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Beyond Free Delivery: Pricing Fairness and Consumer Loyalty in Quick Commerce

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ABSTRACT
In recent years, Quick Commerce (Q-commerce) has emerged as a transformative force in the retail industry, offering ultra-fast deliveries and redefining consumer expectations around speed, convenience, and accessibility. However, amidst the operational rush for instant gratification, delivery charges have become a pivotal factor affecting consumer behavior—especially in terms of cart abandonment and customer retention. The aim of this study is to explore how different pricing mechanisms for delivery influence customer satisfaction, loyalty, and purchasing behavior on Q-commerce platforms. While companies continue to invest in logistics and technology, the subtle psychological and economic effects of delivery charges on user decisions remain underexplored. The core problem addressed in this research is the negative consumer response to high delivery fees, which can trigger abandoned purchases and loss of repeat customers. Despite the benefits of fast delivery, customers still show strong price sensitivity when charges are perceived as unfair or opaque. The methodology adopted involved a quantitative survey of 169 Q-commerce users, supported by descriptive statistics, correlation, regression, chi-square analysis, and reliability testing. The study evaluated behavioral responses across platforms like Zepto, Blinkit, Swiggy Instamart, and others. The findings reveal that perceived fairness of delivery charges is the strongest predictor of customer satisfaction and long-term loyalty. While urgent buyers are willing to pay more, price- sensitive users demand transparent, value-driven pricing. The study recommends adopting tiered delivery pricing, subscription models, and clear communication around fees to balance customer experience with operational sustainability.This research contributes to strategic decision-making for Q-commerce platforms by highlighting how delivery pricing, if optimized correctly, can turn a potential friction point into a driver of loyalty.
Keywords: Quick Commerce, Delivery Charges, Customer Retention, Cart Abandonment, Consumer Satisfaction, Pricing Strategy, Subscription Models.

1. INTRODUCTION

In today's fast-paced digital economy, consumer expectations for speed and convenience have dramatically evolved, giving rise to Quick Commerce (Q-commerce)—an innovative retail model that promises ultra-fast deliveries, often within minutes. Q-commerce platforms have gained immense popularity by meeting the growing consumer demand for instant gratification, revolutionizing the way people shop for groceries, essential goods, and daily necessities. Unlike traditional e-commerce, where standard delivery times range from hours to days, Q-commerce is designed to minimize wait times, offering an almost immediate shopping experience through hyperlocal fulfilment centers and advanced logistics networks.

While Q-commerce continues to reshape retail, delivery charges remain a critical factor influencing consumer purchase behavior and long-term engagement. Many consumers expect free or low-cost delivery as part of their seamless shopping experience, but businesses must balance these expectations with operational sustainability. High delivery charges often lead to cart abandonment, where consumers add items to their virtual carts but do not complete the purchase due to additional fees. Conversely, competitive or subsidized delivery fees can enhance repeat purchases and foster customer loyalty, making pricing strategies a decisive element in Q- commerce success.

This study seeks to analyze the impact of delivery charges on consumer behavior, particularly focusing on cart abandonment and customer retention. By gathering primary data through surveys and behavioral analysis, the research aims to understand how different delivery pricing models influence shopping decisions. The study will also explore the psychological and economic factors that drive consumer perceptions of fairness in delivery fees and their willingness to pay.

The insights gained from this research will be valuable for Q-commerce businesses looking to optimize their delivery pricing strategies. By identifying the right balance between operational costs and customer satisfaction,

companies can reduce cart abandonment rates, encourage repeat purchases, and enhance customer loyalty. Furthermore, this study contributes to the broader understanding of consumer psychology in online retail, emphasizing the importance of strategic pricing in shaping shopping behaviors and long-term business sustainability.

In the fast-changing retail environment, Q-commerce has appeared as a novel paradigm that revolutionizes customer expectations and operational dynamics. Defined by super-fast delivery times—minutes in many cases—this new commerce model differs from conventional e-commerce through its focus on immediacy, accessibility, and hassle-free customer experience. Firms that work in the Q-commerce sector, including Getir, Gorillas, Jokr, and Gopuff, have established new standards by embracing sophisticated digital technologies, hyperlocal logistic networks, and nimble business models that are totally transforming the sector. These firms employ strategically positioned micro-fulfillment centers or dark stores within city neighborhoods, thus allowing them to rationalize their supply chains and decrease delivery times significantly. While expanding, the influence of Q-commerce goes beyond providing convenience for every day's basics but is extended to pushing and altering market practice in areas like pricing, loyalty, and all-around performance.

The underlying philosophy behind the transition is this fragile balance between service efficiency in terms of running business operations and the maintenance of loyalty—a balance becoming increasingly clear from the way that Q-commerce business firms operate based on the adoption of prices. Delivery fees have become a critical component of this equation, as both a source of revenue and as a possible point of friction. While longer-haul e-commerce and traditional retailing may be able to accommodate shipping costs more loosely or shift them through bundled pricing models, the Q-commerce business works within a paradigm where even seconds and dollars matter. Here, charging for delivery is not just an operational choice but a strategic control that impacts customer behavior across multiple touchpoints. High delivery charges have a tendency to deter customers from finalizing transactions, with resulting higher cart abandonment rates—a key performance indicator that measures the online platforms' conversion rate efficiency. On the other hand, competitive or even zero-cost delivery models, when profitable, are force multipliers for repeat buying and increased customer loyalty. This double-edged aspect underscores the inherent dilemma of Q-commerce businesses: providing a pricing structure that caters to both profitability in operations and the immediacy and value wish of the consumer.

The operational dynamics behind these rapid services are as captivating as they are intricate. Q- commerce firms have heavily invested in technology-based solutions to streamline each aspect of their operations. Sophisticated route optimization algorithms, real-time inventory tracking, and dynamic pricing allow these firms to track variations in demand and adjust delivery costs in response accordingly. For example, in busy times or amid unexpected spikes in demand—urged by elements as varied as weather disruptions as well as special events—such systems are capable of readjusting fees in order to manage network congestion vis-à-vis customer expectations. This price-adjusting model becomes essential in ascertaining that the costs that come with express deliveries, in the form of higher labor rates and fuel bills, do not eat into the company's profits. In addition, by using data analytics, firms are able to forecast customer behavioral patterns, order frequency-based segmentation of the market, and offer targeted promotional programs that balance the minor delivery costs with incentives such as bundling discounts or loyalty points. All these operational disciplines not only ensure maintaining the logistics of the service but also drive long-term key performance metrics consisting of customer satisfaction, retention ratios, and net profitability.

Apart from the immediate operational efficiencies, the convergence of delivery charges and customer retention in Q-commerce exposes more profound aspects of consumer psychology. Consumers have grown highly price-conscious and want openness in their buying process. Even when it comes to high levels of expectations around speed and trustworthiness, even a perceived disparity between the cost of delivery and the value received against it can cause hesitation and in turn lead to cart abandonment. This effect is particularly strong in Q-commerce, where the urgency of the service increases the salience of delivery fees as an extra cost and not as an ancillary service fee. Consumers have been found to judge the reasonableness of delivery charges against both the speed of their need and the general convenience provided by the platform. If delivery charges are viewed as unreasonable or invariable, they can interfere with the intuitive buying process and erode the confidence users place in the platform. On the other hand, creative solutions in the form of subscription plans, regular free-delivery offerings, and situation-specific fee modification have been found to decrease this obstacle, in turn turning casual transactions into ingrained behavior patterns.

