

# A STUDY ON USER AWARENESS, PREFERENCE AND SATISFACTION TOWARDS QUICK COMMERCE PLATFORMS IN COIMBATORE CITY

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**Abstract :** The rapid growth of quick commerce (Q-commerce) platforms has significantly transformed the retail landscape by offering ultra-fast delivery services, particularly in urban regions. This study examines user awareness, preference, and satisfaction towards quick commerce platforms in Coimbatore City. The research aims to identify key factors influencing platform preference, customer satisfaction levels, and the major issues faced by users. A structured questionnaire was administered to 151 respondents using a convenience sampling method. The collected data were analyzed using percentage analysis, weighted average analysis, and Garrett ranking analysis. The findings reveal that delivery speed, free delivery, and product quality are major determinants of customer satisfaction. However, challenges such as delivery delays, high prices, and technical issues remain concerns. The study provides practical recommendations to improve service quality and enhance customer retention in the competitive quick commerce market.

**Keywords:** Quick Commerce, Customer Satisfaction, Delivery Speed, Garrett Ranking, Consumer Preference, Coimbatore City, Online Grocery Platforms.

## INTRODUCTION

The digital transformation of retail has led to the emergence of quick commerce (Q-commerce), a new model of e-commerce that focuses on delivering products within a very short time frame, often within 10 to 30 minutes. Unlike traditional e-commerce platforms, quick commerce emphasizes speed, convenience, and instant gratification. With increasing smartphone penetration, digital payment systems, and changing consumer lifestyles, urban customers increasingly prefer online platforms for purchasing groceries, personal care items, and daily essentials. In Coimbatore, quick commerce platforms have gained popularity among students, working professionals, housewives and young consumers due to time constraints and convenience.

Major platforms such as Blinkit, Zepto, Swiggy Instamart, and others compete intensely by offering discounts, free delivery, and promotional offers. While awareness of these platforms is growing, customer satisfaction depends on multiple factors including delivery speed, product availability, pricing, user interface, and grievance handling mechanisms. This study focuses on understanding the awareness levels, preferences, and satisfaction of users towards quick commerce platforms in Coimbatore City. It also analyzes the major challenges faced by customers and provides suggestions for improvement.

## REVIEW OF LITERATURE

Several studies have examined consumer behavior in the context of online shopping and emerging digital retail formats. Previous research indicates that convenience and time-saving are primary reasons for online grocery adoption. Studies highlight that delivery speed, pricing strategies, and promotional offers significantly influence customer preference. Research on customer satisfaction in e-commerce suggests that product quality, secure payment methods, and responsive customer support contribute positively to repeat purchase behavior. Recent literature on quick commerce emphasizes instant delivery as a key competitive advantage. However, operational challenges such as inventory management, last-mile delivery efficiency, and cost sustainability remain major concerns. Some studies have also pointed out that high discounts may attract customers initially but may not guarantee long-term loyalty without consistent service quality. Although several national-level studies exist, limited research has been conducted specifically in tier-2 cities like Coimbatore. Therefore, this study attempts to bridge this research gap by focusing on user perception and satisfaction within the local context.

## STATEMENT OF THE PROBLEM

Quick commerce platforms are expanding rapidly in urban markets. Despite their growth, customers often face issues such as delivery delays, product mismatch, pricing differences, and technical problems within mobile applications. Understanding user awareness, preferences, and satisfaction levels is essential for platform improvement and long-term sustainability. This study attempts to analyze how users in Coimbatore perceive quick commerce platforms and identify the factors influencing their satisfaction and dissatisfaction.

## OBJECTIVES OF THE STUDY

- To identify user's awareness in Quick Commerce Platforms.
- To analyse the user preference and behaviour of choosing Quick Commerce Platform.
- To identify the level of Satisfaction of the Users of Quick Commerce Platform.
- To identify the issues faced by Users in Quick Commerce Platforms.

## RESEARCH METHODOLOGY

### Research Design

The study is descriptive in nature as it aims to describe user awareness, preferences, and satisfaction levels.

### Sampling Technique

Convenience sampling method was used to collect responses.

### Sample Size

The study was conducted among 151 respondents in Coimbatore City.

### Data Collection

Primary data were collected through a structured questionnaire. Secondary data were gathered from journals, websites, and relevant articles.

### Tools for Analysis

- Percentage Analysis
- Weighted Average Analysis
- Garrett Ranking Analysis

### Period of Study

The study was conducted during the academic year 2025–2026.

## DATA ANALYSIS AND INTERPRETATION

### Preference Towards Quick Commerce Platforms

It was inferred from the analysis that majority of the respondents gave top priority to Blinkit with the highest mean score, followed by Zepto, Swiggy Instamart, BigBasket Now, and Flipkart Minutes. Platforms such as JioMart Express, Amazon Fresh, and Fresh to Home received moderate preference scores, while Ola Dash and Dunzo Daily ranked lower. This indicates that platforms known for faster delivery and strong promotional strategies gained higher customer preference in Coimbatore City.

