Impact of Delivery Speed on Customer Satisfaction in Online Shopping: A Focus on Quick Commerce'

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ABSTRACT

This research examines the relationship between delivery speed and customer satisfaction in the context of quick commerce, or Q-commerce. This new form of ecommerce strives to meet customer orders within an astonishing possible timeframe of 10 to 30 minutes. With the growing preference for convenience, immediacy, and efficiency, Q-commerce platforms are focusing hardest on speedy delivery as a competitive advantage to build customer loyalty.

The data reveals a clear link between customer satisfaction and faster delivery times, particularly amongst younger, digitally-savvy urban residents. The study also points out that dissatisfaction with meeting delivery timelines can sharply diminish satisfaction and, therefore increase the likelihood of complaints and

E-commerce is evolving rapidly and is now adapted as Quick Commerce (Q-commerce) which particularly emphasizes hyper-fast delivery—typically within 10 to 30 minutes. The model has experienced the most growth as a result of consumers adopting a preference for instant gratification, improvements in last-mile logistics, and growing urban population. Blinkit, for example, is meeting this demand through quick delivery of everyday essentials, enhancing convenience and customer satisfaction.

urban Q-commerce scene. We'll be using a structured questionnaire sent to 100 regular online shoppers to dig into key satisfaction factors like perceived reliability, likelihood to repurchase, and how often they complain. We'll also take a closer look at different demographics, especially younger, tech-savvy consumers who might have unique expectations when it comes to delivery.

The results of this study aim to provide valuable insights for those involved in the Q-commerce industry—like

diminish the likelihood of repeat purchases. In addition, the analysis emphasizes the role of delivery within the users and non users of the system, illustrating its value and importance in combination with trustworthy relationship in the enhancement of customer confidence towards the platform.

The results highlight the necessity of balance between speed and the reliability of service and consistency of quality provided for the successful implementation of Q-commerce services. If the set timeframes for delivering goods are not met, it can greatly diminish customer satisfaction which, in turn, affects brand loyalty and revenue. The research concludes with a recommendation that improvement of last-mile delivery using dark stores and strategic resource allocation would greatly improve customer satisfaction and encourage sustained interaction with the platform.

INTRODUCTION

People have preconceived notions that ultra-fast delivery is effective in keeping customers satisfied, but q-commerce still has a long way to go in learning from these gaps. Happier customers is a popular belief tied to faster delivery, but there isn't adequate research to support this, particularly when measuring effectiveness against same-day and next-day services. Furthermore, the enduring importance of product quality, order accuracy, customer service, and overall satisfaction may shift the focus from delivery speed into fulfillment time. This study aims to fill that gap by looking into how delivery speed relates to

marketers, logistics managers, and customer experience strategists—helping them make informed choices about optimizing their service models. Moreover, this research adds to the academic conversation around digital consumer behavior, presenting real-world evidence on how speed, along with other service quality factors, influences customer satisfaction and loyalty in a fast-paced, competitive market.

NEED FOR THE STUDY

As a result of new innovations in technology, consumer expectations, and urban life, the extremely rapid delivery services referred to as Quick Commerce is becoming popular compared to the traditional e-commerce style of shopping. Whereas, with the expansion of cities and the growing lifestyle of mobile, now consumers tend to expect more than just the convenience of access and a variety of goods. They want speed, convenience, and reliability—key elements that have reshaped what it means to be competitive in the digital retail world. In this new setting, the speed at which items are delivered has become a considerable deciding element regarding a consumer's decision, satisfaction, and brand loyalty.

Consumers on-demand or Q-commerce may opt into usage of hyper-advanced delivery techniques inclusively, though there remains an overwhelming gap within scholarly and professional work regarding the link between customer satisfaction and delivery speed. The majority of research that does exist attempts to address service quality, supply chain agility, or customer experience as a whole, integrating delivery speed with other operational metrics. Because of this, inadequate efforts have been made to address delivery speed as a pivotal metric which influences value, trust, repeat purchasing, and loyalty especially when timeframes shift from hours to minutes.

For Q-commerce and businesses that utilize Q-Commerce, this gap is considerable and concerning most have aimed significant funds into infrastructure, technology, and personnel aimed towards supersonic delivery. While these decisions may appear to be school of thought, they tend to focus too highly on how quickly things can be done over profit and the longevity of the business.

The preceding discussion brings up a critical question for both managers and researchers: "Will customer satisfaction increase if the delivery time is changed from thirty to ten minutes?" Striking a balance between service delivery, efficiency, and profitability hinges on how delivery speed affects customer satisfaction and purchasing behavior.

