quite popular among consumers in Amravati city. Social media plays a major role in spreading awareness. The hypothesis that awareness among consumers is low is rejected, as the level of awareness is quite high. Although many consumers are aware of quick commerce platforms, online grocery shopping has still not become a regular habit for everyone. A large number of consumers still use these platforms rarely or occasionally. Among the platforms studied, Blinkit appears to have a stronger customer base than BigBasket. In terms of service quality, consumers are generally satisfied with the timeliness of delivery and freshness of the product. The positive mean scores indicate that customers have a favorable opinion of the service performance. Overall, quick commerce platforms in Amravati city are performing satisfactorily, but there is still scope to increase regular usage and strengthen customer loyalty.

## Suggestions :

increase regular usage : Since many consumers make purchases infrequently or infrequently, platforms should offer loyalty programs, membership benefits, and personalized offers to encourage more frequent use.

Strengthen marketing through social media : Since social media is the main source of awareness, companies should continue to invest in digital marketing campaigns to attract more users.

Improve BigBasket's local presence : BigBasket needs to strengthen its visibility and competitive strategies in Amravati city to compete effectively with Blinkit.

Maintain delivery performance : Since customers are satisfied with the delivery time, the platform must maintain its current speed and reliability to maintain customer trust.

Ensure consistent product quality : Although product freshness is rated positively, companies must continue strict quality checks to maintain customer satisfaction and avoid complaints.

Create a Customer Loyalty Program : Reward points, cashback and referral benefits can help convert occasional users into regular customers.

## 9. Limitations of the study :

1. The study is limited to the city of Amravati only.
2. Research is focus only on two Quick Commerce platforms ( Blinkit and Bigbasket ).
3. The Study is limited to the one year only.

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