



Customer Loyalty in Quick Commerce: A Study of Key Influencing Factors

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Abstract

With lightning-fast delivery of groceries and everyday necessities, quick commerce (Q-commerce) platforms have become a major part of the e-commerce sector. Despite rapid adoption, customer retention remains difficult due to intense competition and shifting consumer expectations. In urban Indian markets, this study examines how customer loyalty is impacted by service quality, delivery experience, customer satisfaction, trust, and digital usability. The study identifies important factors that influence loyalty and provides useful advice for Q-commerce companies based on primary data gathered from 150 respondents using structured questionnaires and analysed using descriptive and inferential statistics.

The study also emphasizes how demographic factors, especially age and digital proficiency, impact how q-commerce consumers perceive loyalty. An expanded loyalty model designed especially for the q-commerce environment is one of the theoretical contributions that fills in the gaps left by the literature on traditional retail and e-commerce. From a managerial perspective, the results provide useful information for q-commerce platforms looking to enhance last-mile operations, create retention strategies, and use data-driven customization to build enduring consumer connections.

Keyword

Customer Loyalty, Quick Commerce (Q-Commerce), Service Quality, Digital Usability, Customer Satisfaction.

Introduction

An emerging sector of the e-commerce market is called Quick Commerce (Q-commerce), which provides lightning-fast delivery of daily necessities, groceries, and other in-demand items - typically in 10 to 30 minutes. In urban India, platforms like Blinkit, Zepto, Swiggy, Instamart, and Big Basket Now have expanded quickly by meeting the demands of customers for seamless, quick, and convenient digital experiences. With hectic schedules and high standards, urban lifestyles make Q-commerce a desirable option for time-sensitive shopping requirements. Customer loyalty is still a big problem even though Q-commerce adoption is increasing. Customers can easily switch between platforms because they provide comparable products, affordable prices, and quick delivery. Loyalty must therefore be actively fostered through reliable service and satisfying encounters as it is not assured. According to research, a number of important factors affect whether a customer stays loyal to a platform, including



service quality, delivery experience, customer satisfaction, trust, and digital usability.

Accurate order fulfilment, fresh products, and prompt customer service all have an impact on customer loyalty. Customer satisfaction and plans to make additional purchases are directly impacted by the delivery experience, which includes promptness, professionalism, and product handling. While digital usability improves the overall experience by making apps simple to use and intuitive, trust guarantees that customers feel secure about online payments, pricing transparency, and product authenticity. These elements work together to affect customer satisfaction, which acts as a link between loyalty and service quality.

Even though Q-commerce is expanding quickly, little is known about what motivates enduring loyalty in this setting, especially in Indian cities. The majority of current research ignores the particular requirements of ultra-fast delivery models in favor of concentrating on conventional e-commerce or online shopping behaviour. By examining the effects of the previously mentioned factors on customer loyalty and determining which components are most important for keeping urban consumers in competitive Q-commerce markets, this study seeks to close this gap.

Literature Review

According to Parasuraman et al. (1988), the SERVQUAL model measures customer expectations versus perceptions by identifying five aspects of service quality: tangibles, assurance, responsiveness, empathy, and reliability.

According to Reichheld and Sasser (1990), loyal customers increase profits over time because they make larger purchases, recommend others, and are less expensive to serve. Profit margins are greatly increased by even a slight increase in retention.

According to Gronroos (1994), relationship marketing places a strong emphasis on establishing an emotional bond and ongoing engagement with clients, which is essential for maintaining loyalty outside of transactional exchanges

According to Zeithaml et al. (1996), customer perceptions are largely shaped by service quality, which also affects customer satisfaction and enduring loyalty. Recurring business is encouraged and trust is strengthened by high service standards.

According to Oliver (1999), loyalty is a strong psychological resolve to make additional purchases, impacted by perceived value, satisfaction, and trust. As a result, it is more difficult for rivals to entice clients away.

According to Anderson and Srinivasan (2003), loyalty is directly impacted by customer satisfaction in online settings, particularly when consumers believe that online shopping offers great value and minimal effort.

According to Kim et al. (2004), trust is essential in online shopping settings because there are perceived risks involved. In digital platforms, it serves as a prelude to both loyalty and satisfaction.

According to Seth et al. (2005), the relationship between loyalty and service quality is mediated by perceived value and satisfaction. Consumers are more likely to come back if they



believe they are getting good value.

According to Kumar and Reinartz (2006), a customer-centric strategy that emphasizes personalization, lifecycle value, and service experience increases brand loyalty and customer retention.

According to Xu and Gutiérrez (2006), repurchase intentions are influenced by consumer trust and perceived online security, particularly in settings where clients enter sensitive financial and personal information.

Lemon and Verhoef (2016) state that brand perception and loyalty are greatly influenced by the customer experience, which includes interactions both before and after a purchase, especially in digital and mobile contexts.

