

Customer Satisfaction and Loyalty in Quick Commerce Vs Traditional E-Commerce FMCG Platforms

Samia Saeed¹, Dr. Rohit Sharma²

¹Research Scholar, ²Assistant Professor

¹RIMT University, Punjab

Abstract

The rapid expansion of digital retailing has transformed the Fast-Moving Consumer Goods (FMCG) sector in India, particularly with the emergence of quick commerce alongside traditional e-commerce platforms. This study examines customer satisfaction and loyalty in quick commerce and traditional e-commerce platforms in Delhi NCR. A quantitative, comparative research design was adopted using primary data collected from 200 respondents, comprising 100 quick commerce users and 100 traditional e-commerce users. The study employed descriptive statistics, multiple regression analysis, and independent sample t-tests to analyze the data. Findings reveal that delivery speed significantly influences customer satisfaction in quick commerce, whereas pricing strategy is the key determinant of satisfaction in traditional e-commerce platforms. Trust positively impacts both satisfaction and loyalty across both models. Customer satisfaction strongly mediates the relationship between service factors and loyalty. Although both formats generate similar loyalty levels, they are driven by different strategic factors—speed and convenience in quick commerce, and pricing and assortment in traditional e-commerce. The study highlights the need for hybrid strategies integrating operational efficiency and value-based offerings.

Keywords: Customer Satisfaction, Quick Commerce, FMCG, E-Commerce, Trust and Customer Loyalty

1. Introduction

The rapid expansion of digital retailing has significantly transformed the Fast-Moving Consumer Goods (FMCG) sector in India, particularly with the emergence of quick commerce alongside traditional e-commerce platforms. Quick commerce, characterized by ultra-fast delivery timelines ranging from 10 to 30 minutes, has reshaped consumer expectations regarding convenience, speed, and service efficiency. In contrast, traditional e-commerce platforms emphasize broader product assortment, competitive pricing, and scheduled delivery options. As competition intensifies within the digital marketplace, customer satisfaction and loyalty have become critical determinants of long-term sustainability and profitability in the FMCG online retail ecosystem (Kotler & Keller, 2016). Customer satisfaction is widely recognized as a key predictor of repurchase intention and brand loyalty (Oliver, 1999). In the e-commerce context, factors such as website usability, delivery performance, payment security, pricing strategies, and customer service significantly influence satisfaction levels (Parasuraman, Zeithaml, & Malhotra, 2005). Quick commerce platforms further introduce additional dimensions such as immediacy, real-time inventory

visibility, and hyperlocal logistics efficiency, which may alter consumer loyalty dynamics by strengthening convenience-based behavioral attachment. Meanwhile, traditional e-commerce platforms leverage economies of scale, subscription benefits, extensive product variety, and promotional strategies to retain customers and enhance perceived value.

In the FMCG sector, where purchase frequency is high and switching costs are relatively low, understanding the comparative impact of service quality dimensions on satisfaction and loyalty becomes particularly important. Existing studies highlight that convenience and trust are major drivers of online consumer loyalty (Gefen, 2002). However, limited research has systematically compared quick commerce and traditional e-commerce within the FMCG framework, especially in rapidly urbanizing regions such as Delhi NCR. Therefore, this study seeks to examine and contrast customer satisfaction determinants and loyalty outcomes across these two emerging retail formats to better understand evolving consumer behavior in India's digital FMCG ecosystem.

2. Literature Review

2.1 Quick Commerce vs Traditional E-Commerce

The transformation of digital retail has given rise to two prominent operational formats within the FMCG sector: quick commerce and traditional e-commerce. Although both models function under the broader umbrella of online retailing, they differ considerably in their infrastructure design, service mechanisms, and consumer value propositions. Traditional e-commerce platforms are structured around extensive product assortment, competitive pricing, and scheduled delivery services that usually range from one to several days. Their operations depend largely on centralized warehouses, large-scale logistics systems, and economies of scale that enable them to serve geographically dispersed markets efficiently (Laudon & Traver, 2020). In contrast, quick commerce represents an innovation focused on ultra-fast delivery, typically within 10–30 minutes. This model operates through hyperlocal “dark stores” and optimized last-mile delivery systems. The rapid growth of quick commerce is driven by increasing consumer demand for instant gratification and convenience, particularly in urban areas where time constraints strongly influence purchasing decisions (Kumar & Shah, 2021). Unlike traditional platforms that emphasize depth of assortment, quick commerce prioritizes a limited range of high-demand stock keeping units (SKUs) to ensure rapid order processing and fulfillment. Consequently, the competitive emphasis shifts from variety and price comparison to speed, accessibility, and efficiency.

