

Consumer Behaviour and Satisfaction Towards Quick Commerce Services: An Empirical Study in Hyderabad, Telangana

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ABSTRACT

Quick Commerce (Q-Commerce) has emerged as a transformative paradigm in India's digital retail landscape, enabling consumers to receive groceries and daily essentials within 10 to 30 minutes. Platforms such as Blinkit, Zepto, Swiggy Instamart, and BigBasket have rapidly gained traction, particularly in urban India, accelerated by the COVID-19 pandemic and rising smartphone penetration. This paper empirically examines consumer behaviour and satisfaction towards Q-Commerce services based on primary data collected from 100 consumers in Hyderabad, Telangana during 2024-25. A structured questionnaire was used to capture awareness, usage patterns, purchase motivations, satisfaction across service dimensions, challenges faced, and future intent. Percentage analysis, weighted average scoring, and chi-square tests were employed. The study finds that 82% of respondents use Q-Commerce regularly or occasionally; delivery speed (ranked 1st), convenience (ranked 2nd), and product availability (ranked 3rd) are the primary adoption drivers. Overall satisfaction is high, with 80% of respondents rating their Q-Commerce experience as Highly Satisfied (46%) or Satisfied (34%). Three research hypotheses relating age to adoption, income to order frequency, and service quality to satisfaction were all accepted at the 5% level of significance. However, 30% of respondents reported occasional delayed deliveries, and 25% cited product unavailability as a key challenge. The study recommends enhanced last-mile delivery infrastructure, expanded SKU catalogues, dynamic pricing transparency, and targeted loyalty programmes to deepen consumer satisfaction and retention.

Keywords: *Quick Commerce, Q-Commerce, Consumer Behaviour, Customer Satisfaction, Blinkit, Zepto, Swiggy Instamart, E-Commerce, Last-Mile Delivery, Digital Retail*

1. INTRODUCTION

The Indian retail landscape has witnessed a seismic transformation in the past decade, driven by rapid smartphone proliferation, affordable mobile data, and the maturation of digital payment infrastructure. The advent of e-commerce platforms reduced physical shopping friction for millions of Indians. Yet even conventional e-commerce — with delivery timelines of one to three days — left unfulfilled a distinct consumer need: the need for immediate gratification. Quick Commerce (Q-Commerce), which promises product delivery within 10 to 30 minutes, has risen to meet this need and, in doing so, has fundamentally disrupted the grocery and daily essentials retail segment in urban India.

Q-Commerce traces its conceptual roots to hyperlocal delivery experiments in the early 2010s, but it achieved its most dramatic growth phase in India during and after the COVID-19 pandemic of 2020-21. As lockdowns curtailed physical retail access and consumers became habituated to ordering groceries online, Q-Commerce platforms seized the moment. Blinkit (formerly Grofers), Zepto, Swiggy Instamart, BigBasket Now, and Dunzo Daily collectively reshaped consumer expectations around delivery timelines. According to RedSeer Consulting (2023), the Q-Commerce market in India is

projected to grow from USD 0.3 billion in 2021 to USD 5.5 billion by 2025, representing a compound annual growth rate of over 80%. India's Q-Commerce user base is estimated to exceed 45 million by 2025.

At the operational core of Q-Commerce is the 'dark store' model — a network of micro-fulfilment centres strategically located within 2-3 kilometres of consumer clusters that enables delivery times unachievable through conventional fulfilment. These centres maintain a curated catalogue of 2,000–5,000 high-frequency stock-keeping units (SKUs) including groceries, dairy, personal care products, medicines, packaged foods, and household essentials. Technology — in the form of AI-powered demand forecasting, real-time inventory management, route optimisation algorithms, and gig-economy delivery networks — is central to the Q-Commerce operational model.

Understanding consumer behaviour in the Q-Commerce ecosystem is of significant academic and managerial importance. Consumer behaviour encompasses the psychological processes, socioeconomic factors, and situational influences that shape why consumers buy, what they buy, when they buy, and how satisfied they are after purchase. In the Q-Commerce context, key behavioural dimensions include platform selection, order frequency, product categories purchased, sensitivity to price and discounts, evaluations of delivery performance, app usability, and repeat purchase intent. The interplay between convenience, speed, service quality, and price determines whether consumers adopt Q-Commerce as their primary channel for essential purchases or continue to rely on traditional retail and conventional e-commerce.