### Factors Influencing Preference

The analysis revealed that majority of the respondents gave top priority to Delivery Speed, followed by Discounts & Offers and Product Availability. Pricing of the product and application interface also played a significant role in influencing user preference. This clearly shows that speed and savings are the primary motivating factors for customers when selecting a quick commerce platform.

### Products Frequently Purchased

The findings indicate that majority of the respondents preferred purchasing Groceries through quick commerce platforms. This was followed by Stationery and Books, Fresh Produce, Dairy and Eggs, and Snacks and Beverages. Categories such as Electronics and Accessories, Pet Care, Flowers and Gifts, and Clothing received comparatively lower preference scores. This suggests that customers mainly use quick commerce platforms for daily essential items rather than luxury or occasional purchases.

### Preferred Promotional Offers

The study found that majority of the respondents preferred Free Delivery as the most attractive promotional offer. Cashback and Flat Discounts were ranked next, followed by Buy 1 Get 1 offers and Bank or Wallet offers. Festival offers and flash deals received comparatively lower rankings. This indicates that customers prefer direct and assured benefits rather than conditional or limited-time promotional schemes.

### Problems Faced by Users

It was observed that majority of the respondents reported Delivery Delays as the major issue. This was followed by Poor Product Quality and High Prices. Other issues identified include App/Technical Problems, Payment Issues, Product Availability issues, Customer Service Issues, and Wrong Delivery/Product Mismatch. These findings highlight operational and service-related challenges that affect customer satisfaction.

### Factors Influencing Satisfaction Level

The analysis shows that majority of the respondents considered Delivery Speed as the most important factor influencing satisfaction. Quality of products delivered ranked second, followed by Pricing and Discount Offers. Ease of using the mobile application, availability of payment methods, product availability, and customer support were also significant factors, though they received comparatively lower mean scores.

**PERCENTAGE ANALYSIS**

**Table 1: Age of the Respondents**

Age Category	Numbers	Percentage
18 – 24 Years	97	64.23
25 – 30 Years	24	15.89
31 – 39 Years	12	7.94
Above 40 Years	18	11.92
<b>Total</b>	<b>151</b>	<b>100</b>

Source: Primary Data

**Table 2: Educational Qualification of the Respondents**

Educational Qualification	Number of Responses	Percentage
School	17	11.26
Undergraduate	96	63.58
Postgraduate	37	24.5
Ph. D.	1	0.66
<b>Total</b>	<b>151</b>	<b>100</b>

Source: Primary Data

**Table 3: Annual income of the Respondents**

Annual Income	Number of Responses	Percentage
Below Rs.3,00,000	97	64.24
Rs.3,00,001 – Rs.6,00,000	31	20.53
Rs.6,00,001 – Rs.9,00,000	16	10.59
Above Rs.9,00,001	9	5.96
<b>Total</b>	<b>151</b>	<b>100</b>

Source: Primary Data

**Table 4: Occupation of the Respondents**

Occupation	Number of Responses	Percentage
Student	62	41.06
Working Professional	63	41.72
Self Employed	16	10.60
Homemaker	10	6.62
<b>Total</b>	<b>151</b>	<b>100</b>

Source: Primary Data

**Table 5: Level of Awareness of Quick Commerce of the Respondents**

Level of Awareness	Number of Respondents	Percentage
Very High Awareness	44	29.14
High Awareness	45	29.8
Moderate Awareness	54	35.76
Low Awareness	5	3.31
Very Low Awareness	3	1.99
<b>Total</b>	<b>151</b>	<b>100</b>

**Table 6: Primary Source of awareness about Quick Commerce Platforms of the Respondents**

Primary Source of Awareness	Number of Responses	Percentage
Social media	100	66.23
Friends/Family	28	18.54
TV Advertisement	11	7.28
Store Recommendations	1	0.66
Influencer and Content Creation	6	3.97
Newspaper and Magazine	4	2.65
Mobile Notification	0	0
Discounts and offers	1	0.66
<b>Total</b>	<b>151</b>	<b>100</b>

Source: Primary Data

**Table 7: Average budget of the respondents for purchasing in Quick Commerce Platforms**

Average Budget	Number of Responses	Percentage
Rs.100 – Rs.200	29	19.20
Rs.201 – Rs.500	51	33.77
Rs.501 – Rs.1000	56	37.09
Rs.1001 and above	14	9.27
<b>Total</b>	<b>151</b>	<b>100</b>

Source: Primary Data

**Table 8: Complaints made by the respondents**

Complains	Number of responses	Percentage
Raise a Compliant	84	55.62
Cancel the Order	54	35.76
Accept the issue	8	5.29
Stop Using the Platform	5	4.31
<b>Total</b>	<b>151</b>	<b>100</b>

