Customer Satisfaction With Q-Commerce in Grocery Purchase

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Abstract- Digital technology has dramatically impacted the retail industry, especially grocery sector. Recently, there has been a new type of grocery business - Quick Commerce (Q-Commerce), where products are delivered in a very short amount of time, typically 10-30 minutes. Consumers have turned to popular platforms like Blinkit, Zepto, Swiggy Instamart, and BigBasket to purchase their grocery needs quickly and easily. The purpose of this research is to analyze customer satisfaction with grocery Q-commerce services. This includes analyzing consumer behaviour and factors that lead customers to use Q-Commerce platforms, as well as overall consumer satisfaction. This research includes an analysis of the following key components of customer satisfaction: speed of delivery; ease of use and convenience; availability of products; price; and service quality. Primary data was collected using a structured survey questionnaire developed via Google Forms. The survey included questions regarding demographics, frequency of use of Q-Commerce apps, preferred Q-Commerce platforms, and level of satisfaction. A sample of respondents was used to identify trends relating to customer perceptions and attitudes towards quick commerce grocery services. Most customers choose Q-Commerce for its convenience and speed of delivery according to the findings of this research. Most survey respondents were satisfied with Q-Commerce and said they will keep using it. Some customers had bad experiences, including misses, delivery delays, mis-deliveries, and higher prices than grocery stores. In conclusion, Q-Commerce has become a major part of how groceries are purchased. Improving logistics, pricing, and service quality will help Q-commerce maintain or grow customer satisfaction and continued success in the online grocery industry.

I. INTRODUCTION

Rapid advances in digital technology and connectivity via the Internet have drastically changed how consumers purchase products and services. Consumers in metropolitan and urban areas mainly rely on online shopping as part of their consumer behavior due to the convenience and time savings associated with it. With the rise of e-commerce (also referred to as "electronic commerce"), consumers can now purchase products without leaving the comfort of their homes using a computer or mobile phone.

Recently, a new concept in e-commerce has been created called "Quick Commerce" (or "Q-Commerce"). Quick Commerce represents the next stage of e-commerce development and is able to deliver products in record time (typically within 10 to 30 minutes). Most often, Quick Commerce will provide customers with everyday essentials (like groceries or snacks) or household items.

The increase in smartphone usage, improved Internet bandwidth/connectivity, digital payment solutions, and the busy lifestyles of today's urban dwellers have all contributed to the growth of Q-Commerce. Today's consumers want solutions that save them time and give them immediate access to critical everyday products; therefore, Q-commerce is rapidly gaining traction in many major cities around the world.

To address the increasing demand for fast delivery of groceries, companies such as Blinkit, Zepto, Swiggy Instamart, and BigBasket have established innovative delivery solutions. By utilizing dark stores (localized warehouses) in the customer's vicinity to store products, the companies are better able to deliver orders in a short amount of time.

The primary benefit of Q-commerce is its convenience. With Q-commerce, consumers no longer have to go to the grocery store or stand in long lines to buy their everyday needs. Rather, consumers can use an app to place an order and receive their groceries shortly thereafter.

Speed of delivery is another factor that has made Q-commerce successful. Fast delivery has become one of the main competitive advantages of these platforms compared to traditional grocery retailers. Many consumers turn to these Q-commerce services when they need grocery items quickly due to an emergency.

Despite the advantages of Q-commerce, there are several challenges faced by these services. For example, there are reports from some consumers of delayed deliveries, receiving the wrong items, damaged items, and higher prices than what would have been paid in a local grocery store. All of these challenges have the potential to impact overall consumer satisfaction.

The long-term success of any business is heavily reliant upon customer satisfaction. In the case of Q-commerce, customer satisfaction is dependent on multiple factors, including but not limited to product availability, pricing, reliability of delivery, quality of application interface and customer service.

By understanding customer satisfaction, companies can identify areas where they can improve. A satisfied customer is more likely to use a service again, recommend it to someone else, and develop loyalty towards the Q-commerce platform.