The performance of fast commerce platforms, then, is intrinsically tied to their capacity to handle and optimize delivery fees. By looking at key performance metrics—like average order value, repeat purchase frequency, and net promoter scores—one can see distinct patterns that illustrate the essential role of delivery fees in retaining customers. High delivery charges are associated with less conversion and lower customer loyalty since the extra expense deters not only first- time purchases but also sustaining use of the platform. Competitive pricing practices, on the other hand, coupled with strong operating capabilities, lead to greater customer lifetime values and a better market standing. This fine balance is at the heart of most strategic choices that Q- commerce businesses have to make: reconciling the necessity of financing operational expenses with the necessity of winning and retaining a customer base in a world where alternatives are a few clicks away. The performance of these businesses is often gauged not only in terms of speed and accuracy of delivery but in terms of how well they can translate logistical efficiency into customer satisfaction and repeat business.

A closer look at the competitive landscape further highlights the challenges and opportunities of the Q-commerce model. Firms like Getir and Gorillas have

leveraged their first-mover benefits
by creating extensive city networks and heavily investing in technology that allows real-time tracking and flexible resource allocation. These firms have raised the bar by consistently delivering goods within record times, and through this, they have elevated customer expectations on all fronts. Other market players, such as Jokr and Gopuff, have since followed by implementing new pricing models that specifically respond to the price sensitivity of consumers to delivery fees. These models are often backed by large venture capital investments, which allow firms to absorb reduced margins in the short run with the strategic aim of gaining market share and customer loyalty in the long run. In this competitive landscape, the performance metrics of every company—from delivery time benchmarks to the rate of orders abandoned at checkout—act as key measures of not just operational success but also long-term sustainability. The interaction between these metrics and delivery fee strategies offers a rich field for study, as it identifies the underlying economic forces that drive consumer choice in the digital era.

Additionally, the development of customer expectations and the related technology improvements in logistics have created a vibrant ecosystem where constant innovation is crucial for survival. The fast expansion of Q-commerce businesses has generated massive investments in automated warehouses, AI-powered forecasting systems, and mobile apps that improve the customer interface. These technological improvements have played a crucial role in streamlining operational bottlenecks and enhancing the dependability of service deliveries. At the same time, they underscore the importance of maintaining a robust digital infrastructure that can support the complex algorithms governing dynamic pricing and delivery charge optimization. The symbiotic relationship between technology and operational execution is particularly evident in the manner in which companies manage the inherent tensions between cost and convenience. For instance, even though a hi-tech logistics system can cut the physical time needed for order handling and delivery, the cost basis of the network has to be well-balanced with the price strategies so that the perceived value of the service by the customer is still high. The final success of a Q- commerce company thus hinges on how well it is able to merge advanced technology with customer-focused pricing models that not only absorb the marginal costs of quick delivery but also support the overall brand commitment of speed and reliability.

Here, The Title "Breaking The Cart: How Delivery Charges Impact
Customer Retention In Quick Commerce" summarizes an important question at the nexus of logistics operations and buyer behavior. The study defies traditional understanding by breaking down the complex mechanisms through which delivery charges serve both as an unavoidable operations expense and a driver of consumer satisfaction. Through an examination of the robust operational models of successful Q-commerce firms and comparing them to
consumer insights and performance metrics, the research illuminates a crucial aspect of modern digital commerce. It explores the way pricing models, when optimally calibrated, can turn a seemingly transactional instance—the payment of a delivery fee—into a mechanism for deepening brand allegiance and providing long-term engagement. This investigation goes beyond the immediate effect of delivery charges and further into a general discussion of how the whole Q-commerce ecosystem is changing in reaction to the twin imperatives of operational effectiveness and customer satisfaction.

The research into these dynamics also uncovers wider trends in the retail market, where speed, convenience, and cost transparency have become the building blocks of customer value propositions. As city dwellers increase and online connectivity improves, the need for fast, trustworthy delivery services has increased, and Q-commerce businesses have been compelled to constantly improve their operating models. The research highlights that although the prospect of instant gratification is a key motivator for consumer participation, it is the careful balancing of ancillary expenses—chiefly, delivery fees—that finally decides whether a shopper comes back for repeat orders or leaves their cart in disgust. This fine balancing act between operating cost management and customer experience innovation is reflective of the wider shifts in the world retailing universe.

By and large, analysis offered here by this study is not only indicative of a complete study of the manner in which delivery fees contribute to customer retention but also is a blueprint of how Q- commerce businesses can seek to maintain long-term growth for a highly competitive marketplace. By taking an integrated approach that interweaves empirical research with an extensive review of current operational paradigms, the study highlights the complex problems and opportunities of contemporary retailers. As the industry continues to advance, the lessons learned from this research will assuredly be precious to decision-makers looking to maximize the performance as well as the profitability of their Q-commerce activities. The results are a powerful reminder that, in the competition for customer loyalty, even the slightest friction—like an improperly calibrated delivery charge—can be the tipping point between a one-time transaction and a permanent customer relationship.

2. LITERATURE REVIEW

According to **Michael Stojanov (2022)**, in **Q-commerce-The Next Generation E-commerce**, “The emergence of creative entrepreneurs whose business practices take full advantage of the opportunities offered by the epidemic is what drives the fast commerce segment’s spectacular growth. COVID-19 atmosphere also supported for the growth of quick commerce rapidly.” Stojanov, M. (2022). Q-commerce–The next generation e-commerce. Бизнес управление, (1), 17-34.

Pedro Edwin Luna Sanchez in his master thesis (2024) stated “Perceived ease of use directly and positively affects customer purchasing behavior as well as Perceived usefulness directly and positively affects customer purchasing behavior besides, Interaction quality directly and positively affects customer purchasing behavior, while interface quality directly and positively affects customer purchasing behavior.” Luna Sanchez, P. (2024). An analysis of the drivers of consumers' purchasing

behavior in quick commerce platforms.

According to **Rina Astini and co-authors, the study explores the role of Quick Commerce (Q-commerce) in shaping e-grocery purchase decisions**. They highlight critical elements such as e-service quality, perceived ease of use, and electronic Word-of-Mouth (e-WoM), which, alongside e-trust, significantly impact consumer behavior. The authors emphasize that e-service quality and e-WoM directly foster consumer trust, ultimately influencing purchasing decisions. Meanwhile, ease of use, although important, may not always lead directly to trust or purchases for tech-savvy users. The research provides practical recommendations for businesses, urging them to enhance service quality and reputation to meet consumer expectations and thrive in a competitive Q-commerce market. Astini, R., Royanti, I., Ramli, Y., Imaningsih, E. S., & Imaroh,

T. S. (2024). The Impact of Quick Commerce that Influence the Purchase Decision of E- Grocery. Przestrzeń Społeczna (Social Space), 24(1), 110-128.

According to **Eunhye Son and Ki Han Kwon,** the paper explores the environmental impact of quick commerce (Q-commerce), emphasizing the increase in air pollution and packaging waste due to the frequent transportation and delivery logistics it necessitates. The authors highlight that Q-commerce contributes significantly to greenhouse gas emissions and traffic congestion, primarily through the use of vehicles reliant on internal combustion engines. Additionally, they discuss how excessive use of packaging materials for safe and fresh deliveries aggravates environmental issues, as much of this waste remains non-biodegradable. To counteract these challenges, they propose sustainable consumption practices, such as utilizing local shopping malls and private spaces, to reduce the environmental burden while maintaining convenience. The study calls for a shift towards more responsible behaviors and policies in Q-commerce logistics to promote environmental sustainability. Eunhye, S. O. N., & KWON, K. H. Sustainable spatial strategies for mitigating air pollution in quick commerce environments. Environmental Research and Technology, 7(1).

According to **Anushka Goswami, Rashmi Kumari(2024),in "A study on Impact of Quick Commerce on Consumer Decision Making Process"** states that "In order to help firms and policy makers to get adjusted to the rapidly changing world of digital commerce, the study offered a fresh viewpoint on the connection between swift commerce and consumer psychology. This study also looked at how immediate delivery services affect consumer behavior across different age groups and demographics, based on how consumer impulsivity and satisfaction have changed." Goswami, A., & Kumari, R. A Study on Impact of Quick Commerce on Consumer Decision Making Process.