LITERATURE REVIEW

This research is centered around the customer satisfaction aspects, delivery time, and the phenomena known as quick commerce or Q-commerce which has changed the e-retailing landscape by providing deliveries within a span of ten to thirty minutes. In e-commerce, customer satisfaction is regarded as a key issue and has been described as how consumers feel regarding the gap between service expectation and service delivered. Prominent scholars like Kotler and Keller (2012) and Anderson & Srinivasan (2003) have recognized that speed, accuracy and communication among others are critical determinants of satisfaction especially in the case of the digital marketplace that has very low switching costs. Moreover,

The increase in the importance of delivery speed is supported by Rao et al. (2017) and Zhang & Zhao (2018) research, which show that timely delivery significantly improves customer trust, satisfaction, and repeat purchase intention. Some studies warn that overemphasizing pace causes errors and compromises service quality (Wang et al., 2020).

Q- commerce has dramatically transformed the retail landscape due to the urban expansion, mobile internet, our need for instant access, and behavior shifts due to the pandemic. Zepto, Blinkit, and Swiggy Instamart serve as case studies for leapfrogging competition with local demand dark stores, AI-enabled demand forecasting, and micro-fulfillment centers. These platforms, while remarkably fast and convenient, simultaneously contend with operational cost burdens, workforce strain, inventory imbalance, and unrelenting customer demands. SERVQUAL, Expectancy Disconfirmation Theory (EDT), and the Technology Acceptance Model (TAM) illustrate how speed of delivery, user interaction, experience, and managing expectations influences satisfaction. In relation to e-commerce logistics, the literature is abundant; however, there is scant attention on customer satisfaction in the context of Q-commerce and ultra-fast delivery. Most studies overlook how factors like demographics, urgency, or the context of an order can shape this relationship. This study aims to bridge that gap by conducting an empirical investigation focused on frequent users of top Q-commerce platforms in urban India.

- Delivery speed, accuracy, communication, and service reliability IIJS are central to customer satisfaction (Kotler & Keller, Parasuraman et al.)
- Delivery speed is important to sustaining customer trust and repeat purchases, thereby enhancing satisfaction. It can, however, become

a detriment to accuracy when taken to excess (Rao et al., Zhang & Zhao, Wang et al.).

- Q-commerce is all about quick deliveries, typically within 10 to 30 minutes, and it's driven by urban growth, digital connectivity, changing consumer expectations, and the impact of COVID-19.
- Some of the frontrunners in this niche include Zepto, Blinkit, and Swiggy Instamart which exploit dark stores, AI, and micro-fulfillment centers.

Yet, there are some strategic issues to address like very high burn rates, logistical challenges, limited stock, and other sustainability concerns.

Theoretical models that come into play include:

- SERVQUAL, which emphasizes reliability and responsiveness.

- EDT, which suggests that satisfaction is linked to exceeding customer expectations.

- TAM, which highlights how app usability can influence satisfaction.

There is an important gap in the body of research: more attention is needed on the impact of ultra-fast delivery on satisfaction in Q-commerce with regard to customer segments and behaviors.

RESEARCH METHODOLOGY

This research takes a descriptive and quantitative approach to explore how delivery speed impacts customer satisfaction in the Quick Commerce (Q-commerce) sector. The study adopts a cross sectional approach by concentrating on one specific point in time and one specific group in order to obtain the necessary information. For this research, primary data were collected using a structured self-administered online questionnaire administered through Google Forms and social media which enhanced the reach. About 100 responses were collected from participants aged between 18 to 45, who mostly resided in metro and tier-1 cities in India. These respondents had used Q-commerce platforms such as Zepto, Swiggy Instamart, Blinkit in the last three months. We chose non-probability convenience

sampling due to its relevance and ability to provide timely connections to necessary participants

The questionnaire was carefully crafted to explore five main areas: demographic details, online shopping habits, views on delivery speed, overall customer satisfaction, and ideas for improving services. Using close-ended questions and Likert scales, we obtained quantitative data on delivery expectations, level of satisfaction, intention to repurchase, and preferred platforms. Moreover, our research sought to explore other aspects that impact customer satisfaction and suggestions for service improvement, thus providing qualitative data through open-ended questions.

In order to improve the believability of our study and to provide it a deeper setting, we did not limit ourselves to primary information. Instead, we unearthed a wealth of secondary resources. This included some of the top consulting firms' perspectives from McKinsey, PwC, and KPMG alongside data from market analytics hubs Statista and Nielsen. Examining academic work through Google Scholar and JSTOR was supplemented with company driven documents like investor relations reports, press releases, and company blogs. Besides this, we accessed government and institutional data from the Ministry of Commerce & Industry which gave us valuable macro-level insights. Incorporating this secondary data gave us the ability to situate our analysis in a broader context of the industry.This allowed for benchmarking across multiple platforms,monitoring shifts in consumer expectations, and studying the advancement of logistics strategic planning.

