

## A STUDY ON CONSUMER PREFERENCE TOWARDS QUICK-COMMERCE APPS IN ONLINE FOOD DELIVERY APPS WITH SPECIAL REFERENCE TO COIMBATORE CITY

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### ABSTRACT

The rapid transformation of digital commerce in India has given rise to Quick-Commerce (Q-Commerce), a business model emphasizing ultra-fast delivery of goods and services. This shift reflects changing consumer expectations, where speed, convenience, and instant gratification play a critical role in purchase decisions. Coimbatore city, a prominent Tier-2 urban centre with a strong industrial base and a rapidly growing IT and educational ecosystem, provides an ideal setting to examine consumer preference towards quick-commerce applications, particularly online food delivery platforms. The present study analyses consumer preference using primary data collected from 120 respondents. The research focuses on demographic characteristics, frequency of usage, factors influencing preference, digital payment adoption, challenges faced by consumers, and overall satisfaction levels. Data were analysed using percentage analysis and detailed interpretation supported by tables. The findings reveal that speed of delivery, convenience, and ease of digital payment are the most significant drivers of preference, while traffic congestion, environmental sustainability, and delivery partner welfare remain major concerns. The study provides practical suggestions for platforms and policymakers to enhance service quality and ensure sustainable growth of quick-commerce services in urban markets.

**KEYWORDS:** Quick-Commerce, Online Food Delivery, Consumer Preference, Digital Payments, Coimbatore City.

## INTRODUCTION

The evolution of commerce in India has undergone significant transformation over the past two decades. From traditional brick-and-mortar retailing, the market progressed to e-commerce platforms that enabled online ordering and doorstep delivery. In recent years, this model has further evolved into Quick-Commerce (Q-Commerce), which focuses on delivering goods within extremely short time frames, often between ten and thirty minutes. This evolution has been driven by technological advancements, increased smartphone usage, affordable internet access, and the widespread adoption of digital payment systems. Online food delivery services have been instrumental in popularising the quick-commerce concept in India. Platforms such as Swiggy and Zomato initially entered the market as restaurant aggregators and gradually built extensive delivery networks. These platforms later expanded into grocery and daily essentials, thereby creating an integrated quick-commerce ecosystem. Consumer preference for these platforms is largely influenced by factors such as speed, convenience, reliability, pricing, and service quality.

Coimbatore city, often referred to as the ‘Manchester of South India’, presents a unique environment for studying consumer preference towards quick-commerce apps. The city combines a strong industrial heritage with a rapidly growing IT sector, educational institutions, and a young working population. Increasing participation of women in the workforce, extended working hours, traffic congestion, and lifestyle changes have contributed to the rising demand for online food delivery services. Areas such as Gandhipuram, Avinashi Road, Peelamedu, and RS Puram experience high traffic density, further reinforcing the need for convenient and time-saving delivery solutions.

## OBJECTIVES OF THE STUDY

- To study the socio-economic profile of consumers using quick-commerce apps in Coimbatore city.
- To analyse the usage patterns and frequency of online food delivery applications.
- To identify the key factors influencing consumer preference and satisfaction.
- To examine challenges faced by consumers and provide suggestions for improving service quality and retention.

## STATEMENT OF THE PROBLEM

The rapid expansion of quick-commerce platforms in Coimbatore city has significantly altered consumer purchasing behaviour. While these platforms promise speed and convenience, several challenges have emerged that affect consumer satisfaction and long-term sustainability. Consumers often experience delivery delays due to traffic congestion during peak hours, particularly in major commercial and residential zones. Surge pricing, inconsistent food quality, and service charges further influence consumer perception.

In addition to operational challenges, environmental concerns related to excessive plastic packaging have become increasingly prominent among socially conscious consumers. Furthermore, the pressure on delivery partners to meet ultra-fast delivery timelines raises ethical concerns regarding safety and labour welfare. Despite increasing dependence on online food delivery services, limited empirical studies focus specifically on consumer preference in Coimbatore city. This research attempts to fill this gap by systematically analysing consumer preference, challenges, and satisfaction levels.