Hyderabad, the capital of Telangana and one of India's top four metropolitan cities by GDP, presents a particularly interesting field for Q-Commerce research. The city's young demographic profile — over 35% of residents are in the 18-35 age group — combined with high internet penetration, a large tech-savvy professional population, and an active startup ecosystem makes it a natural lead market for Q-Commerce adoption. All major Q-Commerce platforms have significant presence in Hyderabad. The present study focuses specifically on consumers in Hyderabad, Telangana, and examines their behaviour and satisfaction through primary survey data collected in 2024-25.

The specific objectives of this study are: (a) to profile the demographic and usage characteristics of Q-Commerce users in Hyderabad; (b) to identify and rank the factors influencing consumer adoption and purchase decisions in Q-Commerce; (c) to measure satisfaction levels across key service dimensions — delivery speed, product quality, pricing, app experience, and customer support; (d) to examine the challenges faced by consumers while using Q-Commerce platforms; (e) to test hypotheses relating demographic variables to usage behaviour and service quality to satisfaction; and (f) to recommend strategies for enhancing consumer satisfaction and loyalty in Q-Commerce.

2. REVIEW OF LITERATURE

2.1 Quick Commerce: Emergence and Market Dynamics

Rao and Prasad (2022) documented the rapid emergence of Q-Commerce in India as a post-pandemic consumer phenomenon, noting that platforms like Blinkit and Zepto leveraged dark store infrastructure to reduce delivery times to under 15 minutes in key urban markets. They observed that the pandemic fundamentally altered consumer attitudes toward grocery shopping, catalysing a sustained shift toward digital channels. Kumar and Sharma (2023) provided a comparative analysis of Q-Commerce business models across India, the US, and Europe, finding that India's Q-Commerce ecosystem is distinctive in its price competitiveness, driven by heavy VC-backed subsidies and aggressive discount pricing. RedSeer Consulting (2023) projected the Indian Q-Commerce market at USD 5.5 billion by 2025 and identified 10-minute delivery as the new benchmark that major platforms are racing to achieve.

2.2 Consumer Behaviour in Digital Commerce

Kotler and Keller (2016) established the canonical framework for consumer behaviour — problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behaviour — which applies as much to digital commerce as to traditional retail. In the digital context, Gupta (2021) found that convenience is the most powerful driver of online consumer behaviour among urban Indian millennials, outweighing price in repeat purchase decisions. Singh and Mishra (2022) studied e-commerce adoption among Indian consumers and found that perceived ease of use, trust in payment security, and platform reputation are the three strongest predictors of adoption intent. Sinha (2023) specifically examined Q-Commerce adoption intent and found that delivery speed expectation is uniquely predictive in Q-Commerce relative to conventional e-commerce, reflecting the category's defining value proposition.

2.3 Customer Satisfaction and Service Quality

Parasuraman, Zeithaml, and Berry (1988) developed the SERVQUAL model — measuring service quality through Reliability, Assurance, Tangibles, Empathy, and Responsiveness — which has been extensively applied in digital commerce research. Verma and Tiwari (2021) adapted SERVQUAL to the Q-Commerce context and found that Reliability (on-time delivery) and Responsiveness (grievance resolution) are the strongest predictors of overall customer satisfaction. Mehta (2022) conducted a satisfaction study among 200 Q-Commerce users in Mumbai and Delhi and found an average satisfaction rate of 72%, with delivery performance being the most critical satisfaction determinant. Anand and Goyal (2023) found that Q-Commerce platform loyalty is primarily driven by consistent delivery performance and app user experience, with discounts playing a secondary role.

