OPTIMISING QUICK COMMERCE OF SWIGGY INSTAMART:

A STUDY ON SERVICE QUALITY DIMENSION

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Abstract

Despite the rapid growth of Q-Commerce in Coimbatore, there is a noticeable gap between customer expectations and perceived service quality. Factors such as order accuracy, delivery timeliness, customer support responsiveness, and fulfillment efficiency significantly influence customer satisfaction. However, challenges such as inconsistent delivery times, inventory stockouts, refund complexities, and customer service inefficiencies impact the overall experience. This study aims to analyze the service quality dimensions that affect customer perception, identify key areas of dissatisfaction, and provide recommendations for optimizing Swiggy Instamart performance. By leveraging the SERVQUAL model, the research will assess how reliability, responsiveness, assurance, empathy, tangibles, fulfillment efficiency, and price influence customer satisfaction and loyalty in Swiggy Instamart of Coimbatore.

Key words: Q-Commerce, Service Quality& Swiggy Instamart

INTRODUCTION

The rise of E-Commerce has revolutionised online shopping by making ultra-fast delivery a reality. Unlike traditional e-commerce, which often takes hours or days, Q-commerce ensures that the essentials reach the customer in just 10 to 30 minutes. This shift has made instant delivery a seamless and convenient part of daily life, catering for the fast-paced lifestyle of today's consumers. While e-commerce has already made shopping more convenient, the usefulness of virtual shopping goes further. Unlike traditional e-commerce, which operates on a scheduled delivery basis, Q-commerce optimizes the real-time delivery of orders through strategically located micro-stores and partnerships with local suppliers, using artificial intelligence to manage the inventory. The model uses predictive analytics, route optimization and automated warehouses to meet demand for fast delivery.

Q-commerce is growing fast in global markets, particularly in urban areas where consumers demand speed is high. Although the basic concept remains the same worldwide, there are considerable differences in the business models, operational strategies and challenges faced by different regions.

OBJECTIVES OF OPTIMIZING Q-COMMERCE:

1. To identify service quality dimensions that influence customer perception towards swiggy instamart in Q-Commerce

2. To assess customer perception of Swiggy instamart in Q-Commerce service quality

3. To analyse gaps between customer expectation and perceived service quality

RESEARCH METHODOLOGY

AREA OF STUDY:

The research focuses on quick commerce segment of E-com industry.

The research will be conducted in urban areas of Coimbatore city were Q-Commerce platforms are most active.

The primary objective of this research is to understand which service quality dimension (reliability, responsiveness, assurance, empathy, fulfilment, efficiency) is most effective with customers and their loyalty to the platforms.

SAMPLING DESIGN:

The research will employ a non-probability sampling approach, specifically convenience sampling and purposive sampling, to collect data from Swiggy Instamart users. This method is chosen because it allows easy access to relevant respondents while ensuring that only those with prior experience using Swiggy Instamart participate.

Target Population:

The study focuses on people in urban areas who have used Swiggy Instamart at least once.

Sampling Method:

The study will use:

- Convenience Sampling – Students will be approached in classrooms, cafeterias, hostels, and online college groups.
- Purposive Sampling – Only students with prior experience using Swiggy Instamart will be included.

SAMPLE SIZE:

For this study, a sample size of 100 respondents is chosen to ensure reliable and meaningful insights.

REVIEW OF LITERATURE

Madhan, Kumar Jeshwanth & Joseph Vishwah, Dhanush Babu (2022) shows that customers are responding positively to quick commerce, adapting to buying groceries through online apps. The study highlights the importance of reviews and sentiment analysis in gaining business advantages. Quick commerce companies should develop customer-centric strategies to stay competitive and secure market share.

Prithvi Dinesh Kewalramani and Harshad Khadilkar (2023) found that optimizing dark store locations is crucial for improving delivery speed and efficiency in quick commerce. Previous studies have used mathematical models and heuristics to find the best locations while balancing costs and delivery time. Recent research has also considered real-world factors like population distribution and travel times. This study builds on those ideas by introducing a data-driven approach designed specifically for quick commerce. The proposed method helps improve last-mile delivery while keeping costs low, making it a valuable contribution to the field.