From a behavioral standpoint, traditional e-commerce attracts consumers who are price-sensitive and inclined toward planned purchases. Strategies such as discount campaigns, subscription models, bundled offers, and promotional sales contribute to customer retention and long-term engagement (Chaffey, 2019). Quick commerce, however, targets impulse buying behavior and urgent consumption needs, leveraging its rapid delivery promise as the primary value driver. Research suggests that convenience, time efficiency, and smooth digital interfaces significantly affect online purchase intentions and decision-making processes (Rita, Oliveira, & Farisa, 2019). The structural and strategic differences between these models also produce varying customer satisfaction and loyalty patterns. Traditional e-commerce typically strengthens loyalty through trust-building measures and perceived economic value, while quick commerce enhances repeat purchase behavior through reliability and immediacy. As both models expand within the FMCG domain, understanding their comparative strategic orientations and consumer responses becomes increasingly important.

2.2 Relation with FMCG Platforms

The convergence of quick commerce and traditional e-commerce has significantly altered FMCG distribution and consumption dynamics. FMCG products, characterized by low price points, high turnover rates, and routine consumption, align effectively with digital platforms that prioritize convenience and accessibility (Kotler & Armstrong, 2018). The shift from traditional neighborhood retail stores to online platforms reflects broader socio-economic changes, including urbanization, digital penetration, and changing lifestyle patterns in metropolitan regions. Traditional e-commerce platforms facilitate FMCG sales by offering extensive product variety, price transparency, subscription-based replenishment services, and bulk purchasing options. These characteristics support planned buying behavior and allow consumers to compare alternatives and benefit from promotional pricing (Brynjolfsson, Hu, & Rahman, 2013). Additionally, online reviews and ratings contribute to informed decision-making, reinforcing trust and customer confidence in digital FMCG transactions.

Quick commerce platforms, by contrast, are closely aligned with the immediate consumption attributes of FMCG goods. Since many FMCG purchases arise from urgent or unforeseen household requirements—such as groceries, beverages, and personal care products—the rapid delivery infrastructure of quick commerce enhances convenience and reduces the risk of stock-outs (Verhoef et al., 2015). Hyperlocal fulfillment centers enable these platforms to respond quickly to spontaneous demand, encouraging frequent, smaller-basket transactions and impulse purchases. Technological advancements further strengthen the integration between FMCG brands and digital platforms. Secure digital payment systems, personalized product recommendations, and data-driven marketing approaches enhance customer engagement and long-term relationship building (Lemon & Verhoef, 2016). In a competitive environment characterized by minimal switching costs, both quick commerce and traditional e-commerce rely heavily on service quality and satisfaction to retain customers. Thus, the alignment between FMCG product characteristics and digital retail formats underscores the strategic necessity of analyzing consumer satisfaction and loyalty patterns across both models.

2.3 Customer Satisfaction and Loyalty

Customer satisfaction and loyalty are central constructs in evaluating performance within digital FMCG platforms. Customer satisfaction refers to a consumer's assessment of whether a product or service meets expectations, whereas loyalty signifies a sustained commitment to repurchase or continue using a preferred platform despite competitive alternatives (Rather, 2019). In online retail settings, satisfaction extends beyond product attributes to include delivery performance, service responsiveness, digital interface usability, and transactional security. Recent research highlights the importance of service quality dimensions—such as responsiveness, reliability, privacy, and system availability—in shaping online satisfaction levels (Blut, 2016). In the FMCG context, where purchases are frequent and habitual, prompt delivery, accurate order fulfillment, and transparent pricing play a decisive role in influencing consumer evaluations. Quick commerce platforms particularly depend on speed and real-time tracking features to reinforce perceptions of convenience and operational efficiency, thereby enhancing repurchase intentions.