This approach of using both primary data and secondary data worked in the study's favor. It greatly increases the trustworthiness and chambr of the findings. In this case, the study is based on the theories like SERVQUALand Expectancy Disconfirmation Theory that underlie assessments of service quality and customer satisfaction. The blending of empirical evidence and academic literature makes the research reliable by providing clear evidence of how speed of delivery impacts customer satisfaction in the extremely dynamic quick commerce market.

CONCLUSION

The exploration demonstrates how delivery speed works as an important variable in customer satisfaction within the quick commerce sector. Respond 85% of the respondents surveyed asserted delivery speed to be "very

important" or "extremely important" which showcases how critical prompt delivery is to the consumer in this day and time. Unlike the old-school e-commerce days, where you'd often find yourself waiting days for your package to show up, a whopping 60% of customers now expect their orders to land on their doorstep in just 30 minutes. This change reflects the nature of quick commerce products—often perishable or urgently needed—and the fast-paced lifestyles of the people who rely on them.

While a solid 60% of customers shared their satisfaction with the speed of delivery, there's still a concerning 15% who weren't happy, pointing to some inconsistencies in how orders are fulfilled. These delays can really chip away at customer trust and might hurt repeat business. The link between delivery speed and customer loyalty is further highlighted by the Net Promoter Score, where half of the participants were promoters—likely those who enjoyed a smooth and speedy delivery experience.

Delivery delays can really impact businesses, with 25% of users admitting they've either canceled or thought twice about their orders because of slow shipping. This can have a direct hit on revenue and growth. On a brighter note, 70% of those surveyed said their deliveries meet their timing expectations "always" or "most of the time," which shows that top platforms are doing a good job. However, the 30% who face occasional delays highlight a chance for focused improvements.

In the case of quick commerce, customers have broader expectations beyond just the delivery speed.. Companies like Zepto and Swiggy Instamart set a benchmark in the sector which means smaller competitors have to work extra hard to provide better services and faster delivery. With fair pricing, helpful customer care, and seamless customer app interfaces, people tend to expect nothing short of great from on-demand services. These findings imply that multifaceted strategies always provide an edge over others in customer satisfaction. In particular, the speedy delivery segments appeal to users aged 18-25 and to busy professionals.

Shifting on to the quick commerce industry, delivery time has proven to be a defining factor when it comes to client loyalty and satisfaction. To keep fostering growth alongside client trust, firms must invest in strong tracking systems, advanced logistics, and control over the last mile delivery service, while ensuring excellence in other domains. All sectors in this industry compete for maintaining delivery times, and their clients' willingness to wait defines their ranking in on-demand services.

RECOMMENDATIONS

In terms of emerging technologies aimed at enhancing the rapid pace of the quick delivery segment, customer-oriented measures take precedence. With a narrowed area of optimization, it's recommended to introduce dark stores and micro-fulfillment centers in metro locations alongside tracking real-time traffic to ensure smart route planning. These steps can improve operational productivity and efficiency as well as enhance the speed of delivery. As customer communication improves with mobile tracking, SMS, and even notifications, transparency improves, adding to better expectation management, even during delays. Businesses should respond to peak demand periods by adding gig workers to their delivery teams and using predictive analytics in order to foresee increases in orders and appropriately strategize. A company must collect customer feedback so that in case of complaints, they can respond quickly and adjust their delivery commitments to be efficient, but realistic. Some customers are more sophisticated than others and can be served by offering additional options such as express, scheduled, or contactless delivery. Supply chain streamlining is mostly determined by automation, AI-driven demand forecasting, and advanced techniques in inventory management. In some less developed regions, collaborating with local logistical providers helps maintain enhanced speed and improved coverage. Incentives for high performance and regular training of staff are vital for ensuring that service remains at top quality. Satisfying customers through gap filling serves alongside constant expectation changes through informative surveys provide effortless adaption. Brand trust strengthens due to electricity powered vehicles implementing sustainable practices as they also help reduce costs. Finally, strengthen customer relations and soften the effects of service failures by personalizing their experiences during interaction through data analytics—special deals, changes to preferred delivery times, and loyalty awards. Following these recommendations enables quick commerce companies to achieve sustained business success by providing speed, consumer satisfaction, and long-term value.

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