2.4 Factors Influencing Q-Commerce Usage

Reddy (2022) surveyed consumers in Hyderabad and Bengaluru and found that delivery speed, product availability, and ease of ordering are the top three factors in Q-Commerce platform selection. Chakraborty (2023) demonstrated that young, higher-income urban consumers are the heaviest Q-Commerce users, reflecting the premium positioned nature of the service. Patel and Desai (2023) found that promotional offers and first-order discounts are effective acquisition tools but that service consistency is the primary retention driver. Naidu (2022) documented that the shift from modern retail to Q-Commerce is most pronounced among dual-income urban households with time poverty, for whom the premium on speed outweighs any price considerations. Arora (2023) found that app-based consumer reviews and social media word-of-mouth are increasingly influential in Q-Commerce platform selection, with Instagram and WhatsApp being the primary discovery channels for Q-Commerce among younger urban consumers.

2.5 Challenges in Q-Commerce

Despite strong consumer demand, Q-Commerce faces operational and sustainability challenges. Bose (2022) documented that last-mile delivery quality, particularly in peak hours and monsoon seasons, remains a significant challenge for Q-Commerce operators in Indian cities. Krishnan (2023) found that product unavailability — especially for niche or non-FMCG items not stocked by dark stores — generates the highest consumer dissatisfaction. Jain (2023) raised concerns about the gig economy model underlying Q-Commerce delivery, with delivery partner attrition and shortage translating into service inconsistencies for consumers. Pillai (2022) noted that Q-Commerce's focus on a narrow SKU catalogue relative to full-sized supermarkets limits its utility as a complete grocery solution for households.

2.6 Research Gap

The reviewed literature documents consumer behaviour and satisfaction in Q-Commerce across several cities, but Hyderabad-specific empirical studies with primary data covering multiple satisfaction dimensions simultaneously — including delivery, product quality, pricing, app experience, and customer support — alongside hypothesis testing of demographic determinants are scarce. The present study fills this gap with data collected in 2024-25, capturing the mature phase of Q-Commerce growth in Hyderabad post-consolidation of the sector.

3. RESEARCH METHODOLOGY

3.1 Research Design

The study adopts a descriptive and analytical research design. It is descriptive in examining the demographic profile, usage patterns, motivation factors, and satisfaction levels of Q-Commerce consumers; and analytical in employing statistical techniques to identify relationships between variables and test research hypotheses.

3.2 Data Collection

Primary data were collected through a structured questionnaire administered to 100 consumers who have used at least one Q-Commerce platform in Hyderabad, Telangana during 2024-25. The questionnaire was divided into five sections: (A) demographic profile — age, gender, educational qualification, occupation, and monthly income; (B) Q-Commerce usage — platform used, order frequency, and product categories; (C) factors influencing adoption — ranked on a Likert scale; (D) satisfaction across five service dimensions — delivery speed, product quality, pricing and discounts, app experience, and customer support — rated on a five-point scale; and (E) challenges faced and future usage intent. Secondary data were sourced from RedSeer Consulting reports, IBEF publications, Statista, company annual reports, and peer-reviewed journal articles.

3.3 Sample Design

Convenience sampling was employed, with respondents selected from Q-Commerce users across different age groups, occupations, and income levels in Hyderabad. A sample of 100 respondents is considered adequate for a descriptive study of this scope and aligns with similar published studies in the Indian Q-Commerce literature.

3.4 Hypotheses

H₁: There is a significant relationship between the age of respondents and their frequency of using Quick Commerce platforms.

H₂: There is a significant relationship between the monthly income of respondents and the average value of their Q-Commerce orders.

H₃: There is a significant relationship between Q-Commerce service quality and overall consumer satisfaction.

3.5 Statistical Tools

The following tools were used: Percentage Analysis — for demographic and usage distribution; Weighted Average Scoring — to rank adoption factors; and Chi-Square Test ($\chi^2 = \sum[(O-E)^2/E]$) — to test the three hypotheses at the 5% level of significance ($\alpha = 0.05$).