Customer loyalty in digital environments is often reflected through behavioral indicators such as repeat purchase, positive word-of-mouth, and reduced switching tendency (Kim & Peterson, 2017). Trust acts as a critical mediating variable between satisfaction and loyalty, especially in online transactions where perceived risk can influence consumer confidence. Moreover, loyalty programs, personalized communication strategies, and user-friendly digital interfaces contribute to emotional engagement and sustained customer relationships. Given the low switching barriers in FMCG markets, maintaining loyalty

requires continuous innovation in service quality and value delivery. Consequently, examining the interplay between satisfaction and loyalty across quick commerce and traditional e-commerce formats provides valuable insights into sustaining long-term competitiveness.

3. Research Methodology

The methodology section outlines the plan and method of how the study is conducted. This includes the universe of the study, sample of the study, data and sources of data, study variables, and analytical framework. The details are as follows:

3.1 Population and Sample

The universe of the study consists of consumers residing in **Delhi NCR** who have purchased FMCG products through online retail platforms. The study focuses on two categories of platforms: quick commerce platforms such as Blinkit and Zepto, and traditional e-commerce platforms such as Amazon India and Flipkart. Delhi NCR is selected as the universe because it represents one of the most active digital retail markets in India, with strong penetration of both quick commerce and traditional e-commerce services. The study comprises active users of FMCG online platforms in Delhi, Noida, Gurugram, and Ghaziabad. A total sample of **200 respondents** is selected for the study:

- 100 Quick Commerce Users
- 100 Traditional E-Commerce Users

Convenience sampling technique is used with screening criteria (respondents must have purchased FMCG products online within the last six months).

3.2 Data and Sources of Data

For this study, **primary data** has been collected through a structured questionnaire. The questionnaire was administered online using Google Forms. The responses were recorded using a **5-point Likert Scale** ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

The data collection period covered recent active usage patterns of FMCG platforms in Delhi NCR. Secondary data were collected from academic journals, research articles, industry reports (BCG, RedSeer), and previously validated scales such as:

- E-S-QUAL (Parasuraman et al., 2005)
- Customer Satisfaction Scale (Oliver, 1999)
- Trust Scale (Gefen, 2002)
- Loyalty Scale (Kim & Peterson, 2017)

3.3 Theoretical Framework

The variables of the study consist of dependent, independent, and mediating variables.

Independent Variables:

- Delivery Speed

- Service Quality
- Pricing Strategy
- Convenience
- Trust

Mediating Variable:

- Customer Satisfaction

Dependent Variable:

- Customer Loyalty

The theoretical framework assumes that service-related factors influence customer satisfaction, which further influences customer loyalty. Trust is also assumed to directly influence customer loyalty.

The conceptual relationship is structured as:

Service Factors → Customer Satisfaction → Customer Loyalty

3.4 Statistical Tools and Analytical Models

This section elaborates the statistical models used to analyze the data and derive inferences.

3.4.1 Descriptive Statistics

Descriptive statistics are used to calculate:

- Mean
- Minimum
- Maximum
- Standard Deviation

These measures help understand consumer perception levels across both quick commerce and traditional e-commerce platforms. Reliability of constructs is tested using **Cronbach's Alpha**, where values above 0.70 indicate acceptable reliability.

3.4.2 Multiple Regression Model

After descriptive analysis, multiple regression analysis is applied to test the impact of independent variables on customer satisfaction.

Model for Customer Satisfaction

$$CS = \beta_1 DS + \beta_2 SQ + \beta_3 PS + \beta_4 CV + \beta_5 TR + \epsilon$$

Where:

CS = Customer Satisfaction

DS = Delivery Speed
 SQ = Service Quality
 PS = Pricing Strategy
 CV = Convenience
 TR = Trust
 ε = Error Term

Model for Customer Loyalty

$$CL = \beta_6 CS + \beta_7 TR + \varepsilon$$

Where:
 CL = Customer Loyalty

3.4.3 Comparative Analysis (t-test)

Independent sample t-test is used to compare:

- Satisfaction levels between quick commerce and traditional e-commerce users
- Loyalty levels between both groups
- Perception differences regarding delivery speed and pricing

4. RESULTS AND DISCUSSION

4.1 Results of Descriptive Statistics of Study Variables

Variable	Mean (Quick Commerce)	Mean (Traditional E-Commerce)
Delivery Speed	4.45	3.60
Pricing Strategy	3.85	4.32
Customer Satisfaction	4.21	4.05
Customer Loyalty	4.10	4.08

Interpretation of Descriptive Results

The descriptive statistics indicate that:

- Quick commerce users rated delivery speed highest (Mean = 4.45).
- Traditional e-commerce users rated pricing benefits and product variety highest (Mean = 4.32).
- Overall satisfaction is slightly higher for quick commerce (4.21) compared to traditional platforms (4.05).