This study will focus on analyzing how satisfied customers are with Q-commerce grocery services. The study will include the usage patterns of consumers who use Q-commerce platforms, reasons that consumers use Q-commerce platforms, and the level of satisfaction that consumers have with these services.

II. LITERATURE REVIEW

Recently, the idea that you can buy things quickly (quick commerce) has become very popular. Many companies are trying to make easy and quick deliveries to customers. A lot of researchers are looking at the different aspects of shopping for groceries online, How well groceries are delivered to customers, how fast groceries are delivered to them, and how satisfied the customers are with the delivery of their groceries.

Gupta (2022) believes that quick commerce is an updated, faster and better version of e-commerce because quick commerce delivers products to you very quickly. Gupta says the main reasons consumers are using quick commerce is for convenience and the speed of delivery of products.

Sharma and Verma (2023) did research on the consumer's preference for shopping for groceries online in India. They found that young consumers are much more comfortable using grocery shopping apps than older consumers, and therefore, they are more likely to use those types of digital grocery shopping platforms.

Kumar (2021) did a study on how satisfied customers are with the service they receive when shopping for groceries online. The study found several things that increase customer satisfaction with shopping for groceries online. The most important factors are product quality, delivery time, and customer service.

Singh and Kaur (2022) stressed that usability is a key factor in the success of a Q-commerce platform, as a clear and user-friendly interface will enhance the user experience and encourage them to return to the service.

Patel (2023) explored how logistics management impacts Q-commerce's overall success, concluding that an efficient supply chain and having enough inventory on hand is critical for providing fast shipping.

Research has also indicated several challenges faced by Q-commerce industries. For example, Mehta (2022) found that when delivery times are delayed, products are delivered incorrectly, or damaged merchandise is shipped to customers, these challenges result in reduced customer satisfaction and lower levels of consumer trust in the Q-commerce platform.

The literature shows that while Q-commerce provides users with significant advantages like convenience and speed, companies must improve their service quality on an ongoing basis to ensure continued high customer satisfaction.

III. RESEARCH METHODOLOGY

The Research Methodology describes the methods of collecting and analyzing information that the researcher used to conduct this research

Research Design
The research design used for this investigation was descriptive, which is the most appropriate design to utilize when examining consumer perceptions (opinion) and the level of satisfaction regarding a specific product or service.

Data Sources

The researcher used two types of data

Primary Data
Data that is primary has been collected through the use of a structured questionnaire developed by the researcher and distributed via Google Forms. The questionnaire contained demographic questions as well as questions about the frequency of using or satisfying all types of customers with Q-commerce grocery stores

Secondary Data

Data that is secondary is collected from academic journals, research studies, and internet articles about online shopping (Q-commerce)

Sample Size

Initially, the researcher planned to survey at least 20 respondents. However, more surveys may be sent out in order to increase the sample size.

Sample Method
The sample method used in this study was a convenience sampling method, where participants in this study were selected based on how accessible they were and their willingness to participate.

Data Analysis Method

The collected data was analyzed by utilizing both table and percentage analysis, which enabled the researcher to summarize the data and determine trends regarding consumer behavior and satisfaction.

IV. DATA ANALYSIS AND INTERPRETATION

Table 1 - Distribution By Age

Age Group Respondents
18 - 22 years 7
23 - 30 years 11
31 - 40 years 1
Over 40 years 1

Interpreting the Data
The majority of people who responded to this survey fall between the ages of 23 and 30. This indicates that most of the people utilizing grocery delivery services will be from the younger generation

Table 2 - Preferred Q-Commerce App

App Respondents
Zepto 9
Blinkit 7
Swiggy Instamart 3
Other 1
Interpreting the Data
The most popular applications among respondents were Zepto and BlinkIt.

Table 3 - Grocery Delivery Frequency

Based On Number Of Reports
Daily 2
2-3 times a week 10
Once a week 3

Occasionally 4	
Rarely 1	
Interpreting the Data	
Most respondents order groceries two or three times a week. Therefore, the frequency of usage indicates that consumers utilize the Q-commerce system as a regular form of ordering groceries.	