Pappas (2016) asserts that in e-commerce, personalization—proposals, communications, and recommendations catered to specific preferences - improves customer satisfaction and strengthens emotional loyalty.

Bhatti (2020) asserts that speed and convenience are the main benefits of Q-commerce. These platforms are used by customers to save time and meet urgent needs, which shapes their patterns of loyalty.

Chopra (2021): In the quick commerce model, customer loyalty is largely determined by logistical efficiency, which includes last-mile delivery, inventory accuracy, and timely fulfilment.

According to Kumar et al. (2022), user satisfaction and recurring use of Q-commerce apps are directly impacted by the usability of digital platforms, including app design, navigation, and interface simplicity.

Hypothesis Framing

***Hypothesis 1 (H1):** In Q-commerce platforms, customer loyalty is significantly positively impacted by service quality, delivery experience, customer satisfaction, trust, and digital usability.*

***Hypothesis 2 (H2):** The relationship between digital usability, trust, service quality, delivery experience, and customer loyalty is mediated by customer satisfaction.*

Research Methodology

1. Research Design: Primary data-based descriptive and causal studies.
2. Sample Size: 150 legitimate answers from users of urban Q-commerce.
3. Sampling Frame: Consumers in urban India who use platforms such as Blinkit, Zepto, Swiggy, Instamart, and Big Basket Now.
4. Sampling Techniques: Snowball and Purposive sampling.
5. Data Collection Method: A structured questionnaire for measuring factors and customer loyalty that uses a 5-point Likert scale.
6. Analysis Tools: SPSS/Excel for reliability testing (Cronbach's alpha), regression, correlation, and descriptive statistics.



Results

Demographics: The respondents were a diverse range of urban Q-commerce users in terms of age, gender, occupation, and income. The majority of users, who reflected the main tech-savvy urban demographic, were between the ages of 18 and 35. Most people used the platform frequently, placing orders at least two or three times a week. Descriptive statistics showed that respondents' perceptions were generally positive, with mean scores for all constructs - service quality, delivery experience, customer satisfaction, trust, and digital usability - being above average. The sample's responses were consistent, as indicated by the moderate standard deviations. **Reliability Analysis:** All factors had Cronbach's alpha values greater than 0.7, indicating that the questionnaire's items were reliable and internally consistent for additional analysis.

Inferential Analysis: The results of the regression showed that customer loyalty was significantly positively impacted by service quality, delivery experience, trust, customer satisfaction, and digital usability. Customer satisfaction and service quality were the best indicators among them, indicating that maintaining a loyal customer base on Q-commerce platforms requires both consistent service and general satisfaction.

Figure 1

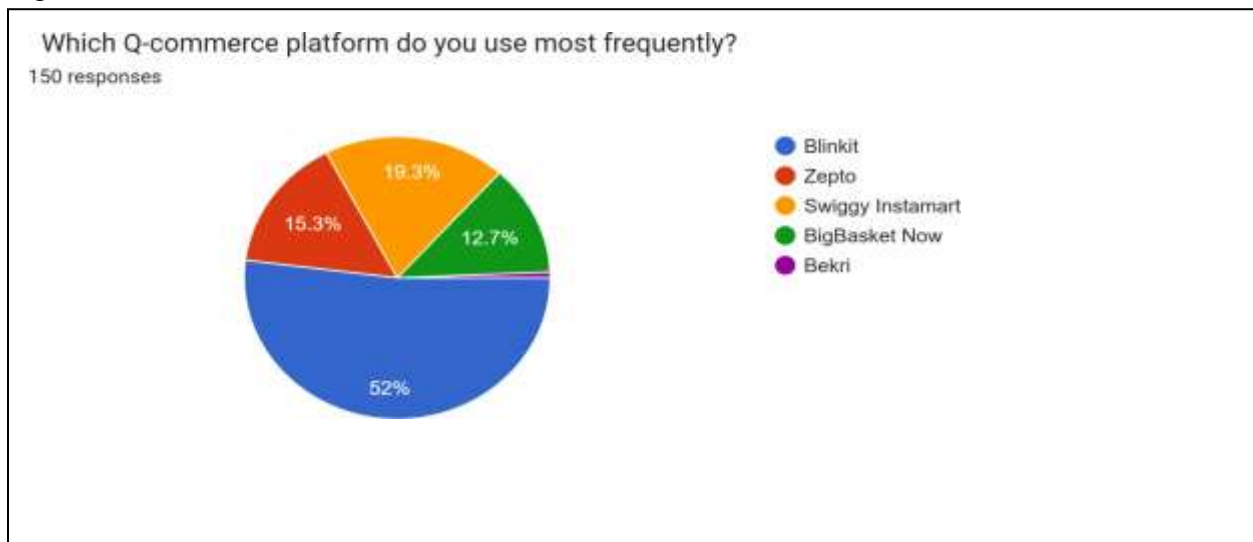


Table 1

Q-commerce Platform	Percentage	Number of Responses
Blinkit	52%	78
Swingy Instamart	19.3%	29