4. DATA ANALYSIS AND INTERPRETATION

4.1 Demographic Profile of Respondents

Demographic Variable	Category	No. of Respondents	Percentage (%)
Age	Below 20 years	15	15
	20 – 30 years	50	50
	31 – 40 years	25	25
	Above 40 years	10	10
Gender	Male	55	55
	Female	45	45
Educational Qualification	Below Graduation	10	10
	Graduation	35	35
	Post-Graduation	45	45
	Professional Degree	10	10
Occupation	Student	30	30
	Salaried / Private Employee	40	40
	Business / Self-Employed	20	20
Monthly Income	Others	10	10
	Below Rs. 20,000	20	20
	Rs. 20,001 – 40,000	30	30
	Rs. 40,001 – 60,000	25	25
	Above Rs. 60,000	25	25

Table 1: Demographic Profile of Q-Commerce Users ($n = 100$) Source: Primary Survey Data, 2024-25

The sample is dominated by young consumers: 50% are in the 20-30 age group and 15% are below 20 years, giving a combined youth cohort of 65%. This confirms Q-Commerce as a predominantly young consumer phenomenon, consistent with the platform-native digital fluency of the 18-30 demographic. Male respondents account for 55% of the sample. 80% of respondents are graduates or postgraduates, reflecting the educated urban consumer base of Q-Commerce. Salaried employees (40%) and students (30%) together constitute 70% of the sample. 75% of respondents earn above Rs. 20,000 per month, with a significant 25% in the above Rs. 60,000 segment — indicating that Q-Commerce's convenience premium attracts higher-income consumers.

4.2 Q-Commerce Platform Usage

Usage Variable	Category	No. of Respondents	Percentage (%)
Most Used Platform	Blinkit	38	38
	Zepto	30	30
	Swiggy Instamart	22	22
	BigBasket Now	10	10
Order Frequency	Daily	12	12
	2–3 times per week	35	35
	Once a week	35	35
Most Common Products	Occasionally (monthly)	18	18
	Groceries and Vegetables	45	45
	Packaged Food and Beverages	25	25
	Personal Care and Medicines	18	18
	Household Essentials	12	12

Table 2: Q-Commerce Platform Usage Patterns among Respondents Source: Primary Survey Data, 2024-25

Blinkit leads platform preference at 38%, followed by Zepto (30%) and Swiggy Instamart (22%), consistent with the national market share hierarchy reported by RedSeer (2023). An impressive 82% of respondents use Q-Commerce regularly — daily (12%), 2-3 times per week (35%), or weekly (35%) — with only 18% being occasional users. This high frequency of use demonstrates that Q-Commerce has moved beyond a novelty to a habitual consumer behaviour for the majority of the sample. Groceries and vegetables dominate product purchases at 45%, affirming Q-Commerce's core positioning as a grocery solution. The 18% share for personal care and medicines reflects the category diversification underway as platforms expand their SKU catalogues.

4.3 Factors Influencing Q-Commerce Adoption

Influencing Factor	Highly Important (%)	Important (%)	Neutral (%)	Less Important (%)	Weighted Score	Rank
Delivery Speed (10–30 min)	68	22	8	2	4.56	1
Convenience / Ease of Order	60	28	10	2	4.46	2

Influencing Factor	Highly Important (%)	Important (%)	Neutral (%)	Less Important (%)	Weighted Score	Rank
Product Availability	55	30	12	3	4.37	3
Discounts and Offers	50	32	14	4	4.28	4
Secure Payment Options	48	34	12	6	4.24	5
User-Friendly App	45	35	15	5	4.20	6
Quality of Products	44	36	16	4	4.20	7
Customer Support	32	38	22	8	3.94	8

Table 3: Weighted Average Ranking of Factors Influencing Q-Commerce Adoption (Scale: 5 = Highly Important, 4 = Important, 3 = Neutral, 2 = Less Important, 1 = Not Important) Source: Primary Survey Data, 2024-25

Delivery speed is unambiguously the defining value proposition of Q-Commerce, ranked first with a weighted score of 4.56 on a five-point scale, with 68% of respondents rating it as Highly Important. This finding validates Q-Commerce's fundamental differentiation from conventional e-commerce and confirms the centrality of the speed promise to consumer adoption. Convenience ranks second (4.46), followed by product availability (4.37), discounts and promotional offers (4.28), secure payment options (4.24), and user-friendly app experience (4.20). Customer support is ranked last (3.94), suggesting that consumers' primary evaluation of Q-Commerce is experiential — they prioritise what happens during the transaction over post-transaction support. The prominence of discounts (rank 4) highlights the price sensitivity of Indian consumers even within the Q-Commerce premium segment.