Source: Primary Data

**Table 9: Product Availability Improvement**

Factors	Number of Responses	Percentage
More accurate stock update	61	40.39
Wider product range	40	26.49
Better substitute option	28	18.54
Improved Product quality	20	13.24
No Improvement Needed	2	1.3
<b>Total</b>	<b>151</b>	<b>100</b>

Source: Primary Data

**Table 10: Preference of the respondents related to pricing**

Preference	Number of Responses	Percentage
Reduce delivery fee	44	29.13
Lower Product Cost	39	25.82
More Discounts	34	22.51
Better Pricing value	24	15.89
Pricing is Satisfactory	10	6.62
<b>Total</b>	<b>151</b>	<b>100</b>

Source: Primary Data

**WEIGHTED AVERAGE ANALYSIS**

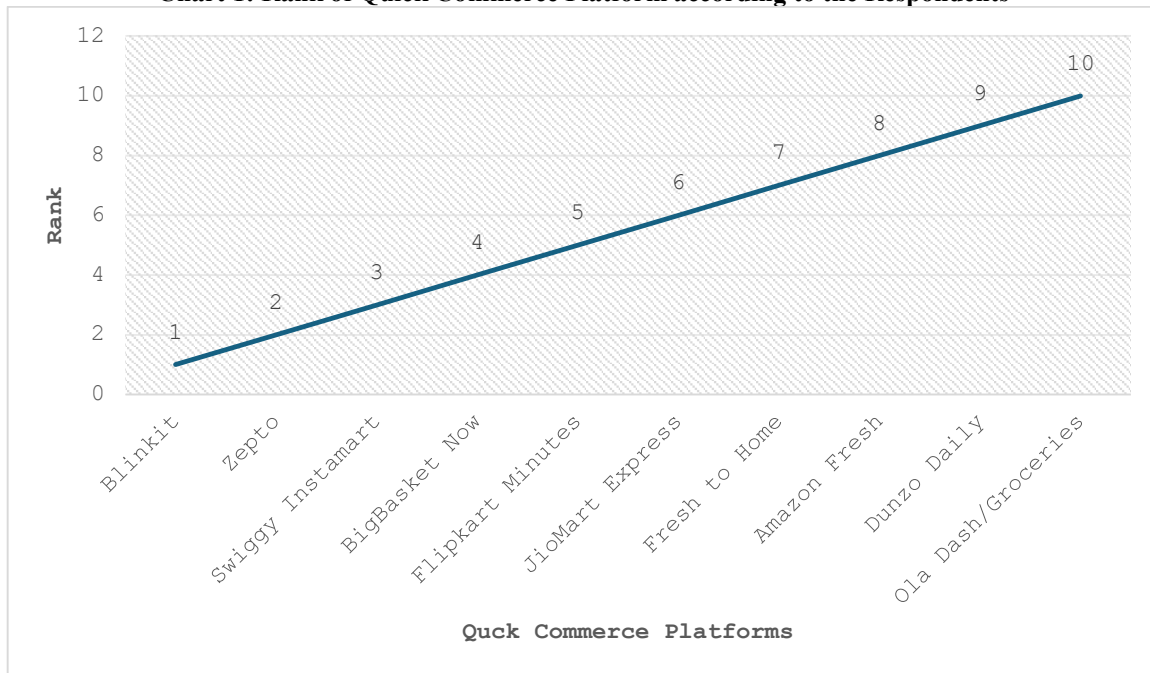
**Table 11: Satisfaction level of the respondents for the following aspects**

Factors	5	4	3	2	1	Total	Average
Speed of Delivery	112	12	12	6	9	151	4.40
	560	48	36	12	9	665	
Product Availability	32	97	15	7	0	151	4.02
	160	388	45	14	0	607	
Product Quality	31	22	90	7	1	151	3.50
	155	88	270	14	1	528	
Pricing	29	31	13	74	4	151	3.05
	145	124	39	148	4	460	
Discounts and Offers	42	20	18	3	68	151	2.77
	210	80	54	6	68	418	
App usability	34	32	33	37	15	151	3.22
	170	128	99	74	15	486	
User Service	36	32	48	23	12	151	3.38
	180	128	144	46	12	510	
Packing Quality	37	43	32	20	19	151	3.39
	185	172	96	40	19	512	
<b>Total Weighted Average</b>	27.72						
<b>Mean Weighted Average</b>	3.47						