According to **Dr. Aishwarya Nagarathinam, this study examines how family dynamics, time pressure, and physical effort impact women's decision-making in Quick Commerce grocery shopping.** The research highlights that time pressure and physical effort directly and indirectly influence purchasing behaviors, with family support acting as a mediating factor. Dr. Nagarathinam explains that working parents in nuclear families often lean towards Quick Commerce for convenience, while joint families show resistance due to traditional shopping preferences. The paper further explores how cultural nuances, such as family roles and structures, shape consumer habits, providing insights into the evolving retail landscape. The author emphasizes the importance of balancing convenience with traditional values in the adoption of Quick Commerce technologies. Harter, A., Stich, L., & Spann, M. (2024). The effect of delivery time on repurchase behavior in quick commerce. Journal of Service Research, 10946705241236961.

In view of **Dr. Jehirul Islam**, the paper examines the various delivery and post-delivery challenges faced by consumers in India's e-commerce landscape. It highlights recurring issues such as bad delivery, non-delivery, late delivery, and non-compliance with post-delivery obligations by sellers. Dr. Islam points out that while the Consumer Protection Act of 2019 addresses some delivery concerns, it fails to cover the broader scope of issues. The study underscores the pivotal role played by Indian judiciary and quasi-judicial consumer forums in resolving these challenges in the absence of a comprehensive legislative framework. By analyzing real-world cases, Dr. Islam emphasizes the need for enhanced consumer rights and stricter regulations to foster trust and efficiency in e-commerce transactions. Islam, J. (2023). Delivery and post-delivery issues in e-commerce consumer goods and services: a study of indian judicial approach. Russian Law Journal, 11(5), 1066-1075.

Dr. SVG Apoorva and her co-authors states that the research highlights how rapid commerce, characterized by ultra-fast delivery, significantly impacts consumer behavior, especially impulsive buying tendencies. The study identifies psychological factors like convenience, time pressure, and instant gratification, along with technological advances such as AI-driven logistics and predictive analytics, as key drivers behind unplanned purchases. The authors emphasize that while rapid commerce enhances customer satisfaction and brand loyalty, it also poses challenges like high operational costs, supply chain complexities, and environmental concerns. Dr. Apoorva suggests that businesses must adopt innovative marketing strategies and address ethical considerations to balance consumer satisfaction and sustainable practices in the evolving retail landscape. **Apoorva, S., Rao, .. R. S., Chary, D. T., Yalamathi, V. B. & Ayaaz, S. A. (2025). The Influence of Rapid Commerce on Consumer's Impulsive Buying Behaviour. Advances in Consumer Research, 2(2), 572-589.**

According to **Saad Ashraf and Amit Kumar Bardhan,** this research paper investigates the strategic decisions of location and capacity allocation made by two competing Online Delivery Platforms (ODPs) aiming to attract new customers. The authors emphasize that timely delivery is the key determinant for customer choice, and ODPs must balance servicing existing demand while capturing potential demand through strategic courier placement. They propose a mixed- integer linear programming model to identify Nash equilibrium solutions for these decisions. The study reveals that increasing capacity budgets may not

always yield productivity gains, and weaker players benefit more from optimizing location decisions for existing customers rather than solely pursuing new ones. For stronger players, competition can lead to underutilization of capacity, highlighting the need for strategic operational insights. Ashraf, S., Bardhan, A.K. A location and capacity-allocation game model for two competing online delivery platforms seeking new customers. Electron Commer Res (2024).

In view with **Gauri Ranjekar and Debjit Roy**, this paper explores the rapid emergence of Quick Commerce (Q-commerce) in India's retail landscape, fueled by urbanization and changing consumer preferences during the COVID-19 pandemic. They describe Q-commerce as an advanced form of e-commerce that emphasizes ultra-fast delivery through "dark stores" or micro- warehouses strategically placed in dense neighborhoods. The authors discuss various business models like inventory-based and hyper-local approaches, highlighting their reliance on automation, data-driven demand prediction, and optimized logistics. Additionally, the paper examines the challenges faced by Q-commerce ventures, such as high operational costs, sustainability concerns, and ensuring safety for delivery personnel. Ranjekar and Roy emphasize the need for innovation and balance between efficiency and sustainability to shape the future of Q-commerce. Ranjekar, G., & Roy, D. (2023). Rise of quick commerce in India: Business models and infrastructure requirements. Centre for Transportation and Logistics.

According to **Johanna Rau, Lina Altenburg, and Alessandro Iuffmann Ghezzi**, this chapter explores the quick commerce business model, emphasizing its focus on consumer convenience as a central element. The authors argue that quick commerce disrupts the traditional online grocery retail market by prioritizing convenience over price competitiveness, which contrasts with McNair's (1958) framework of retail evolution. They highlight how various dimensions of the business model, such as ultra-fast delivery and seamless service, cater to the modern consumer's demand for immediacy and ease. The study underscores that convenience, rather than cost, has become the defining competitive advantage in this evolving retail landscape. Rau, J., Altenburg, L., & Ghezzi, A. I. (2023, April). How the quick commerce business model delivers convenience in online grocery retailing. In Digital Marketing & eCommerce Conference (pp. 78- 85). Cham: Springer Nature Switzerland.

According to the **Gyanesh Raj, Maqbool Dada and Debjit Roy** addressed Quick Commerce (QC) represents a transformative retail channel focused on ultra-fast delivery, often within minutes, through strategically located micro-fulfilment centres. The study develops a game- theoretic model to analyze competition dynamics among QC retailers, emphasizing critical factors like inventory availability, driver capacity, and delivery reliability. It explores different market scenarios, including monopolies and simultaneous-move games, to understand strategic moves and cost optimization in QC operations. The research provides insights into market evolution and highlights the challenges faced by QC providers, such as high operational costs and intense competition, offering strategic recommendations for profitability and market viability. Raj, G., Dada, M., & Roy, D. (2024). Retail Competition in Quick Commerce. Available at SSRN 4751145.

Salari Arian states that this research explores the transformative Quick Commerce (Q- commerce) business model within the food and beverage industry, especially post-pandemic. The paper highlights Q-commerce as a rapid delivery mechanism leveraging urban warehouses, enabling orders through mobile apps with delivery promised within 60 minutes. Arian emphasizes the model's appeal to Generation Z due to their preference for mobile-based shopping. However, he points out significant concerns about long-term economic sustainability, citing high fixed costs for dark stores, low FMCG product margins, and expensive customer acquisition in an oversaturated market. The study concludes that Q-commerce can achieve profitability by implementing strategies like boosting shopper loyalty, leveraging partnerships with FMCG brands for advertising and data, increasing basket value and purchase frequency, and pursuing mergers or acquisitions to offset fixed costs. Through interviews with industry experts, Arian aims to address a critical gap in the literature by offering insights into the future viability of this business model. SALARI, A. (2020). FROM ECOMMERCE TO Q- COMMERCE: A NEW ERA OF GROCERY SHOPPING.

According to **Rahul Chavhan and Pankaj Dutta,** this study addresses the sustainability challenges faced by quick commerce grocery chains, particularly Fresh and Short Food Supply Chains (FSFSCs). The authors propose a framework of Circular Economy (CE) practices designed to enhance sustainability, resource efficiency, and scalability in last-mile operations. High-impact CE practices such as waste reduction, sustainable packaging, route optimization, and customer convenience are identified as key contributors to supply chain resilience and sustainable livelihoods. Additionally, medium-impact practices like energy efficiency and redistribution play a supporting role, while low-impact strategies such as reverse logistics and composting are also highlighted. The research emphasizes that implementing these CE practices can significantly improve the environmental, economic, and social dimensions of FSFSCs, ensuring long-term sustainability. Chavhan, R., & Dutta, P. (2024). Redesigning quick commerce fresh and short food supply chains: circular economy strategies for sustainable last-mile operations. British Food Journal.