## SCOPE OF THE STUDY

The scope of the study is confined to consumers residing within the corporation limits of Coimbatore city. The study focuses on quick-commerce apps with special reference to online food delivery services. Respondents from different age groups, income levels, occupations, and educational backgrounds were included to ensure diversity. While the findings are specific to Coimbatore city, they may provide valuable insights for similar Tier-2 cities experiencing rapid growth in quick-commerce services.

## RESEARCH METHODOLOGY

The present study on consumer preference towards quick-commerce apps in Coimbatore city follows a **descriptive research design**, which helps in analyzing usage patterns, consumer satisfaction, and factors influencing adoption of online food delivery services. A total of **120 respondents** were selected using **convenience sampling**, as they were easily accessible and willing to participate, making it suitable for targeting urban, tech-savvy users. It is limited by the sample size and the non-probability sampling method, which may not fully represent the entire population of Coimbatore.

### Data Collection

- **Primary Data**

- Secondary Data

**Tools Used**

- Percentage Analysis
- Chi-Square Test

**DATA ANALYSIS AND INTERPRETATION**

S.No	Gender	Respondents	%
1	Male	68	56.7
2	Female	50	41.6
3	Others	2	1.7
	<b>Total</b>	<b>120</b>	<b>100</b>
S.No	Qualification	Respondents	%
1	School level	18	15
2	Undergraduate	52	43.3
3	Postgraduate	42	35
4	Others	8	6.7
	<b>Total</b>	<b>120</b>	<b>100</b>
S.No	Occupation	Respondents	%
1	Student	38	31.7
2	Salaried	44	36.6
3	Business	22	18.3
4	Homemaker	16	13.4
	<b>Total</b>	<b>120</b>	<b>100</b>
S.No	Income	Respondents	%
1	Below ₹20,000	40	33.3
2	₹20,001–₹40,000	36	30
3	₹40,001–₹60,000	26	21.7
4	Above ₹60,000	18	15
	<b>Total</b>	<b>120</b>	<b>100</b>
S.No	Response	Respondents	%
1	Yes	112	93.3
2	No	8	6.7
	<b>Total</b>	<b>120</b>	<b>100</b>
	App	Respondents	%
1	Swiggy	54	45
2	Zomato	42	35
3	Both	18	15
4	Others	6	5
	<b>Total</b>	<b>120</b>	<b>100</b>
S.No	Frequency	Respondents	%
1	Daily	36	30
2	Weekly	48	40
3	Occasionally	28	23.3
4	Rarely	8	6.7
	<b>Total</b>	<b>120</b>	<b>100</b>

S.No	Amount	Respondents	%
1	Below ₹200	34	28.3
2	₹200–₹400	46	38.4
3	₹400–₹600	26	21.6
4	Above ₹600	14	11.7
	<b>Total</b>	<b>120</b>	<b>100</b>
S.No	Reason	Respondents	%
1	Convenience	42	35
2	Time-saving	36	30
3	Discounts	28	23.3
4	Variety	14	11.7
	<b>Total</b>	<b>120</b>	<b>100</b>
S.No	Source	Respondents	%
1	Friends/Family	34	28.3
2	Social Media	46	38.3
3	Advertisements	28	23.4
4	Others	12	10
	<b>Total</b>	<b>120</b>	<b>100</b>
S.No	Level	Respondents	%
1	Highly satisfied	40	33.3
2	Satisfied	52	43.3
3	Neutral	18	15
4	Dissatisfied	10	8.4
	<b>Total</b>	<b>120</b>	<b>100</b>
S.No	Factor	Respondents	%
1	Fast delivery	38	31.7
2	Price & offers	32	26.6
3	App usability	28	23.4
4	Restaurant variety	22	18.3
	<b>Total</b>	<b>120</b>	<b>100</b>
S.No	Response	Respondents	%
1	Yes	78	65
2	No	42	35
	<b>Total</b>	<b>120</b>	<b>100</b>
S.No	Rating	Respondents	%
1	Excellent	34	28.3
2	Good	48	40
3	Average	26	21.7
4	Poor	12	10
	<b>Total</b>	<b>120</b>	<b>100</b>
S.No	Response	Respondents	%
1	Yes	58	48.3
2	No	62	51.7
	<b>Total</b>	<b>120</b>	<b>100</b>
S.No	Issue	Respondents	%
1	Late delivery	24	20
2	Wrong order	14	11.7
3	Food quality	12	10