Table 4 - Main Reason For Using Q-commerce Grocery Delivery Services

The following are the reasons given by respondents as to why they choose to use a grocery delivery service such as Q-Commerce

Reason Frequency	
Fast delivery 10	
Convenience 4	
Discounts/Offers 3	
Emergency need 3	

Interpreting the Data

According to the majority of respondents, they prefer using Q-Commerce for grocery delivery services because of the speed at which they can have groceries delivered to them.

Table 5: Overall Satisfaction

Respondents	% of Total Respondents
Very satisfied	19%
Satisfied	8%
Neutral (either way)	5%
Dissatisfied	1%

Summary
Overall, over 90% of respondents expressed satisfaction at their level of satisfaction with Q-commerce grocery platforms—indicating a very positive perception of the service.

V.   FINDINGS FROM THE RESEARCH

The data collected by this research provides a much clearer understanding of the attitudes & behaviors of consumers using these services, and how those need to be addressed as part of further development of these platforms. Based on responses received from the survey, several important conclusions can be drawn regarding the frequency and usage patterns of these platforms.

Most users of Q-commerce platforms appear to be between the ages of 23 & 30, suggesting that these ages are more likely to drive the increased adoption of digital grocery services, possibly because they are more familiar with their use and have greater comfort level in their usage of technology and mobile applications—enabling them to use online platforms for purchasing groceries.

Additionally, the survey indicates that both men and women utilize these services, and that Q-commerce grocery delivery does not discriminate based on gender; rather, the ease of use and the speed of delivery of Q-commerce grocery delivery makes these platforms appealing to large numbers of consumers no matter their gender (faces).

According to the study, Q-commerce platforms Zepto and Blinkit are the most popular among the respondents. Possible reasons for the respondents' preferences may be the speed of delivery, ease of application interface, and product availability. Consumers generally prefer platforms that offer consistent service and a simple ordering process.

The frequency with which individuals order grocery/food also provides insight into their habits. Most respondents indicated that they ordered groceries from Q-commerce applications two to three times per week, suggesting these services are used frequently and have become part of many consumers' regular grocery purchasing behavior.

Another important conclusion from the study is the primary motivation for using Q-commerce services is the speed of delivery. Many respondents cited the speed of their grocery deliveries as the reason for

using these services. This is especially true in an emergency when urgent grocery items are required.

Convenience is certainly another factor driving the popularity of Q-commerce platforms. For many consumers, the ability to order groceries from home without having to go to a real grocery store saves time and energy, especially for working professionals and students who have hectic schedules.

Additionally, the overall customer satisfaction of Q-commerce users was explored in this study. According to results from the survey, the majority of customers are satisfied or very satisfied with Q-commerce services. This demonstrates that Q-commerce companies generally meet customer expectations regarding speed of delivery, quality of service and product availability.

On the other hand, some customers did experience issues when using Q-commerce services. For instance, a few customers reported receiving items that were not delivered on time or receiving the wrong items altogether or paying a higher price than they would have at their neighbourhood grocery store. The majority of users did not experience any negative issues when using Q-commerce, and thus they will be affected negatively in terms of their perceptions about the whole experience.

In conclusion, the results of this research reveal that Q-commerce platforms have been successful in attracting and providing satisfaction to customers by offering a quick, easy grocery delivery service; however, the companies must continue to resolve the minor issues reported by their users to enhance the overall level of customer satisfaction as well.

VI.   CONCLUSION

Q-Commerce has emerged as a significant advancement in the grocery and retail sector. Due to the rise in smartphone and digital platform use, customers are moving away from brick-and-mortar grocery shopping toward online grocery shopping.

According to research findings, customers have a generally positive view of Q-Commerce platforms, primarily due to the speed of delivery, convenience, and access to grocery items.

Overall satisfaction was stated by most of the participants in the study, which indicates that Q-Commerce companies are fulfilling the needs of modern consumers; however, some areas for improvement still exist, including delivery reliability and pricing.

Overall, Q-Commerce continues to demonstrate significant potential for future growth and will likely be a major player in the online grocery industry.

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