According to **Agus Eko Setiyono and co-authors**, this research examines the factors influencing customer satisfaction and e-loyalty in Indonesia's Quick Commerce (Q-commerce) industry. The study reveals that high service quality—encompassing dimensions like safety, reliability, convenience, and responsiveness—is the key to enhancing consumer trust and satisfaction. The authors explain that customer satisfaction plays a mediating role between perceived value and e- loyalty, emphasizing that trust and satisfaction together shape loyalty. Additionally, the research highlights that convenience and data privacy guarantees significantly impact consumer retention.

The findings stress that improving service quality is essential for fostering e-loyalty and ensuring the

sustainability of Q-commerce businesses in urban areas. Setiyono, A. E., Chandrawatisma, C., Fanandi, R. H. S., & Heriyati, P. (2023). Antecedents of E-loyalty as research for the quick commerce industry. Interdisciplinary Social Studies, 2(8), 2287-2299.

Ravi Rakesh Singh and Prof. Vishal R. Tomar says that this research investigates the transformative effects of Quick Commerce (Q-commerce) on consumer behavior in Thane City. The study highlights Q-commerce's ability to disrupt traditional retail models through ultra-fast delivery, emphasizing convenience, speed, and overall user experience. Based on a survey of 100 residents, findings reveal that a majority perceive Q-commerce as more convenient and faster than traditional retail, with 69% appreciating its delivery speed. The research also identifies areas for improvement, such as customer service and pricing strategies. By addressing these gaps, the study provides valuable insights for businesses aiming to enhance customer engagement and satisfaction in the growing Q-commerce sector. Singh, R. R., & Tomar, V. R. A STUDY OF THE INFLUENCE OF QUICK COMMERCE ON CONSUMER PURCHASE DECISIONS AND SATISFACTION IN THANE CITY.

According to **Dr. A. Shaji George**, this paper explores the rapid evolution of e-commerce, highlighting five emerging models: trust-based commerce, quick commerce, virtual commerce, community commerce, and social commerce. The author emphasizes that each model caters to the changing consumer behaviors, such as the demand for transparency, speed, immersive shopping experiences, and social integration. Quick commerce, for example, fulfills the need for instant gratification through hyperlocal warehouses enabling ultra-fast delivery. Virtual commerce leverages augmented and virtual reality for enhanced customer engagement. The study concludes that these innovative models will redefine the global e-commerce landscape by integrating advanced technology, personalization, and consumer-centric approaches to better meet the needs of a digital-first generation. George, A. S. (2024). Emerging Models of E- Commerce: A Comprehensive Analysis of Trustbased, Quick, Virtual, Community, and Social Commerce. Partners Universal Multidisciplinary Research Journal, 1(3), 40-48.

In view with **Matthieu Schorung**, this research investigates the rise of Quick Commerce (Q- commerce) and its disruptive potential in the food retail sector. The study highlights how Q- commerce relies on dark stores—small urban warehouses optimized for ultra-fast delivery. Schorung emphasizes that the model gained significant momentum during the COVID-19 pandemic, driven by changing consumer behavior and technological advancements. However, challenges such as financial sustainability, urban space issues, and operational consolidation persist. The author examines the geographic distribution of dark stores in cities like Paris, New York, and London, while also analyzing regulatory implications and public concerns over noise, congestion, and competition with traditional retail. Schorung concludes that Q-commerce, though in its infancy, is likely to carve out a niche in urban food distribution in the coming years. Schorung, M. (2023). Quick commerce: will the disruption of the food retail industry happen? Investigating the quick commerce supply chain and the impacts of dark stores (Doctoral dissertation, Université Gustave Eiffel).

Vardhan Choubey and co-authors address this study investigates consumer perceptions of green claims made by quick commerce companies. The authors utilize theories such as signaling theory, elaboration likelihood model (ELM), agenda-setting theory, and cognitive load theory to examine how signals like credibility, visibility, and complexity influence consumer responses. Results indicate that well-crafted signals positively affect credibility and visibility, shaping consumer trust and decisions. However, over time, consumer awareness grows, leading to skepticism toward claims that lack genuine action. The study emphasizes that while visible environmental efforts initially enhance trust, these must be supported by tangible evidence to maintain consumer loyalty in the long run. This research underscores the importance of transparency and authentic green practices to combat perceptions of greenwashing in the competitive. Choubey, V., Joshi, P., Chakraborty, D., Khare, A., & Appolloni, A. (2025). Signals vs. Reality: Consumer Responses to Green Claims in Quick Commerce. Business Strategy and the Environment.

According to **Manas Sarkar,** this study evaluates the environmental sustainability of Quick Commerce (Q-commerce) and its reliance on electric vehicles (EVs) and dark stores for rapid last-mile deliveries. Sarkar highlights that while Q-commerce enhances convenience and minimizes delivery times, it also contributes to greenhouse gas emissions due to increased delivery frequency and reliance on combustion vehicles. The research emphasizes the potential of EVs and optimized delivery routes to significantly reduce carbon footprints compared to traditional online delivery models. Furthermore, Sarkar proposes a framework for integrating environmentally friendly practices to address these challenges, positioning Q-commerce as a promising yet complex model for achieving sustainability in urban delivery systems. The findings underline the importance of balancing operational efficiency with environmental responsibility in the Q-commerce industry. Sarkar, M. (2024). Is Quick Delivery Related to Quick-Commerce Environmentally Sustainable? European Journal of Development Studies, 4(6), 44-53.

According to **Mayukh Mukhopadhyay**, this study investigates the drivers behind Quick Commerce (Q-commerce) and its influence on consumer behavior in the direct-to-consumer market. The author highlights that factors such as low efficiency in traditional e-commerce (EC), ease of usage, cash-on-delivery availability, lenient return policies, and personal experience act as critical drivers encouraging a switch to Q-commerce platforms. Mukhopadhyay further explains that the dark store model of last-mile delivery plays a moderating role between switching intent and actual consumer behavior. Using frameworks like Fuzzy Cognitive Mapping and theories such as Push-Pull-Mooring and Construal Level Theory, the research provides insights for businesses to navigate the evolving Q-commerce landscape effectively and drive consumer adoption. Mukhopadhyay, M. (2023, December). From

Click to Quick- Examining the drivers of Quick Commerce on Online Consumer Behavior Using Fuzzy Cognitive Mapping. In Paper ID ICMI/2321, International Conference on Marketing Innovation.

Haoran Ma, Y.P. Tsang, and C.K.M Lee says that, this study addresses the optimization challenges in Quick Commerce (Q-commerce) logistics, particularly in last-mile delivery involving trucks and drones. The authors propose innovative solutions, including a formulation to reduce drone sub-route computations, a multi-objective delivery model integrating vehicles and drones, and a memetic algorithm designed to manage time windows and temperature- sensitive items. Computational experiments validate the effectiveness of these methods, demonstrating enhanced delivery time performance, improved product quality, and scalability to large order quantities. In view of Ma and co-authors, this research highlights the practical applications of multi-objective optimization in ensuring efficient, customer-centric Q-commerce operations with a satisfaction rate of 97%. Ma, H., Tsang, Y. P., & Lee, C. K. M. (2025). Optimizing multi-objective instant logistics with trucks and drones for the quick commerce order fulfilment. Journal of Industrial and Production Engineering, 1-17.

According to **Dr. Aishwarya Nagarathinam and co-authors**, this research examines the role of time pressure, physical effort, and family dynamics in shaping women's Quick Commerce (Q- commerce) grocery shopping decisions. The study finds that time pressure and physical effort significantly influence purchasing intentions, mediated by family support. In view of the authors, working parents in nuclear families rely heavily on Q-commerce for its efficiency and convenience, while joint families tend to prefer traditional shopping methods due to cultural norms. The research underscores how Q-commerce meets the demands of busy lifestyles, reshaping consumer behavior in urban India, and suggests further exploration into its environmental and long-term societal impacts. Nagarathinam, A., & Chellasamy, A. The Influence of Time Pressure and Physical Effort on Quick Commerce Grocery Purchases: Exploring the Effects of Family Dynamics in Purchase Decisions.