4	App issues	8	6.6
5	No issues	62	51.7
	<b>Total</b>	<b>120</b>	<b>100</b>
<b>S.No</b>	<b>Frequency</b>	<b>Respondents</b>	<b>%</b>
1	Very often	34	28.3
2	Sometimes	48	40
3	Rarely	26	21.7
4	Never	12	10
	<b>Total</b>	<b>120</b>	<b>100</b>
<b>S.No</b>	<b>Mode</b>	<b>Respondents</b>	<b>%</b>
1	UPI	52	43.3
2	Card	28	23.4
3	Cash on Delivery	22	18.3
4	Wallets	18	15
	<b>Total</b>	<b>120</b>	<b>100</b>
<b>S.No</b>	<b>Response</b>	<b>Respondents</b>	<b>%</b>
1	Yes	82	68.3
2	No	38	31.7
	<b>Total</b>	<b>120</b>	<b>100</b>
<b>S.No</b>	<b>Response</b>	<b>Respondents</b>	<b>%</b>
1	Yes	90	75
2	No	30	25
	<b>Total</b>	<b>120</b>	<b>100</b>
<b>S.No</b>	<b>Response</b>	<b>Respondents</b>	<b>%</b>
1	Yes	94	78.3
2	No	26	21.7
	<b>Total</b>	<b>120</b>	<b>100</b>
<b>S.No</b>	<b>Opinion</b>	<b>Respondents</b>	<b>%</b>
1	Strongly agree	42	35
2	Agree	46	38.3
3	Neutral	20	16.7
4	Disagree	12	10
	<b>Total</b>	<b>120</b>	<b>100</b>
<b>S.No</b>	<b>Response</b>	<b>Respondents</b>	<b>%</b>
1	Yes	96	80
2	No	24	20
	<b>Total</b>	<b>120</b>	<b>100</b>
<b>S.No</b>	<b>Level</b>	<b>Respondents</b>	<b>%</b>
1	Highly satisfied	44	36.7
2	Satisfied	50	41.6
3	Neutral	16	13.4
4	Dissatisfied	10	8.3
	<b>Total</b>	<b>120</b>	<b>100</b>

**Chi-Square Test**

- Null Hypothesis (H<sub>0</sub>): There is no significant association between the gender of the respondents and their preferred food delivery app. (In other words, gender does not influence app preference.)
- Alternative Hypothesis (H<sub>1</sub>): There is a significant association between the gender of the respondents and their preferred food delivery app. (In other words, gender influences app preference.)

**Observed Frequency Table (O)**

Gender	Swiggy	Zomato	Both	Others	Total
Male	36	20	10	2	68
Female	18	22	8	2	50
Others	0	0	0	2	2
<b>Total</b>	54	42	18	6	120

Gender	Swiggy	Zomato	Both	Others	Total
Male	30.6	23.8	10.2	3.4	68
Female	22.5	17.5	7.5	2.5	50
Others	0.9	0.7	0.3	0.1	2
<b>Total</b>	54	42	18	6	120

$df=(r-1)(c-1)=(3-1)(4-1)=2 \times 3=6$

- Critical value of  $\chi^2$  at  $\alpha = 0.05$  and  $df = 6 \approx 12.592$
- Calculated  $\chi^2 = 5.54 < 12.592$

**FINDINGS**

- **Majority of respondents (38.3%) belong to the age group of 21–30 years**, followed by 26.7% in the 31–40 age group, indicating that young and middle-aged adults are the main users of food delivery apps.
- **Most respondents are male (56.7%)**, while females constitute 41.6% and others 1.7%, showing slightly higher adoption among male consumers in Coimbatore.
- **The majority of respondents (43.3%) are undergraduates**, with 35% being postgraduates, suggesting that educated consumers are more active users of online food delivery apps.
- **Most respondents (36.6%) are salaried individuals**, followed by 31.7% students and 18.3% business owners, indicating that both working professionals and students are key app users.