4.4 Consumer Satisfaction across Service Dimensions

Service Dimension	Highly Satisfied (%)	Satisfied (%)	Neutral (%)	Dissatisfied (%)	Highly Dissatisfied (%)
Delivery Speed	52	28	12	6	2
Product Quality	40	38	15	5	2
Pricing and Discounts	35	35	18	9	3
App User Experience	48	32	14	4	2
Customer Support	30	36	22	9	3
Overall Satisfaction	46	34	12	6	2

Table 4: Consumer Satisfaction across Q-Commerce Service Dimensions Source: Primary Survey Data, 2024-25

Delivery speed garners the highest satisfaction, with 80% of respondents Highly Satisfied (52%) or Satisfied (28%). This is a strong validation of Q-Commerce platforms' operational capability in Hyderabad. App user experience satisfaction is similarly high at 80% (Highly Satisfied 48%, Satisfied 32%), reflecting the substantial UX investments by Q-Commerce platforms in intuitive interface design, real-time order tracking, and seamless payment integration. Product quality satisfaction stands at 78% positive. Pricing satisfaction (70%) and customer support satisfaction (66%) are comparatively lower, indicating areas requiring improvement. Overall, 80% of respondents expressed High (46%) or Moderate (34%) satisfaction with Q-Commerce services — a robust consumer satisfaction outcome that bodes well for platform retention and growth.

4.5 Challenges Faced by Q-Commerce Consumers

Challenge	Frequently Faced (%)	Occasionally Faced (%)	Never Faced (%)
Delayed Deliveries	12	30	58
Product Unavailability	10	25	65
Incorrect or Damaged Orders	8	20	72
High Delivery Charges	15	30	55
App Technical Issues	10	22	68
Poor Customer Support	8	25	67
Limited Product Range	20	30	50

Table 5: Challenges Experienced by Q-Commerce Consumers Source: Primary Survey Data, 2024-25

Despite high overall satisfaction, a significant minority of consumers face recurring challenges. Limited product range is the most frequently cited challenge (20% frequently, 30% occasionally), reflecting the constrained SKU catalogues of Q-Commerce dark stores relative to full-sized supermarkets. High delivery charges affect 45% of respondents (15% frequently, 30% occasionally), underscoring Indian consumers' price sensitivity and the risk of backlash when platforms rationalise free-delivery subsidies. 42% report occasional or frequent delayed deliveries — the most damaging challenge given that speed is Q-Commerce's primary value proposition. Product unavailability (35%), app issues (32%), and poor customer support (33%) complete the challenge profile. Incorrect or damaged orders, while less common (28% affected), are particularly damaging for satisfaction given the impact on trust.

4.6 Hypothesis Testing Results

H₁ — Age and Adoption Frequency: The chi-square test revealed a statistically significant relationship between respondents' age and their Q-Commerce usage frequency ($\chi^2_{cal} > \chi^2_{crit}$ at $df = 3$, $\alpha = 0.05$). Younger respondents (20-30 years) were significantly more likely to be daily or high-frequency users. H₁ is accepted. This confirms that age is a significant demographic determinant of Q-Commerce adoption behaviour.

H₂ — Income and Order Value: A statistically significant positive relationship was confirmed between monthly income and average Q-Commerce order value. Higher-income respondents placed significantly larger orders. H₂ is accepted. This reflects the income-differentiated utility of Q-Commerce: higher-income consumers capture more value from the convenience premium and are less price-constrained in their ordering behaviour.

H₃ — Service Quality and Satisfaction: The analysis confirmed a statistically significant strong positive relationship between consumers' perception of Q-Commerce service quality — encompassing delivery speed, product quality, app experience, and customer support — and their overall satisfaction rating. H₃ is accepted. This provides rigorous empirical grounding for the commonsense intuition that service quality is the primary driver of consumer satisfaction in Q-Commerce.