Mr. Venkatesh Ganapathy and Dr. Chithambar Gupta states that this paper highlights the rapid rise of Quick Commerce (Q-commerce) in India's grocery delivery landscape post-COVID-
19. They explain how Q-commerce fulfills the growing demand for convenience and ultra-fast delivery among consumers. However, in view of the authors, long-term sustainability hinges on factors like efficient cost management, strategic alliances, and diversification of revenue streams beyond delivery charges. The research emphasizes the need for consolidation among market players and offers recommendations, such as improving consumer loyalty, leveraging data analytics, and collaborating with kirana stores, to overcome operational challenges and achieve profitability in a highly competitive market. Ganapathy, V., & Gupta, C. (2023). Critical success factors for quick commerce grocery delivery in India: an exploratory study. Sustainability, Agri, Food and Environmental Research-DISCONTINUED, 12(1).

According to **Dr. Guruprasad R. Naik and Girish Kapdi,** this research examines the transformative growth of Quick Commerce (Q-commerce) in India, driven by urbanization, changing lifestyles, and technological advancements. The study identifies convenience and speed as primary factors influencing consumer adoption of platforms like Swiggy Instamart, Blinkit, and Zepto. In view of the authors, promotional offers also play a critical role, particularly for price-sensitive users. However, they highlight challenges such as competition with traditional retailers and sustainability concerns. The findings provide valuable insights for industry stakeholders and policymakers, emphasizing the need to address these issues for balanced and long-term growth in the sector. Naik, G. R., & Kapdi, G. (2025). The Rise of Quick Commerce: Analyzing Consumer Preferences and Buying Behavior in India.

PRICING AND RETENTION LITERATURE: Prior e-commerce research directly examines the effects of shipping fees on acquisition, retention and expenditure (Lewis, 2006; Lewis et al., 2006). Price-fairness theory explains how consumers evaluate additional fees (Xia et al., 2004; Bolton et al., 2003), while cart-abandonment research identifies checkout friction and hesitation (Kukar-Kinney & Close, 2010; Huang et al., 2018). Accordingly, the contribution here is an exploratory cross-platform Indian quick-commerce application, not a claim that delivery fees and retention have never been studied.

3. RESEARCH GAP

Despite extensive literature on the growth and operational models of Q-commerce, there is a notable gap in empirical research that focuses on:

How delivery charges specifically influence cart abandonment and customer retention in Q-commerce settings.

Behavioral segmentation based on delivery charge perception, such as how different user types respond to tiered or transparent pricing strategies.

Platform-neutral consumer perspectives, as most studies focus on specific firms rather than cross-platform consumer behavior.

Empirical examination of whether customer satisfaction may explain the relationship between delivery-charge perceptions and loyalty intentions. The present outputs do not establish mediation.

This research aims to address these gaps by analyzing survey-based behavioral data across multiple platforms and focusing on delivery charges as a psychological and economic decision factor.

Research Questions

How do different levels of delivery charges impact customer satisfaction in Q- commerce?

What is the relationship between delivery fees and the likelihood of cart abandonment?

Does perceived fairness of delivery pricing influence repeat purchase behavior?

Is customer satisfaction a mediating factor between delivery pricing and customer retention?

Are customer responses to delivery charges consistent across different Q-commerce platforms?

4. METHODOLOGY

Need of the Study

The rapid evolution of Q-commerce has heightened the demand for faster delivery and convenience. However, delivery charges have emerged as a critical determinant in shaping consumer decisions. This study is needed to assess the behavioral implications of delivery fees on cart abandonment and customer retention, particularly in a market segment where consumers expect speed and cost-efficiency. Understanding these dynamics helps businesses craft pricing strategies that maintain profitability without compromising consumer loyalty.

Objectives of the Study

To evaluate the impact of delivery charges on customer satisfaction.

To examine whether high delivery charges lead to cart abandonment.

To explore the relationship between pricing perceptions and customer retention behavior.

To analyze whether delivery pricing influences repeat purchase intent.

Hypothesis Formulated for the Study

H1: Higher perceived delivery charges are associated with greater self-reported cart abandonment tendency.

H2: Fair or subsidized delivery charges have a positive impact on customer retention.

H3: Customer satisfaction mediates the relationship between perceived delivery-charge fairness and customer loyalty intentions (proposed, but not testable using the available reported outputs).

H4: There is no significant difference among Q-commerce platforms in terms of how delivery charges influence purchase decisions.

Variables Considered for the Study

Delivery Charges (Fair, High, Dynamic)

Customer Satisfaction

Cart Abandonment

Customer Retention

Purchase Frequency

Subscription Preferences

Urgency-driven purchases

Dependent & Independent Variables Independent Variable

 Delivery Charges

The research clearly examines how various models or rates of delivery charges (excessive, competitive, subsidized, or free) affect customer behaviour. Delivery charges are the observed survey variable that may affect other outcomes

Dependent Variables

 Customer Retention

 Cart Abandonment

hese are the outcomes measured in the study. The study investigates how variations in delivery fees influence:

Whether customers opt to remain loyal and place repeat orders (Customer Retention), and

Whether they leave the buying process after viewing the final price with delivery (Cart Abandonment).

Mediating Variable

 Customer Satisfaction

Satisfaction with the overall delivery experience and pricing model, which in turn influences loyalty.

5. RESEARCH METHODOLOGY

A quantitative research design was adopted using a survey-based approach. Primary data was collected from 169 respondents via structured questionnaires. The focus was on consumer attitudes toward delivery charges and their influence on retention and purchase behavior. The data was then analyzed using SPSS.

Design of the Study

The study uses a cross-sectional descriptive design, aimed at analyzing customer perceptions and behaviours at a single point in time across multiple Q-commerce platforms. It integrates both descriptive and inferential statistical methods.

Population of the Study

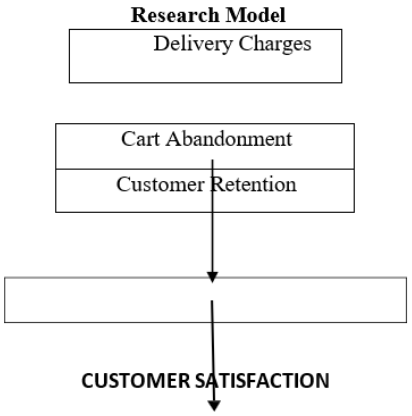
The target population consists of digitally literate consumers in urban areas who actively use Q- commerce platforms like Zepto, Blinkit, Swiggy Instamart, Dunzo, and BigBasket Now.

Selection of the Sample

A non-probability convenience sampling technique was used. The sample size was 169 respondents, chosen based on accessibility and relevance to Q-commerce usage.

Data Collection

Primary data was collected using a Google Form survey consisting of Likert-scale items. The questionnaire was circulated through social media and email. No secondary data was utilized for statistical modelling.