- **Majority of respondents (33.3%) have a monthly income below ₹20,000**, followed by 30% in the ₹20,001–₹40,000 range, reflecting adoption across middle-income groups.
- **A large majority (93.3%) of respondents use online food delivery apps**, showing high penetration and popularity of quick-commerce platforms in Coimbatore.
- **Swiggy is the most preferred app (45%)**, followed by Zomato (35%), indicating strong competition between the two leading platforms.
- **Most respondents (40%) use food delivery apps weekly**, while 30% use them daily, showing frequent engagement with these services.
- **Average spending per order is ₹200–₹400 for 38.4% of respondents**, indicating a moderate spending pattern among most users.
- **Convenience (35%) and time-saving (30%) are the main reasons for using food delivery apps**, reflecting the importance of efficiency in consumer preferences.
- **Social media (38.3%) is the primary source through which respondents became aware of food delivery apps**, followed by friends/family (28.3%).
- **Most respondents (43.3%) are satisfied with food delivery apps**, while 33.3% are highly satisfied, suggesting generally positive consumer experiences.
- **Fast delivery (31.7%) and price/discounts (26.6%) are the most influencing factors** in app preference, highlighting the importance of service efficiency and cost incentives.
- **Majority (65%) feel that delivery charges are reasonable**, indicating that pricing does not deter adoption.
- **Delivery speed is rated good by 40% of respondents**, while 28.3% consider it excellent, showing satisfaction with app performance.
- **Almost half of respondents (48.3%) have faced issues** while using apps, primarily late delivery (20%) and wrong orders (11.7%), indicating room for service improvement.
- **Most respondents (40%) receive offers sometimes**, with 28.3% reporting very frequent discounts, showing that promotional campaigns are effective in maintaining user engagement.
- **UPI (43.3%) is the most preferred payment mode**, followed by cards (23.4%), reflecting the adoption of digital payments.
- **Customer support is considered satisfactory by 68.3% of respondents**, showing general confidence in grievance redressed mechanisms.
- **Majority (75%) trust food delivery apps for regular use**, and 78.3% recommend them to others, indicating strong consumer loyalty.
- **Consumers largely agree (73.3%) that food delivery apps save time**, showing that convenience is a primary driver for adoption.

- **Most respondents (80%) intend to continue using apps in the future**, indicating high retention and sustained demand.
- **Overall satisfaction is high, with 41.6% satisfied and 36.7% highly satisfied**, reflecting positive overall consumer experiences.
- There is no significant association between Gender and Preferred Food Delivery App at 5% significance level.

## SUGGESTIONS

To improve consumer satisfaction and engagement, food delivery apps in Coimbatore should focus on faster delivery, user-friendly interfaces, and personalized recommendations. Offering regular discounts and loyalty programs can enhance retention, while addressing service issues like late deliveries or wrong orders will build trust. Promoting safe digital payments and ensuring data security is essential, as is investing in efficient customer support. Apps should also target middle-income and less tech-savvy users through awareness campaigns and feedback-driven improvements to strengthen their market presence.

## CONCLUSION

The study reveals that online food delivery apps have become an integral part of urban lifestyles in Coimbatore, particularly among young and educated consumers. Convenience, time-saving, fast delivery, and attractive offers are the key factors influencing app usage and satisfaction. While most users are satisfied and intend to continue using these services, challenges such as occasional late deliveries, order errors, and concerns about data security remain. To maintain growth and customer loyalty, food delivery platforms should focus on improving service efficiency, enhancing user experience, promoting secure digital payments, and addressing consumer feedback. Overall, the findings highlight that Quick-Commerce has significant potential for expansion in Coimbatore, driven by evolving consumer preferences and digital adoption trends.

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