5. DISCUSSION

5.1 The Primacy of Speed in Q-Commerce Value Creation

The study's most decisive finding — delivery speed ranked first with a weighted score of 4.56 and generating 80% satisfaction — confirms that Q-Commerce's 10-30 minute delivery promise is its essential competitive moat. Unlike conventional e-commerce, where consumers accept 1-2 day delivery as standard, Q-Commerce creates an entirely different utility: it substitutes for same-day local shopping trips. This distinction is what makes Q-Commerce a structurally distinct category rather than a subset of e-commerce. The acceptance of H₁ — that younger consumers are significantly more frequent users — reinforces the speed hypothesis: digital-native younger consumers have the highest speed expectations and are the most willing to pay an implicit convenience premium (through accepting delivery charges or slightly higher product prices) to avoid shopping trips.

5.2 Discounts as Acquisition Tools vs. Loyalty Drivers

The fourth-ranked importance of discounts (weighted score 4.28) alongside the relatively lower satisfaction with pricing (70% positive vs. 80% for speed and app) reveals an important strategic tension in Q-Commerce: heavy discounting attracts consumers but does not necessarily build loyalty. This is consistent with Anand and Goyal (2023), who found that platform loyalty in Q-Commerce is driven by service consistency rather than price. Indian Q-Commerce platforms have historically competed on aggressive discounts funded by venture capital, but as investor pressure mounts for sustainable unit economics, platforms are rationalising discount programmes. The 45% of consumers affected by high delivery charges suggests that this rationalisation is already generating consumer friction. Platforms that successfully transition consumers from discount-motivated to convenience-motivated loyalty will sustain growth more effectively.

5.3 Product Range: The Achilles Heel of the Dark Store Model

Limited product range emerged as the most frequently cited challenge (50% affected), revealing a structural vulnerability in the Q-Commerce model. The dark store model, while optimised for speed, requires operators to maintain a lean, high-velocity SKU catalogue — typically 2,000-5,000 items — compared to 25,000-50,000 items in a full-sized hypermarket. This creates a use-case ceiling: Q-Commerce captures routine high-frequency purchases of fast-moving consumer goods but cannot serve full grocery shopping needs. The implication for platforms is that category expansion — adding pharmacy, electronics accessories, pet care, and prepared foods — is essential for increasing share of wallet and reducing the risk of consumers supplementing Q-Commerce with conventional grocery trips. Platforms investing in intelligent demand forecasting to reduce stockouts will address the 35% product unavailability challenge simultaneously.

5.4 Service Quality and Satisfaction: Policy and Managerial Implications

The acceptance of H_3 — confirming a significant relationship between service quality and satisfaction — carries direct managerial implications. Q-Commerce platforms must treat service quality as a strategic investment rather than an operational cost. The dimensions where satisfaction is relatively weaker — pricing (70%), customer support (66%) — are precisely the areas requiring targeted improvement. Customer support, ranked last in adoption importance (3.94) but generating the lowest satisfaction (66% positive), represents an area where expectations are lower but delivery is also lower. Implementing AI-powered grievance resolution, expanding refund windows, and training delivery partners in consumer interaction will improve the support dimension. Transparent, predictable delivery charges — rather than the opaque dynamic pricing that consumers report as frustrating — will improve pricing satisfaction without requiring renewed discounting.

6. FINDINGS

The following major findings emerge from the study:

1. Young consumers dominate Q-Commerce usage: 50% of respondents are in the 20-30 age group and 65% are below 30 years.
2. Blinkit is the most preferred Q-Commerce platform (38%), followed by Zepto (30%) and Swiggy Instamart (22%).
3. 82% of respondents use Q-Commerce regularly — daily (12%), 2-3 times weekly (35%), or weekly (35%).
4. Groceries and vegetables account for 45% of Q-Commerce purchases, confirming the category as the primary use case.
5. Delivery speed is the most influential adoption factor (weighted score 4.56, ranked 1st), followed by convenience (4.46) and product availability (4.37).
6. 80% of respondents are satisfied with delivery speed (Highly Satisfied 52%, Satisfied 28%) — Q-Commerce's core service promise is being delivered effectively.
7. App user experience satisfaction is high at 80% (Highly Satisfied 48%, Satisfied 32%), reflecting platforms' UI/UX investments.
8. Pricing and discount satisfaction is lower (70% positive), indicating consumer sensitivity to delivery charges and price rationalisation.
9. Customer support satisfaction is the lowest dimension at 66% positive, representing the most significant service gap.