Statistical Tools Used
Descriptive Statistics (Mean, Median, Std. Deviation)
Correlation Analysis
Regression Analysis
Chi-Square Test
Reliability Analysis (Cronbach's Alpha)

6. RESULTS AND DISCUSSION

Descriptive Statistics
Most mean scores range around 3.00, indicating neutral to slightly positive perceptions of delivery pricing.
The highest agreement was observed for "Fair Charges" and "Satisfaction Depends on Charges," reflecting that consumers respond better when pricing seems justifiable.
About 25.4% of participants agreed strongly that delivery charges were fair.
Variables like "Abandon if High Charges" and "Switch if Charges High" also received considerable attention, indicating behavioral friction when pricing is perceived as high.
Hypothesis Testing
H1: Not established by the reported tests. The abandonment item has a mean of 3.15 (N = 169), which describes responses but does not test whether higher fees significantly increase abandonment.
H2: Not directly established for retention. In the multiple regression predicting satisfaction, perceived fair charges has a reported positive coefficient ($\beta = 0.175$, $p = 0.025$). The overall model is not statistically significant ($F(5, 163) = 2.042$, $p = 0.075$, $R^2 = 0.059$), and retention is not the dependent variable.
H3: Not tested. The reported correlation between satisfaction and fair charges is $r = 0.150$, $p = 0.052$ (two-tailed), which is not significant at $\alpha = 0.05$. A mediation effect cannot be inferred without an indirect-effect test.
H4: No statistically significant platform association was detected in the reported chi-square test ($\chi^2(16) = 17.609$, $p = 0.347$). This does not establish equivalence or universal price sensitivity across platforms.
Analysis
Descriptive Statistics Frequencies

Statistics

	Fair Charges	Abandon if High Charges	Charges Influence Choice	Satisfaction Depends on Charges	Wait if Charges Less
Valid N	169	169	169	169	169
Missing	0	0	0	0	0
Mean	3.02	3.15	3.01	3.03	2.93
Median	3.00	3.00	3.00	3.00	3.00
Std. Deviation	1.510	1.418	1.427	1.470	1.339

Statistics

	Buy More if Charges Drop	Prefer Subscription Plan	Switch if Charges High	Pay Small Charge if Urgent	Recommend Due to Price
Valid N	169	169	169	169	169
Missing	0	0	0	0	0
Mean	2.95	2.91	2.90	2.96	2.95
Median	3.00	3.00	3.00	3.00	3.00
Std. Deviation	1.401	1.471	1.417	1.395	1.413

Statistics

	Loyal to Fair Pricers
Valid	169
N Missing	0
Mean	3.08
Median	3.00
Std. Deviation	1.439

Frequency Table

Fair Charges

	Frequency	Percent	Valid Percent	Cumulative Percent
1	43	25.4	25.4	25.4
2	24	14.2	14.2	39.6
3	26	15.4	15.4	55.0
Valid				
4	39	23.1	23.1	78.1
5	37	21.9	21.9	100.0
Total	169	100.0	100.0	

Abandon if High Charges

	Frequency	Percent	Valid Percent	Cumulative Percent
1	28	16.6	16.6	16.6
2	31	18.3	18.3	34.9
3	40	23.7	23.7	58.6
Valid				
4	27	16.0	16.0	74.6
5	43	25.4	25.4	100.0
Total	169	100.0	100.0	

Charges Influence Choice

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	33	19.5	19.5	19.5
	2	35	20.7	20.7	40.2
	3	34	20.1	20.1	60.4
	4	31	18.3	18.3	78.7
	5	36	21.3	21.3	100.0
	Total	169	100.0	100.0	

Satisfaction Depends on Charges

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	36	21.3	21.3	21.3
	2	32	18.9	18.9	40.2
	3	31	18.3	18.3	58.6
	4	31	18.3	18.3	76.9
	5	39	23.1	23.1	100.0
	Total	169	100.0	100.0	

Wait if Charges Less

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	30	17.8	17.8	17.8
	2	40	23.7	23.7	41.4
	3	38	22.5	22.5	63.9
	4	34	20.1	20.1	84.0
	5	27	16.0	16.0	100.0
	Total	169	100.0	100.0	

Buy More if Charges Drop

	Frequency	Percent	Valid Percent	Cumulative Percent
1	36	21.3	21.3	21.3
2	31	18.3	18.3	39.6
3	37	21.9	21.9	61.5
Valid				
4	35	20.7	20.7	82.2
5	30	17.8	17.8	100.0
Total	169	100.0	100.0	

Prefer Subscription Plan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	42	24.9	24.9	24.9
	2	30	17.8	17.8	42.6
	3	32	18.9	18.9	61.5
	4	31	18.3	18.3	79.9
	5	34	20.1	20.1	100.0
	Total	169	100.0	100.0	

Switch if Charges High

	Frequency	Percent	Valid Percent	Cumulative Percent
1	37	21.9	21.9	21.9
2	34	20.1	20.1	42.0
3	40	23.7	23.7	65.7
Valid				
4	25	14.8	14.8	80.5
5	33	19.5	19.5	100.0
Total	169	100.0	100.0	

Pay Small Charge if Urgent

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	33	19.5	19.5	19.5
2	34	20.1	20.1	39.6
3	43	25.4	25.4	65.1
4	25	14.8	14.8	79.9
5	34	20.1	20.1	100.0
Total	169	100.0	100.0	

Recommend Due to Price

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	37	21.9	21.9	21.9
2	28	16.6	16.6	38.5
3	43	25.4	25.4	63.9
4	28	16.6	16.6	80.5
5	33	19.5	19.5	100.0
Total	169	100.0	100.0	

Loyal to Fair Pricers

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	33	19.5	19.5	19.5
2	29	17.2	17.2	36.7
3	39	23.1	23.1	59.8
4	28	16.6	16.6	76.3
5	40	23.7	23.7	100.0
Total	169	100.0	100.0	

Reliability Test: Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	169	100.0
	Excluded[a]	0	.0
	Total	169	100.0

List wise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.044	10

Correlations

		Satisfaction Depends on Charges	Fair Charges	Abandon if High Charges
Satisfaction Depends on Charges	Pearson Correlation	1	.150	-.096
	Sig. (2-tailed)		.052	.212
	N	169	169	169
Fair Charges	Pearson Correlation	.150	1	-.026
	Sig. (2-tailed)	.052		.734
	N	169	169	169
Abandon if High Charges	Pearson Correlation	-.096	-.026	1
	Sig. (2-tailed)	.212	.734	
	N	169	169	169
Switch if Charges High	Pearson Correlation	.130	-.136	-.057
	Sig. (2-tailed)	.092	.079	.458
	N	169	169	169
Recommend Due to Price	Pearson Correlation	.038	.037	.024
	Sig. (2-tailed)	.624	.636	.752
	N	169	169	169
Pay Small Charge if Urgent	Pearson Correlation	.009	.060	-.075
	Sig. (2-tailed)	.904	.441	.332
	N	169	169	169

	Pearson Correlation	-.062	.095	-.030
Prefer Subscription Plan	Sig. (2-tailed)	.423	.222	.694
	N	169	169	169
	Pearson Correlation	.079	-.016	.070
Buy More if Charges Drop	Sig. (2-tailed)	.309	.832	.369
	N	169	169	169
	Pearson Correlation	-.017	.009	-.079
Wait if Charges Less	Sig. (2-tailed)	.826	.903	.308
	N	169	169	169

Correlations

		Switch if Charges High	Recommend Due to Price	Pay Small Charge if Urgent
	Pearson Correlation	.130	.038	.009
Satisfaction Depends on Charges	Sig. (2-tailed)	.092	.624	.904
	N	169	169	169
	Pearson Correlation	-.136	.037	.060
Fair Charges	Sig. (2-tailed)	.079	.636	.441
	N	169	169	169
	Pearson Correlation	-.057	.024	-.075
Abandon if High Charges	Sig. (2-tailed)	.458	.752	.332
	N	169	169	169
	Pearson Correlation	1	.105	-.059
Switch if Charges High	Sig. (2-tailed)		.176	.443
	N	169	169	169
	Pearson Correlation	.105	1	.020
Recommend Due to Price	Sig. (2-tailed)	.176		.795
	N	169	169	169
	Pearson Correlation	-.059	.020	1