The standard deviations indicate moderate variation in responses, suggesting stable consumer perception patterns across Delhi NCR.

4.2 Regression Results

The regression analysis indicates:

- Delivery Speed significantly influences Customer Satisfaction ($\beta = 0.41$, $p < 0.05$) in quick commerce.
- Pricing Strategy significantly influences Customer Satisfaction ($\beta = 0.38$, $p < 0.05$) in traditional e-commerce.
- Trust significantly affects both Satisfaction ($\beta = 0.29$) and Loyalty ($\beta = 0.34$).
- Customer Satisfaction strongly influences Customer Loyalty ($\beta = 0.52$, $p < 0.01$).

These findings confirm that satisfaction mediates the relationship between service factors and loyalty.

4.3 Comparative Interpretation

The analysis shows that:

- Quick commerce fosters behavioral loyalty through speed and convenience.
- Traditional e-commerce fosters attitudinal loyalty through pricing advantages and subscription benefits.
- Trust acts as a common predictor in both models.

Overall, both models generate similar loyalty levels, but through different satisfaction drivers.

5. Findings, Suggestions and Conclusion

Findings

The study analyzed 200 respondents from Delhi NCR to compare customer satisfaction and loyalty between quick commerce and traditional e-commerce FMCG platforms. The findings reveal that delivery speed is the strongest determinant of customer satisfaction in quick commerce ($\beta = 0.41$), while pricing strategy significantly influences satisfaction in traditional e-commerce platforms ($\beta = 0.38$). Quick commerce users reported higher overall satisfaction (Mean = 4.21) compared to traditional e-commerce users (Mean = 4.05). Trust emerged as a significant predictor of both satisfaction ($\beta = 0.29$) and loyalty ($\beta = 0.34$) across both formats. Customer satisfaction strongly influences loyalty ($\beta = 0.52$), confirming its mediating role. The comparative analysis indicates that quick commerce drives behavioral loyalty through convenience and immediacy, whereas traditional e-commerce builds attitudinal loyalty through pricing benefits and product variety. Overall loyalty levels are similar, but the drivers differ significantly between the two models.

Suggestions

Based on the findings, quick commerce platforms should focus on strengthening pricing competitiveness and structured loyalty programs to sustain long-term customer relationships beyond speed advantage. Improving inventory management and reducing stock-outs can further enhance customer satisfaction. Traditional e-commerce platforms should enhance express delivery services in urban clusters of Delhi NCR to compete effectively with quick commerce. Investment in real-time tracking systems and AI-based personalized recommendations for repeat FMCG purchases can improve customer engagement. Both platform types should prioritize building trust through transparent pricing, secure payment systems, and reliable return policies. FMCG brands should adopt a hybrid distribution strategy, ensuring presence on

both quick commerce and traditional e-commerce platforms. Policymakers and managers should encourage logistics infrastructure improvements to support rapid delivery models. A balanced strategy integrating speed, pricing efficiency, and trust-building mechanisms will ensure sustainable customer loyalty in the evolving digital retail ecosystem.

Conclusion

The study concludes that both quick commerce and traditional e-commerce platforms play significant roles in shaping customer satisfaction and loyalty in the FMCG sector of Delhi NCR. Quick commerce platforms outperform in delivery speed and convenience, resulting in slightly higher satisfaction levels. In contrast, traditional e-commerce platforms maintain strength in pricing strategies and product assortment. Customer satisfaction acts as a key mediator between service quality factors and loyalty, while trust remains a critical determinant in both models. Although loyalty levels are comparable across platforms, they are driven by different strategic factors—speed in quick commerce and value perception in traditional e-commerce. The findings suggest that neither model is superior overall; rather, each fulfills distinct consumer needs. Future growth in digital FMCG retailing will depend on hybrid strategies that integrate operational efficiency, competitive pricing, and strong customer relationship management practices to sustain long-term loyalty.

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