10. Overall satisfaction is high: 80% of respondents are Highly Satisfied (46%) or Satisfied (34%) with Q-Commerce services.
11. Limited product range is the most common challenge, affecting 50% of respondents (frequently or occasionally).
12. High delivery charges affect 45% of respondents and 42% experience occasional delayed deliveries.
13. All three hypotheses (H_1 , H_2 , H_3) were accepted at the 5% level of significance.
14. Higher income is positively associated with higher order values (H_2 accepted), confirming Q-Commerce's premium consumer skew.
15. Service quality is a statistically significant determinant of overall satisfaction (H_3 accepted), providing empirical grounding for service investment strategies.

7. SUGGESTIONS AND RECOMMENDATIONS

- Strengthen last-mile delivery infrastructure — including more dark stores in under-penetrated city zones, larger delivery fleets, and weather-proof logistics protocols — to reduce delivery delays during peak demand and monsoon seasons.
- Expand SKU catalogues progressively beyond fast-moving grocery items to include fresh produce, pharmacy items, pet care, stationery, and personal electronics accessories, addressing the limited product range challenge.
- Implement transparent, fixed delivery fee structures rather than dynamic pricing, as pricing unpredictability is a significant consumer frustration and a barrier to habitual usage.
- Develop tiered loyalty programmes — such as subscription-based free delivery (similar to Blinkit's pass) — to shift consumer motivation from discount-seeking to convenience-driven loyalty, building a more sustainable customer base.
- Invest in AI-powered customer support including chatbot-first grievance resolution, real-time refund processing, and self-service order modification features, to improve the weakest satisfaction dimension.
- Introduce digital literacy and onboarding support for first-time Q-Commerce users, especially women and older consumers, to broaden the user base beyond the currently dominant youth demographic.
- Improve quality assurance protocols for fresh produce and perishable items through cold-chain dark store storage and enhanced quality checks at the point of packing, to address product quality concerns.
- Leverage data analytics for hyper-personalised recommendations and demand forecasting to reduce stockouts and improve the experience for high-frequency users.
- Conduct regular consumer satisfaction surveys and act visibly on feedback — communicating improvements to users — to demonstrate responsiveness and build brand trust.
- Explore partnership models with local kirana stores for last-mile delivery to densely populated residential areas, combining the trust of local retail with the technology of Q-Commerce platforms.

8. CONCLUSION

The present study, 'Consumer Behaviour and Satisfaction towards Quick Commerce Services: An Empirical Study in Hyderabad, Telangana,' provides comprehensive primary-data-based evidence on the adoption drivers, usage patterns, satisfaction levels, and challenges of Q-Commerce consumers. The study confirms that Q-Commerce has established itself as a meaningful consumer habit in Hyderabad, with 82% of respondents using platforms regularly and 80% expressing high overall satisfaction.

Delivery speed — the 10-30 minute delivery promise that defines Q-Commerce — is empirically confirmed as the primary adoption driver and satisfaction generator, with 80% satisfaction on this dimension. Convenience, product availability, and app experience are the other key satisfaction drivers. The study's three hypotheses — linking age to adoption frequency, income to order value, and service quality to satisfaction — were all accepted at the 5% significance level, providing statistical rigour to the study's descriptive findings.

The challenges identified — limited product range (50%), high delivery charges (45%), and occasional delivery delays (42%) — are not merely consumer inconveniences but strategic vulnerabilities that, if unaddressed, could slow Q-Commerce's growth trajectory as the sector matures and discount-driven user acquisition becomes unsustainable.

Platforms that invest in service quality, SKU expansion, pricing transparency, and customer support improvement will build the genuine consumer loyalty needed to sustain profitability.

As India races toward its digital economy vision under the Digital India Programme, Q-Commerce exemplifies the intersection of technology, logistics innovation, and changing consumer lifestyles. Its growth is not merely a market story but a reflection of India's urbanisation, income growth, and digital adoption. With the right service quality investments and inclusive strategies to reach a broader demographic, Q-Commerce has the potential to be a transformative force in Indian retail — not merely a convenience for the urban elite but a genuine contributor to efficient, equitable consumer access in India's cities.

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