Alice Harter, Lucas Stich & Martin Spann (2024) investigates the influence of delivery times on customer repurchasing behavior in quick commerce, utilizing real-world data from a food delivery service alongside a controlled experiment. The results implies that delays cause customers to wait longer before making their next purchase, whereas early deliveries have the opposite effect. Notably, the negative impact of late deliveries is stronger than the positive effect of early deliveries. These findings provide key insights for quick commerce businesses to optimize delivery processes and improve customer satisfaction, thereby encouraging repeat business.

Bijal Thaker, Y Patil Vidhyapeeh and Shilpa Parilkar (2025) identifies that Artificial Intelligence (Al) is revolutionizing retail commerce by enabling quick commerce, which meets the demand for faster deliveries. Al's ability to analyze data- such as GPS, traffic, and weather patterns- optimizes services like last-mile delivery. The pandemic accelerated the adoption of Al-driven solutions, prompting businesses to adapt rapidly. Quick commerce, powered by Al, ensures swift deliveries, aligning with customer expectations for same-day service. Strategically deploying Al at customer touch points strengthens relationships, enhancing satisfaction and fostering long-term loyalty. Overall, AI in retail offers significant benefits in efficiency, customer satisfaction and business growth.

ANALYSIS AND DISCUSSION

Data analysis and interpretation in research involve examining and processing data to uncover patterns, trends, and relationships, followed by making sense of those findings.

Table 4.1: Gender of the respondents

Gender	No. of respondents	Percentage
Female	78	78
Male	21	21
Others	1	1
Total	**100**	**100**

It is clear that 78% of the respondents are Female, while 21% are Male, while 1% possess others.

Table 4.2: Age group of the respondents

Age(in years)	No. of respondents	Percentage
15-20	42	42
21-25	40	40
31-40	8	8
Above 40	6	6
26-30	4	4
Total	**100**	**100**

It is found that 42% of the respondents belong to the age group 15-20 years, followed by 40% in the 21-25 years category. 8% of respondents fall in the 31-40 years age group, while 6% are in the above 40 years category. Only 4% are 26-30.

Table 4.3: Educational Qualification of the Respondents

Educational qualification	No. of respondents	Percentage
Undergraduate	70	70
Post graduate	25	25
Upto school level	4	4
Diploma	1	1
Total	**100**	**100**

It is observed that 70% of the respondents hold an undergraduate degree, followed by 25% who have completed postgraduate studies. A small percentage (4%) have studied up to school level, while 1% possess a diploma.

Table 4.4: Occupation of the respondents

Occupation	No. of respondents	Percentage
Student	51	51
Employee	13	13
Business	7	7
Professional	10	10
Home maker	19	19
Total	**100**	**100**

It is clear that 51% of the respondents are students while 13% are employees.7% of the respondents are business while 10% are professional and 19% are home makers.

Table 4.5: Family Monthly Income of the Respondents

Family monthly income	No. of respondents	Percentage
Above ₹60,000	41	41
₹40,001 – ₹60,000	23	23
₹20,001 – ₹40,000	20	20
Below ₹20,000	16	16
Total	**100**	**100**

It is noticed that 41% of the respondents have a family monthly income of Above ₹60,000. 23% fall within the ₹40,001-₹60,000 range, 20% earn ₹20,001-₹40,000, and 16% have an income of Below ₹20,000.

Table 4.6 : Locality of the Respondents

Locality	No. of respondents	Percentage
Urban	60	60
Semi- urban	20	20
Rural	20	20
Total	**100**	**100**

It is spotted that 60% of the respondents live in Urban areas. 20% belong to Semi-urban areas, while 20% come from Rural areas.

Table 4.7 : Source of information about Swiggy Instamart

Sources	No. of respondents	Percentage
Social media	40	40
Advertisement	33	33
Friends and family	27	27
Total	**100**	**100**

It is identified that 40% of the respondents learned about Swiggy Instamart through Socialmedia. 33% discovered it via Advertisement, 27% through friends and family.

Table 4.8 : Factors influencing decision to choose this platform

Factors	No. Of respondents	Percentage
Convenience	39	39
Speedy delivery	38	38
Offer/discount and rewards	13	13
Product variety	9	9
Price	1	1
Total	**100**	**100**

It is found that 39% of the respondents chose convenience as the main influencing factor. 38% preferred speedy delivery, 13% considered offer/discount and reward, 9% selected product variety and 1% selected price factor.