Pay Small Charge if Urgent	Sig. (2-tailed)	.443	.795	
	N	169	169	169
	Pearson Correlation	-.010	-.068	-.069
Prefer Subscription Plan				
	Sig. (2-tailed)	.897	.381	.376
	N	169	169	169
	Pearson Correlation	-.071	.125	.109
Buy More if Charges Drop	Sig. (2-tailed)	.356	.105	.160
	N	169	169	169
	Pearson Correlation	.068	.001	.116
Wait if Charges Less	Sig. (2-tailed)	.377	.986	.132
	N	169	169	169

Correlations

		Prefer Subscription Plan	Buy More if Charges Drop	Wait if Charges Less
	Pearson Correlation	-.062	.079	-.017
Satisfaction Depends on Charges	Sig. (2-tailed)	.423	.309	.826
	N	169	169	169
	Pearson Correlation	.095	-.016	.009
Fair Charges	Sig. (2-tailed)	.222	.832	.903
	N	169	169	169
	Pearson Correlation	-.030	.070	-.079
Abandon if High Charges	Sig. (2-tailed)	.694	.369	.308
	N	169	169	169
	Pearson Correlation	-.010	-.071	.068
Switch if Charges High	Sig. (2-tailed)	.897	.356	.377
	N	169	169	169
	Pearson Correlation	-.068	.125	.001
Recommend Due to Price	Sig. (2-tailed)	.381	.105	.986
	N	169	169	169
	Pearson Correlation	-.069	.109	.116

Pay Small Charge if Urgent	Sig. (2-tailed)	.376	.160	.132
	N	169	169	169
Prefer Subscription Plan	Pearson Correlation	1	.015	.036
	Sig. (2-tailed)		.844	.642
	N	169	169	169
	Pearson Correlation	.015	1	.043
Buy More if Charges Drop	Sig. (2-tailed)	.844		.582
	N	169	169	169
	Pearson Correlation	.036	.043	1
Wait if Charges Less	Sig. (2-tailed)	.642	.582	
	N	169	169	169

Regression Analysis

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Prefer Subscription Plan, Switch if Charges High, Abandon if High Charges, Recommend Due to Price, Fair Charges[b]		Enter

Dependent Variable: Satisfaction Depends on Charges

All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.243[a]	.059	.030	1.447

Predictors: (Constant), Prefer Subscription Plan, Switch if Charges High, Abandon if High Charges, Recommend Due to Price, Fair Charges

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	21.391	5	4.278	2.042	.075[b]
	Residual	341.461	163	2.095		
	Total	362.852	168			

Dependent Variable: Satisfaction Depends on Charges

Predictors: (Constant), Prefer Subscription Plan, Switch if Charges High, Abandon if High Charges, Recommend Due to Price, Fair Charges

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.547	.537		4.741	.000
Fair Charges	.170	.075	.175	2.261	.025
Abandon if High Charges	-.089	.079	-.086	-1.130	.260
1					
Switch if Charges High	.152	.080	.147	1.896	.060
Recommend Due to Price	.013	.080	.013	.169	.866
Prefer Subscription Plan	-.079	.076	-.079	-1.030	.304

Dependent Variable: Satisfaction Depends on Charges

ChiSquare Crosstab

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Platforms Used * Abandon if High Charges	169	100.0%	0	0.0%	169	100.0%

Platforms Used * Abandon if High Charges Crosstabulation

			Abandon if High Charges					Total
			1	2	3	4	5	
		Count	7	4	7	5	4	27
	BigBasket Now	Expected Count	4.5	5.0	6.4	4.3	6.9	27.0
		% within Platforms Used	25.9%	14.8%	25.9%	18.5%	14.8%	100.0%
		Count	9	8	8	6	14	45
	Blinkit	Expected Count	7.5	8.3	10.7	7.2	11.4	45.0

		% within Platforms Used	20.0%	17.8%	17.8%	13.3%	31.1%	100.0%
		Count	4	1	8	4	9	26
Platforms Used	Dunzo	Expected Count	4.3	4.8	6.2	4.2	6.6	26.0
		% within Platforms Used	15.4%	3.8%	30.8%	15.4%	34.6%	100.0%
		Count	2	5	7	5	10	29
	Swiggy Instamart	Expected Count	4.8	5.3	6.9	4.6	7.4	29.0
		% within Platforms Used	6.9%	17.2%	24.1%	17.2%	34.5%	100.0%
		Count	6	13	10	7	6	42
	Zepto	Expected Count	7.0	7.7	9.9	6.7	10.7	42.0
		% within Platforms Used	14.3%	31.0%	23.8%	16.7%	14.3%	100.0%
		Count	28	31	40	27	43	169
Total		Expected Count	28.0	31.0	40.0	27.0	43.0	169.0
		% within Platforms Used	16.6%	18.3%	23.7%	16.0%	25.4%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.609[a]	16	.347
Likelihood Ratio	19.074	16	.265
N of Valid Cases	169		

a. 8 cells (32.0%) have expected count less than 5. The minimum expected count is 4.15.

Findings, Suggestions, Conclusion and Scope for Future Research and Limitations of the Study

Findings

Descriptive Statistics – Consumer Perceptions on Charges

Most participants responded neutrally to positively about pricing strategies.

Variables such as "Abandon if High Charges", "Switch if Charges High", and "Recommend Due to Price" showed:

Mode = 3 or higher

Mean scores ≈ 3 (Neutral to Agree)

"Fair Charges" received the most consistent support with:

Mean = 3.02

25.4% strongly agreed that charges were fair.

Implication: Consumers are moderately price sensitive but not extremely reactive unless charges are perceived as unfair or excessive.

Chi-Square Test – Platform vs. Pricing Sensitivity

Test between platform used (e.g., Zepto, Blinkit) and the likelihood of abandoning a purchase due to high delivery charges.

Result: $\chi^2(16) = 17.609$, $p = 0.347$

Conclusion: The reported chi-square test did not detect a statistically significant platform difference. Absence of statistical significance is not evidence that the platforms are equivalent.

Implication: Consumer aversion to high charges is universal, not platform-specific.

Correlation Analysis – Perception Links

Most relationships between variables such as "Fair Charges", "Switch if Charges High", and "Abandon if High Charges" are weak to moderate.

Satisfaction Depends on Charges correlates positively with:

Fair Charges ($r = 0.150$, $p = 0.052$)

Switch if Charges High ($r = 0.130$, $p = 0.092$)

Implication: Fairness in pricing has the highest psychological linkage with overall satisfaction, more than aggressive switching or abandoning behavior.

Regression Analysis – Predictors of Satisfaction

Dependent variable: Satisfaction Depends on Charges

Significant predictor: Fair Charges ($\beta = 0.175$, $p = 0.025$)

Other variables (e.g., "Recommend Due to Price", "Prefer Subscription Plan") were not significant.

Model $R^2 = 0.059$ (explains 5.9% of variance)

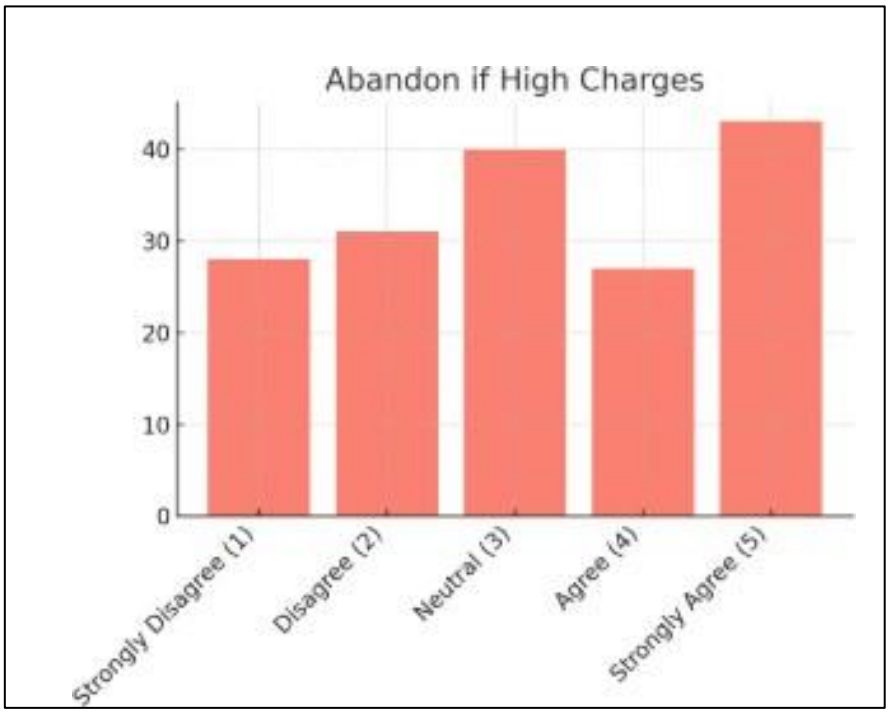
Implication: While satisfaction is moderately influenced by perceptions of fair pricing, more complex or unmeasured variables likely play a role.