Zepto	15.3%	23
Big Basket Now	12.7%	19
Bekri	~0.7%	1
Total	100%	150

Figure 2

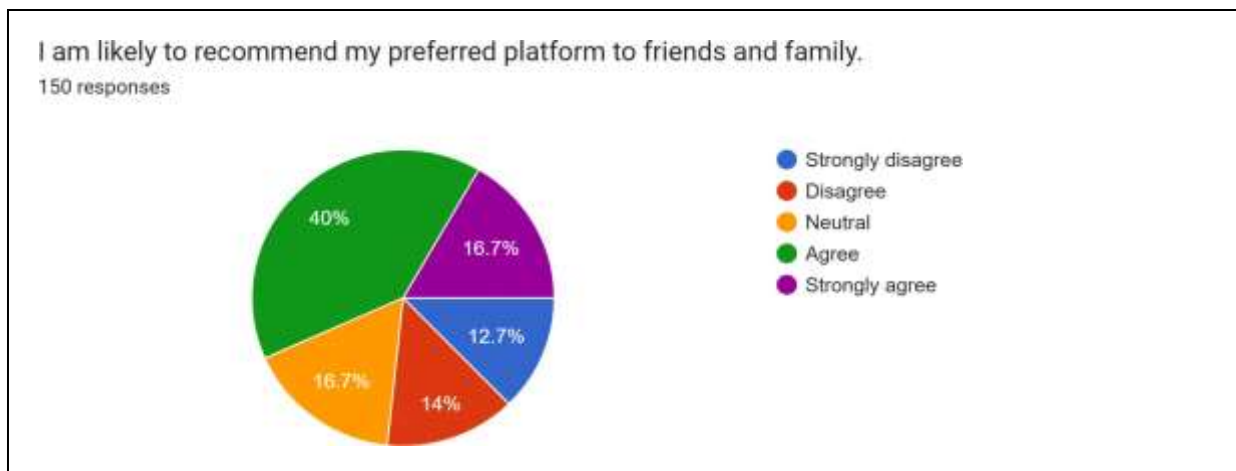


Table 2

Response Category	Percentage	Number of Responses
Strongly disagree	12.7%	19
Disagree	14%	21
Neutral	16.7%	25
Agree	40%	60
Strongly agree	16.7%	25
Total	100%	150

Hypothesis Testing



Table 3

Hypothesis	Statement	Result
H1	In Q-commerce platforms, customer loyalty is significantly positively impacted by service quality, delivery experience, customer satisfaction, trust, and digital usability.	Accepted
H2	Customer loyalty, trust, digital usability, service quality, and delivery experience are all mediated by customer satisfaction.	Partially Accepted

Discussion

The study's conclusions shed important light on the variables affecting consumer loyalty in urban India's Q-commerce platforms. Customer loyalty is significantly positively impacted by service quality, delivery experience, customer satisfaction, trust, and digital usability, according to the analysis, demonstrating the value of a comprehensive strategy for retaining customers. Customer satisfaction and service quality stood out as the most powerful predictors among them, emphasizing that loyalty is built on accurate, dependable, and consistent service. The importance of operational effectiveness and service dependability is highlighted by the fact that customers are more likely to return to platforms where their expectations are regularly fulfilled.

Another important factor was delivery experience. The perceived value of the service is increased by on-time delivery, careful product handling, and courteous interactions with delivery staff. Even small delays or poor handling can drastically lower customer trust and repurchase intent in an industry where speed is a key promise. This result is consistent with earlier research highlighting the value of logistical effectiveness in establishing enduring client relationships. Loyalty was shaped equally by digital usability and trust. Customers are more confident and are less likely to switch platforms when payment systems are secure, pricing is transparent, refund policies are clear, and the app interface is easy to use. By offering a smooth, convenient shopping experience, these elements also raise overall satisfaction. Customer retention in Q-commerce is complex, as evidenced by the partial mediation effect of customer satisfaction (H2), which contends that although satisfaction is important, other factors such as trust and digital usability also have a direct impact on loyalty on their own.

Findings and Conclusion

Customer satisfaction, trust, digital usability, service quality, and delivery experience are all important indicators of loyalty. Loyalty and other factors are partially mediated by customer satisfaction. Customers are more likely to stick with platforms that priorities consistent delivery, dependable service, user-friendly apps, and trust-building strategies.



Limitations and Future Research Scope

Limitations

The study only included 150 respondents and was restricted to urban India; the findings might not apply to rural regions or other nations. Bias may also be present in self-reported data.

Future Research

Other elements like pricing tactics, special offers, and brand image may be examined in future research. Cross-national comparisons can offer more comprehensive insights, and longitudinal studies could look at loyalty trends over time.

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