Table 4.9 : Frequency of usage

Frequency	No. Of respondents	Percentage
Occasionally	37	37
Monthly	20	20
Weekly	20	20
Very unlikely	13	13
Daily	7	7
Somewhat unlikely	3	3
Total	**100**	**100**

It is analysed that 37% of the respondents use Swiggy Instamart on an Occasionally basis, 20% use it monthly & weekly , 13% use it very unlikely,7% use it daily and 3% use it somewhat unlikely.

Table 4.10 : The type of products respondents usually buy

Frequency / Product	Daily		Weekly		Monthly		Occasionally	
	No.of respondents	Percentage	No.of respondents	Percentage	No.of respondents	Percentage	No.of respondents	Percentage
Groceries	13	13	15	15	61	61	11	11
Snacks and beverages	9	9	39	39	37	37	15	15
Personal care	4	4	7	7	25	25	64	64
Household supplies	5	5	14	14	18	18	63	63

Medicine and health	7	7	9	9	15	15	69	69
Dairy and bakery	9	9	51	51	16	16	24	24

Interpretation:
61% of the respondents buy groceries monthly, 39% buy Snacks and beverages weekly, 64% buy personal care products occasionally, 63% buy house hold supplies occasionally, 69% buy medicine and health care products occasionally, 51% buy dairy and bakery weekly.

Table 4.11: Packaging quality of delivered items

Packaging quality	No. of respondents	Percentage
Good	68	68
Excellent	24	24
Average	8	8
Poor	-	-
Total	**100**	**100**

It is evident that 68% of the respondents feel the packaging is good, followed by 24% feel the packaging is excellent and only 8% of respondents feel the packaging is average.

Table 4.12: Issues while placing orders in Swiggy Instamart

Issues while placing order	No. of respondents	Percentage
No	75	75
Yes	25	25
Total	**100**	**100**

It is found that 75% of respondents does not face any issues while placing the orders and only 25% of respondents face issues while placing the order.

Table 4.13 : Type of issue faced by Respondents

Type of issues	No. of respondents	Percentage
Order cancellation	9	36
Missing items	7	28
Wrong item delivered	4	16
App glitches	4	16
Payment issue	1	4
Total	**25**	**100**

It is certain that 36% of respondents face issue like order cancellation followed with 28% of respondents face issue like missing items ,16% respondents face issue like wrong item delivered & app glitches and 4% of respondents face issue in payments.

Table 4.14 : Competitive pricing

Competitive pricing	No. of respondents	Percentage
Prices are the same as local stores	46	46
Yes,it is cheaper	42	42
No, it's more expensive	12	12
Total	**100**	**100**

Interpretation:
It is evident that 46% of the respondents think the prices are the same as local stores. 42% of the respondents thinks it is cheaper while 12% respondents think it is more expensive.
Most of the respondents (46%) thinks that the prices are the same as local stores.

Table 4.15 : Efficiency

Scale / Factors	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Expectations
It is easy for users to search and find product quickly	33	49	16	1	1	67
The ordering process is smooth and hassle-free	23	47	29	1	0	77
Swiggy Instamart handles high traffic and multiple orders smoothly	19	41	35	4	1	81
Swiggy Instamart uses dark stores to ensure quick deliveries and reduce over delays	15	40	33	10	2	85
AI based tracking improves delivery accuracy and speed	38	35	21	4	2	62

Interpretation:
49% of the respondents agree that it is easy for them to search and find product quickly. 47% of the respondents agrees that the ordering process is smooth and hassle- free. 41% of the respondents agree that Swiggy Instamart handle high traffic and multiple orders smoothly.40% of the respondents agree swiggy Instamart uses dark stores to ensure quick deliveries and reduce over delays. 38% of the respondents strongly agree that AI based tracking improves delivery accuracy and speed.

Gap analysis:
- Product Search: Since 33% strongly agree, 67% expect further improvements, indicating a need for enhanced search algorithms and better categorization.
- Ordering Process: With 23% strongly agreeing, 77% expect a better experience, suggesting refinements in user interface and user expectation, reducing checkout friction, and ensuring real-time updates.
- Traffic Handling: A large expectation gap 81% suggests investing in infrastructure to manage peak demand efficiently.
- Dark Store Utilization: With 85% expectation gap, increasing dark store coverage, better stocking, and faster replenishment can help reduce delays.
- AI-Based Tracking: 62% expectation gap highlights the need for real-time tracking improvements, better ETA accuracy, and seamless integration with delivery logistics.