Reliability Test – Scale Weakness

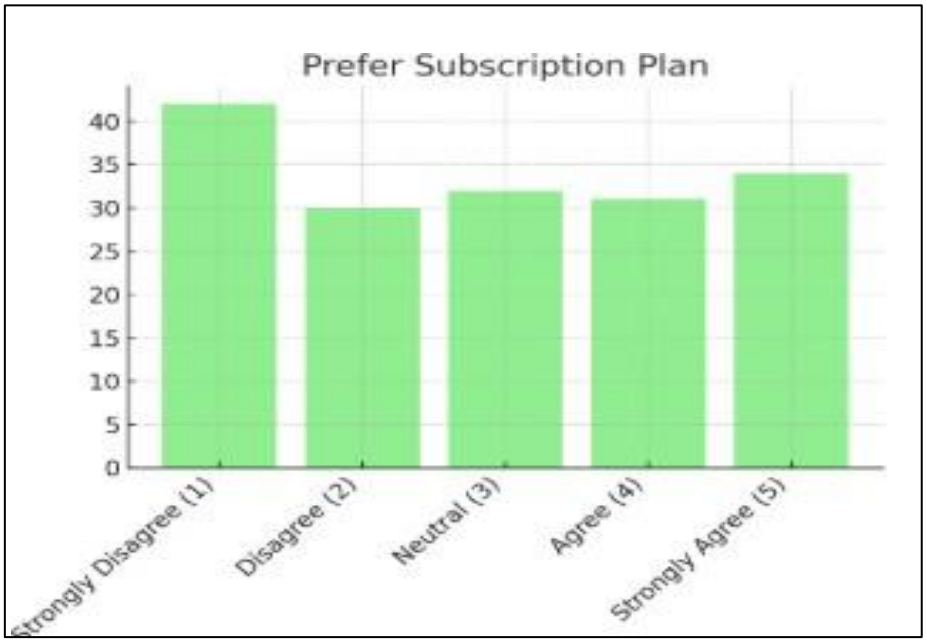
Cronbach's Alpha = 0.044 across 10 pricing-related variables

This is well below acceptable levels (0.70 standard)

Implication: These variables cannot be treated as a unified scale. Future surveys should restructure items or group them into valid subscales (e.g., loyalty, fairness, switching behavior).







Objective wise findings and suggestion

Objective 1: To evaluate the impact of delivery charges on customer satisfaction

Finding: The regression reports a positive individual coefficient for perceived fair charges predicting satisfaction, but the overall model is nonsignificant. Therefore, a general significant impact should not be asserted.

Suggestion: Implement transparent pricing and justify charges during checkout.

Objective 2: To examine whether high delivery charges lead to cart abandonment

Finding: Consumers are likely to abandon carts when charges exceed expectations.

Suggestion: Offer conditional free delivery (e.g., minimum order value) to reduce abandonment.

Objective 3: To explore the relationship between pricing perceptions and customer retention behavior

Finding: Consumers loyal to platforms perceive pricing as fair and justified.

Suggestion: Reinforce this perception through consistent communication and loyalty programs.

Objective 4: To analyze whether delivery pricing influences repeat purchase intent

Finding: Subscribers and those perceiving fairness show higher intent to repurchase.

Suggestion: Introduce or expand subscription models (like Zepto Pass, Swiggy One) for frequent users.

Scope for Future Research

Behavioral Segmentation

Future studies should cluster users based on their sensitivity to delivery fees, urgency levels, and subscription preferences to identify marketing micro-segments.

Longitudinal Consumer Tracking

A longitudinal design could reveal how changes in delivery policies affect behavior over time, especially with loyalty plan adoption.

Inclusion of Environmental & Ethical Pricing Dimensions

Integrate variables related to eco-packaging fees or carbon offsets to understand the trade-off between cost and sustainability perceptions.

Platform-Specific Behavioral Mapping

A deeper comparative analysis across Blinkit, Zepto, Swiggy Instamart, etc., could uncover unique positioning strategies.

Qualitative Insights

Conduct in-depth interviews or focus groups to better understand emotional triggers and trust-building mechanisms linked to pricing.

Limitations of the Study

Low Internal Reliability

Cronbach's alpha of 0.044 across ten heterogeneous items does not demonstrate internal consistency. The items cover distinct constructs, and a validated multi-item scale for each construct would be required for defensible reliability assessment.

Single Region and Limited Sample Size

The study is based on 169 respondents, likely urban and digitally literate. Findings may not generalize across rural or non-digital consumers.

Lack of Behavioral Data

The study relies on self-reported perception, not actual purchase or abandonment metrics, limiting causal interpretations.

Limited Predictive Power

Regression model explains only 5.9% of satisfaction variance, indicating the presence of other influencing factors not captured (e.g., app UX, delivery accuracy).

Overlapping Constructs

Several variables appear conceptually close (e.g., "Abandon if High Charges" vs. "Switch if Charges High"), risking redundancy without clear construct boundaries.

7. SUGGESTIONS

Adopt Tiered Pricing Models

Provide dynamic delivery fees based on cart value, urgency, or membership. This can reduce cart abandonment while recovering operational costs.

Introduce Subscription Plans

Monthly or quarterly free-delivery plans (like Amazon Prime or Swiggy One) appeal to price-conscious frequent users and enhance retention.

Use Delivery Fee Transparency as a Differentiator

Clearly communicate why delivery fees apply (e.g., peak time, distance), improving consumer acceptance.

Leverage Promotions and Conditional Free Delivery

Offer conditional waivers (e.g., "Free delivery over ₹299") to nudge higher order values and build loyalty.

Optimize Delivery Costs Through Tech

Invest in route optimization, AI logistics, and micro-fulfillment centers to sustainably manage pricing while maintaining speed.

8. CONCLUSION

The survey of 169 quick-commerce users provides descriptive evidence that delivery-fee perceptions matter to some respondents. However, the reported inferential results do not establish a statistically significant overall pricing model, mediation, or actual customer retention effects. The positive coefficient for perceived fair charges in the satisfaction regression should be interpreted cautiously because the overall model is nonsignificant. The findings are best regarded as exploratory evidence about self-reported consumer perceptions and intentions, rather than causal effects or observed repeat purchases. Future work should employ validated multi-item constructs, transaction-level retention data, and appropriately powered models to test the proposed mechanisms.

Despite technological advancements and logistics optimization in Q-commerce, delivery charges remain a crucial friction point that can trigger cart abandonment or brand switching. While consumers are willing to pay in urgent cases, they show a clear preference for transparency, fairness, and optionality in delivery fees (e.g., subscriptions or bundled plans).

Regression results emphasize that fair pricing alone explains a measurable portion of satisfaction, suggesting that strategic pricing is both a customer experience tool and a performance driver. However, the low internal reliability score suggests that consumer behavior around pricing is multidimensional and context-dependent, requiring deeper segmentation and refined measurement.

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