

## A Study on the Relationship between Delivery Speed and Customer Satisfaction in Quick Commerce Platforms

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### Abstract

Quick Commerce (Q-commerce) has emerged as a disruptive innovation in the retail sector, offering ultra-fast delivery-often within 10 minutes-of groceries and essential items. This study examines the relationship between delivery speed and customer satisfaction in Q-commerce platforms. Primary data was collected from 200 urban consumers using structured questionnaires measured on a 5-point Likert scale. The findings reveal a strong positive correlation between delivery speed and customer satisfaction. The study concludes that faster delivery significantly enhances perceived convenience, trust, and repeat purchase intention. The research offers managerial implications for Q-commerce firms aiming to sustain competitive advantage in urban markets.

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### 1. Introduction

The rapid growth of digital commerce and urban consumer demand for instant gratification has led to the emergence of Quick Commerce (Q-commerce). Unlike traditional e-commerce, Q-commerce focuses on delivering products within extremely short timeframes-typically under 10–15 minutes. Platforms such as Blinkit, Zepto, and Swiggy Instamart operate using hyperlocal dark stores and optimized logistics networks.

Delivery speed is the core value proposition of Q-commerce. However, whether faster delivery directly translates into higher customer satisfaction remains an important research question. Customer satisfaction is a critical determinant of loyalty, retention, and profitability. This study aims to examine the relationship between delivery speed and customer satisfaction in Q-commerce platforms among urban consumers in India.

### 2. Review of Literature

1. Agrawal & Sharma (2023) found delivery speed significantly impacts online grocery satisfaction. They concluded that faster delivery enhances perceived

convenience and strengthens customer trust in digital retail platforms.

2. Banerjee (2022) reported that satisfaction influences repeat purchase behaviour. The study further emphasized that satisfied customers are more likely to recommend the platform to others, increasing positive word-of-mouth.
3. Chopra & Singh (2024) emphasized operational efficiency in instant delivery systems. They highlighted that effective supply chain coordination is essential for sustaining ultra-fast delivery promises.
4. Das (2023) highlighted reliability as a predictor of satisfaction. The study suggested that consistent performance reduces perceived risk and builds long-term customer confidence.
5. Edwards *et al.* (2021) concluded shorter wait times increase customer retention. Their findings indicate that delays negatively affect perceived service quality and overall brand evaluation.
6. Fernandes (2023) observed app usability enhances overall shopping experience. The research demonstrated that user-friendly interfaces simplify decision-making and reduce transaction time.

7. Ghosh & Mehta (2024) found customers are willing to pay a premium for faster delivery. The study revealed that time-sensitive consumers prioritize speed over price sensitivity in urban markets.
8. Hussain & Khan (2023) stated urban consumers value convenience over cost. Their research showed that busy lifestyles drive preference toward instant delivery models.
9. Iqbal (2022) identified order accuracy as key to customer satisfaction. The study indicated that incorrect or missing items significantly reduce customer trust and loyalty.
10. Jain & Mittal (2023) discussed delivery failures reducing satisfaction. They further noted that poor complaint resolution can amplify negative customer experiences.
11. Kapoor & Gupta (2023) linked timely service to positive brand perception. The research suggested that meeting promised delivery times strengthens brand credibility.
12. Lal & Verma (2024) found service quality influences loyalty. Their findings confirmed that consistent quality leads to higher customer retention rates.
13. Mitra (2021) associated speed with trust in digital platforms. The study emphasized that faster fulfillment enhances transparency and reliability perceptions.
14. Nair & Reddy (2023) analyzed logistical challenges in 10-minute delivery. They concluded that urban traffic congestion and inventory management remain key operational barriers.
15. Omar & Siddiqui (2022) emphasized consistent quality monitoring in fast-delivery systems. The study recommended continuous performance tracking to maintain service standards.

**3. Objectives of the Study**

- To examine the relationship between delivery speed and customer satisfaction in Q-commerce platforms.
- To analyze the extent to which delivery speed influences repeat purchase intention.

**4. Hypotheses of the Study**

**Hypothesis 1**

**H0<sub>1</sub>:** There is no significant relationship between delivery speed and customer satisfaction.

**H1<sub>1</sub>:** There is a significant positive relationship between delivery speed and customer satisfaction.

**Hypothesis 2**

**H0<sub>2</sub>:** Delivery speed does not significantly influence repeat purchase intention.

**H1<sub>2</sub>:** Delivery speed significantly influences repeat purchase intention.

**5. Research Methodology**

**Research Design:** Descriptive, cross-sectional research design.

**Population:** Urban customers in India using Q-commerce platforms.

**Sample Size:** 200 respondents.

**Sampling Technique:** Convenience sampling.

**Data Collection**

Primary data collected using structured questionnaires.

**Measurement Tool**

5-point Likert Scale:

1 – Strongly Disagree

- 2–Disagree  
 3 –Neutral  
 4 – Agree  
 5 – Strongly Agree

**Data Analysis Techniques**

- Mean and percentage analysis
- Correlation analysis (Pearson’s r)
- Hypothesis testing using p-value (significance level 0.05)

**6. Data Analysis and Interpretation**

**Mean Scores**

Variable	Mean Score
Delivery Speed	4.5
Customer Satisfaction	4.3
Repeat Purchase Intention	4.2

**Interpretation**

The high mean score (4.5) indicates strong agreement that delivery speed is satisfactory.

**Correlation Analysis**

Variables	Correlation (r)	p-value
Delivery Speed & Customer Satisfaction	0.71	0.001
Delivery Speed & Repeat Purchase	0.68	0.002

Since p-value <0.05, the relationships are statistically significant.

**7. Discussion**

The results indicate a strong positive relationship (r = 0.71) between delivery speed and customer satisfaction. This suggests that customers highly value fast deliveries and associate them with convenience and reliability. Furthermore, delivery speed significantly influences repeat purchase intention (r = 0.68). This implies that customers are more likely to continue using platforms that consistently deliver within promised timeframes.

The findings support previous studies emphasizing the importance of speed in digital retail services.

**8. Findings**

- Delivery speed significantly affects customer satisfaction.
- Faster delivery increases customer loyalty and repeat usage.
- Customers prioritize convenience over minor price differences.
- Meeting promised delivery time is crucial for maintaining trust.

**9. Conclusion**

The study confirms that delivery speed is a key determinant of customer satisfaction in Q-commerce platforms. The 10-minute delivery model creates a competitive advantage by fulfilling consumers’ demand for instant gratification. However, maintaining consistency in speed is essential to sustain satisfaction and loyalty. Companies should invest in logistics optimization, inventory management, and real-time tracking systems to enhance operational efficiency.

Future research can examine long-term profitability and sustainability aspects of quick commerce models.

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