Table 4.16 : Reliability

Scale / Factors	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Expectations
I always receive the correct items as ordered	40	38	18	2	2	60
Fresh product (fruits, vegetables and diary) are of good quality	16	45	35	3	1	84
Orders are always delivered within the promised time	15	46	32	6	1	85
I rarely experience cancellations or stock unavailability	21	43	29	6	1	79
Refunds/replacement are processed smoothly when needed	22	38	33	2	5	78

Interpretation:

40% of the respondents strongly agree that they receive the correct item as ordered . 45% of the respondents agree that the fresh product are of good quality. 46% of the respondents agree that the orders are delivered on promised time . 43% of the respondents agree that they have rarely experienced the cancellation or stock unavailability . 38% of the respondents agree that the refunds /replacements are processed smoothly.

Gap analysis:

- Order Accuracy: Reducing the 60% expectation gap requires improved inventory tracking, barcode scanning, and AI-based order verification systems.
- Product Freshness: Addressing the 84% expectation gap demands better cold storage facilities, partnerships with high-quality suppliers, and rigorous product inspections.
- Delivery Timeliness: With an 85% expectation gap, investments in route planning, delivery workforce efficiency, and predictive analytics are necessary to reduce delays.
- Stock Unavailability: The 79% expectation gap can be closed by refining demand forecasting, implementing just-in-time inventory systems, and strengthening supplier relationships.
- Refund and Replacement Processing: A 78% expectation gap suggests the need for automated refund approvals, real-time customer support, and seamless return logistics.

Table 4.17 : Responsiveness

Scale / Factors	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Expectations
I can track my order in real time with accurate updates	34	43	18	2	3	66
Customer support is easy to contact via chat or call	18	49	29	2	2	82
The customer support team responds quickly to complaint	17	41	37	3	2	83
Any issue with order (delays, missing item) are resolved efficiency	15	40	37	7	1	85

My queries are resolved quickly without multiple follow ups in chatbox	21	35	38	2	4	79

Interpretation:

43% of respondents agree that they can track their order in real time with accurate updates. 49% of respondents agree that customer support is easy to contact via chat or call. 41% of respondents agree that customer support team responds quickly to complaint. 40% respondents agree that any issues with order are resolved efficiently. 38 % respondents are neutral that their queries are resolved quickly without multiple follow up in chat box.

Gap analysis:

- Real-time Order Tracking: The 66% expectation gap suggests enhancing GPS accuracy and providing more detailed status updates.
- Customer Support Accessibility: With an 82% expectation gap, implementing 24/7 support, chatbots, and reducing wait times can improve satisfaction.
- Complaint Response Time: An 83% expectation gap signals a need for a structured escalation system and automated complaint management.
- Issue Resolution Efficiency: An 85% gap indicates customers expect faster resolution for delivery issues; streamlining internal processes is essential.
- Chatbox Follow-up Reduction: A 79% gap suggests improving AI-driven chatbots and ensuring first-contact resolution for queries.

Table 4.18 : Assurance

Scale / Factors	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Expectations
The platform ensures my personal details are secure	39	42	18	0	1	61
I trust Swiggy Instamart to deliver good quality and genuine products	20	51	28	1	0	80
I feel safe making payments on Swiggy Instamart	28	40	32	0	0	72
Delivery agents are professional and polite	24	42	28	5	1	76
I rarely receive damaged or tampered packaging	27	45	24	2	2	73

Interpretation:

42 % of respondents agree with that the platform ensures their personal details are secure.

51 % of respondents agree that they trust Swiggy instamart to deliver good quality and genuine product. 40% of respondents agree that they feel safe making payments on Swiggy instamart. 42% of respondents agree that the delivery agents are professional and polite. 45% of respondents agree that they rarely receive damaged or tampered packaging.

Gap analysis:

- Security of Personal Details: With 39% strongly agreeing but a 61% expectation gap, users demand more transparency and enhanced security measures such as multi-factor authentication and data encryption.
- Trust in Product Quality: An 80% expectation gap highlights a need to strengthen quality control and product authenticity verification to enhance consumer trust.
- Safe Payment Experience: A 72% expectation gap suggests that while many users feel secure, there is a demand for more secure payment gateways, fraud prevention measures, and seamless transaction experiences.
- Professionalism of Delivery Agents: A 76% expectation gap indicates the need for better training programs and strict quality checks to maintain a professional and courteous delivery experience.
- Prevention of Damaged or Tampered Packaging: A 73% expectation gap highlights concerns over packaging integrity. Implementing better packaging solutions and ensuring stricter handling protocols could address this issue.