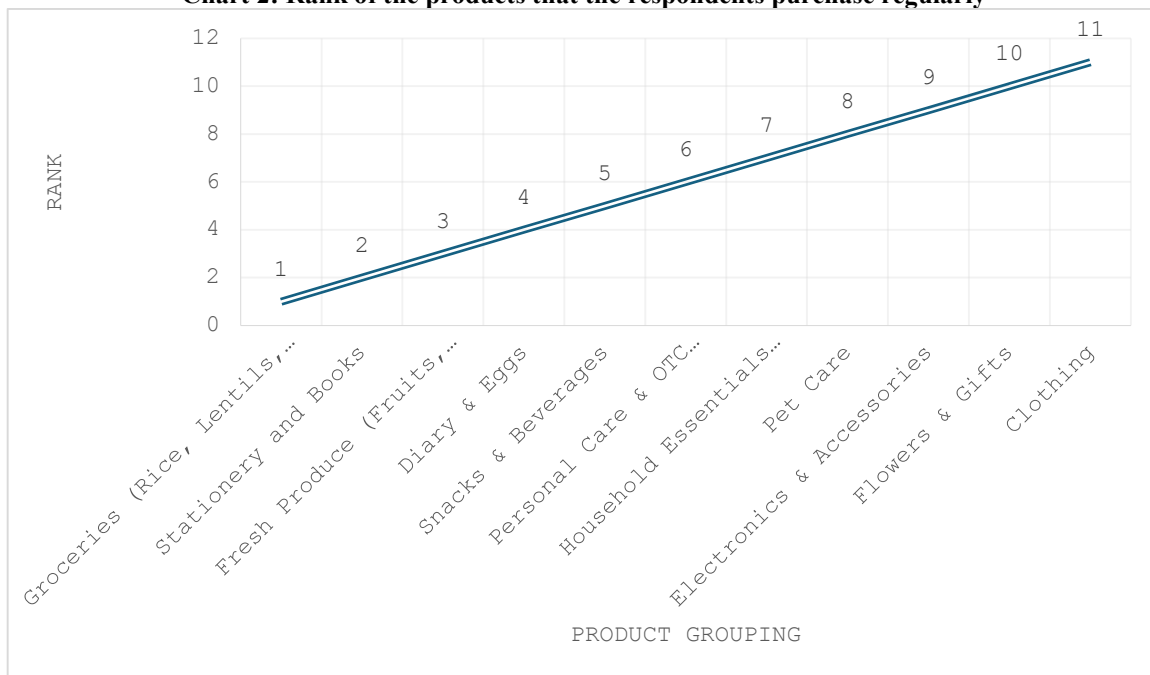
Source: Primary Data

## GARRETT RANKING ANALYSIS

**Chart 1: Rank of Quick Commerce Platform according to the Respondents**



**Chart 2: Rank of the products that the respondents purchase regularly**



### MAJOR FINDINGS

1. Majority of the respondents are aware of quick commerce platforms operating in Coimbatore City.
2. Blinkit and Zepto are the most preferred platforms among respondents.
3. Delivery speed is the most important factor influencing platform preference and satisfaction.
4. Free delivery is the most attractive promotional strategy.
5. Groceries are the most frequently purchased category.
6. Delivery delays and poor product quality are the major problems faced by users.
7. Pricing and discount strategies significantly influence customer retention.

### SUGGESTIONS

1. Platforms should improve delivery efficiency to minimize delays.
2. Strict quality checks should be implemented to ensure product freshness and to reduce complaints.
3. Transparent pricing policies should be maintained to avoid customer dissatisfaction.
4. User interface improvements should be made to enhance app usability.

5. Customer grievance handling systems must be strengthened for faster resolution.
6. Loyalty programs may be introduced to encourage repeat purchases.

## CONCLUSION

Quick commerce platforms have significantly transformed urban retail consumption patterns by offering convenience and instant delivery services. The study concludes that users in Coimbatore City show strong awareness and active usage of quick commerce platforms, especially for purchasing daily essentials. Delivery speed, free delivery, and product quality emerged as the most influential factors in determining customer preference and satisfaction. However, operational challenges such as delivery delays, high pricing, and technical issues affect overall user experience. To sustain growth and maintain competitive advantage, quick commerce platforms must focus on improving service efficiency, ensuring product quality, and enhancing customer relationship management. Long-term success depends not only on speed but also on reliability and trust.

## LIMITATIONS OF THE STUDY

1. The study is limited to 151 respondents in Coimbatore City.
2. Convenience sampling method may not represent the entire population accurately.
3. The study focuses only on selected quick commerce platforms.
4. Responses are based on personal perception and may involve bias.
5. Time constraints limited deeper qualitative analysis.

## FUTURE RESEARCH AVENUES

1. Future studies may expand the sample size and geographic coverage.
2. Comparative studies between metro and tier-2 cities can be conducted.
3. Longitudinal research can analyze changes in customer behavior over time.
4. The impact of artificial intelligence and personalization on user satisfaction can be examined.
5. Future research may incorporate qualitative interviews for deeper insights.

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