Table 4.19 : Empathy

Scale / Factors	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Expectations
I can easily reorder my past purchase with one click	38	37	21	0	4	62
Swiggy Instamart remembers my preferred payment and delivery option	31	46	19	4	0	69
I receive personalized product recommendations based on my previous order	30	45	22	2	1	70
The app shows deals and promotions relevant to my shopping habits	18	52	24	5	1	82
The platform offers loyalty rewards and discount for frequent customers	27	41	21	6	5	73

Interpretation:

38% of respondents strongly agree that they can easily reorder my past purchase with one click. 46% of respondents agree that the Swiggy instamart remembers my preferred payment and delivery option . 45% of respondents agree that they receive personalized product recommendations based on their previous order. 52 % of respondents agree that the app shows deals and promotions relevant to my shopping habits. 41% of the respondents agree that the platform offers loyalty rewards and discount for frequent cutomers.

Gap analysis:

- Reordering of Past Purchases: With 38% strongly agreeing and 62% expecting better functionality, there is a need for a more intuitive reordering feature, potentially integrating AI-driven suggestions for frequently bought items.
- Remembering Payment and Delivery Preferences: A 69% expectation gap indicates that customers seek more seamless checkout experiences. Enhancing auto-fill options and preference-based checkout could improve satisfaction.
- Personalized Product Recommendations: With a 70% expectation gap, there is room for improvement in AI-based recommendations to align better with users' past purchases and browsing behavior.
- Relevant Deals and Promotions: An 82% expectation gap suggests that customers expect more targeted and customized promotions. Refining the algorithm for deal visibility based on purchase history and preferences could help.

- Loyalty Rewards and Discounts: A 73% expectation gap highlights the need for better incentives for frequent shoppers. Introducing tiered loyalty programs and exclusive discounts could enhance customer retention

Table 4.20 : Recommending Swiggy Instamart to a friend or colleague

Chances to recommend	No. of respondents	Percentage
Very likely	35	35
Somewhat likely	34	34
Neutral	26	26
Somewhat unlikely	4	4
Very unlikely	1	1
Total	**100**	**100**

Suggestions

☐ **AI-Powered Efficiency** – Implement AI-based algorithms for accurate delivery time predictions and optimized logistics.

☐ **Backup Plans** – Establish contingency strategies for peak hours and adverse weather conditions to ensure seamless service.

☐ **Inventory Management** – Utilize advanced tracking systems to prevent shortages and maintain product availability.

☐ **Real-Time Order Tracking** – Enhance transparency by providing live updates on orders, delays, and estimated delivery times.

☐ **Customer Support Enhancement** – Develop a multi-channel support system including chat, calls, and AI chatbots for quick resolutions.

☐ **Quality Assurance** – Conduct frequent product inspections and ensure hygienic packaging to maintain high standards.

☐ **Empathy-Driven Initiatives** – Introduce customer-centric features like discounts for unavoidable delays and priority service for elderly customers.

☐ **Sustainability Initiatives** – Implement biodegradable packaging and collaborate with eco-friendly brands to reduce environmental impact.

☐ **Employee Satisfaction** – Offer competitive wages, incentives, and regular training to improve delivery partner motivation.

☐ **Technology Innovations** – Invest in drone deliveries, blockchain for secure transactions, and AI-powered route optimization for better efficiency.

Conclusion

The study provides a clear understanding of customer perceptions and experiences with Swiggy Instamart, highlighting its strengths and areas for improvement. The platform has successfully established a robust presence in Coimbatore's quick commerce market by offering exceptional convenience, competitive pricing, and a seamless

app experience. However, the analysis highlights the need for further advancements in delivery reliability, inventory management, customer support efficiency, and sustainability practices. Addressing these areas will not only improve overall customer satisfaction but also reinforce brand loyalty and long-term market competitiveness. Technology and data analytics have played a crucial role in Swiggy Instamart's success, enabling faster deliveries and improved service quality. Expanding the use of AI-driven logistics and predictive inventory management will be essential to maintaining operational efficiency. In conclusion, Swiggy Instamart has made notable progress in the quick commerce sector. By continuing to utilize technology, prioritizing customer needs, and adopting sustainable practices, the platform can further strengthen its competitive position. With a focus on continuous improvement, Swiggy Instamart is well-positioned to meet the evolving demands of the market and maintain long-term success.

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