

**Influence of Customer expectations on perceived performance and confirmation in Quick Commerce platforms****M.Chithra<sup>1</sup>, Dr.K.Chitra<sup>2</sup>***Assistant Professor, Department of Commerce, Sri Ramakrishna College of Arts and Science for Women, Coimbatore**Principal, Sri Ramakrishna College of Arts and Science for Women, Coimbatore.***Abstract:**

The emergence of Q-Commerce platforms has significantly changed consumer purchasing behaviour by focusing on rapid delivery convenience. This study examines the role of customer expectations and perceived performance in determining confirmation and its impact on customer satisfaction within Q-Commerce platforms. Based on Expectation-Confirmation Theory, the study suggests that customer expectations shape their perceived performances and confirmation of experience, which in turn influence their overall satisfaction. A quantitative approach was adopted, and data were collected from 188 Q-commerce users through a structured questionnaire. Partial Least Squares Structural Equation Modelling (PLS-SEM) was used to test the proposed hypotheses. The results indicate that customer expectations significantly influence perceived performance and confirmation. Perceived performance strongly predicts confirmation and directly affects customer satisfaction. Confirmation also has a significant positive impact on satisfaction and partially mediates the relationship between perceived performance and satisfaction.

**Keywords:** Q-commerce, Expectations, Perceived Performance, Confirmation, Customer Satisfaction.**1.1 Introduction:**

The emergence of Quick Commerce (Q-commerce) has revolutionized the online retail landscape by offering ultra-fast delivery, typically within 10-20 minutes. Unlike traditional e-commerce, Q-Commerce emphasizes speed, convenience, and real-time fulfilment. As competition intensifies in this sector, customer satisfaction becomes a critical determinant of long-term sustainability.

Customer satisfaction is largely influenced by the comparison between pre-purchase and post-purchase performance perceptions. When customers use Q-commerce platforms, they develop expectations regarding delivery speed, product quality, pricing fairness, and customer service responsiveness. After experiencing the service, they evaluate whether the actual performance matches their expectations. This evaluation process results in confirmation or disconfirmation, which ultimately influences satisfaction levels.

Although prior research has examined customer satisfaction in e-commerce settings, limited studies focus specifically on Q-commerce platforms where speed and efficiency are dominant attributes. Therefore, this study aims to examine the role of customer expectations and perceived performance in determining confirmation and customer satisfaction in Q-commerce platforms.

**2.0 Objectives of the Study:**

1. To analyse the customer preference towards different Q-Commerce platforms.
2. To examine the role of customer expectations and performance perception in determining the confirmation/disconfirmation and its influence on consumer satisfaction.

**3.0 Research Methodology:**

The study employs a descriptive research approach, as it describes the preference for Q-Commerce platforms and the role of customer expectations and performance perception in determining the confirmation/disconfirmation and its influence on consumer satisfaction. A non-probability sampling technique is adopted. The sample consists of 188 Respondents identified through a convenient sampling method. Statistical techniques, viz., Percentage analysis, Descriptive Statistics and Structural Equation Model (SEM) are used for analysis.

**4.0 Review of Literature:**

According to Potdukhe et al. (2022), technology, dark stores, and delivery partners were at the core of the immediate delivery concept. First, websites and mobile applications are used to initiate consumer experiences the start of technology interventions. The dark stores receive the consumer orders and have only a few minutes to prepare them and start the delivery process. At this point, the delivery partners' third arm appears to pick up orders, deliver them within the allotted time, and close the order. Villa and Monzon (2021) noted elements including reduced order quantities, several delivery locations, the requirement for prompt fulfilment, regular restocking, and inefficient utilization of delivery vehicle capacity as significant obstacles. The already overburdened urban transportation networks are further burdened by these problems. Solutions including mobile warehouses, specific pickup locations, and secure lockers have been implemented to address these issues. recommended. In the future, Stojanov (2022) believes that technological developments especially the incorporation of robotics, artificial intelligence, and drones will be crucial in boosting the effectiveness and scalability of rapid commerce. According to Leng's (2021) projections, the global rapid commerce sector has a substantial potential for future growth and might reach over EUR 448 billion by 2030. This projected growth highlights the significance of investigating fast commerce business models in greater detail. It is becoming more and more important to investigate how automation technologies might improve these models' operational efficiency. Schiebler, T., et al., (2025) examine the relationship between expectancy-disconfirmation and consumer satisfaction. The objective was to analyze how performance expectations, perceived performance, and disconfirmation influence satisfaction. The study used a meta-analysis method by reviewing 150 research records (168 studies) with a total sample size of 58,597 respondents. Data were analyzed using meta-analytical correlation and path analysis techniques. The results showed a strong positive relationship between perceived performance and satisfaction, and a positive relationship between expectations and satisfaction, supporting assimilation theory, while no strong evidence was found for contrast effects.

**5.0 Hypothesis Postulated**

- H1: Customer expectations positively influence perceived performance  
H2: Customer expectations positively influence confirmation  
H3: Perceived performance positively influences confirmation.  
H4: Confirmation positively influences customer satisfaction.  
H5: Perceived performance positively influences customer satisfaction.  
H6: Confirmation mediates the relationship between perceived performance and customer satisfaction.

**6.0 Discussions**

To explore the demographic profile of the respondents. Percentage analysis was used and the results were shown below.

**Table.6.1 Demographic Profile of the Respondents**

Variables		No.of Respondents	%
Gender	Male	89	47.2
	Female	99	52.8
	<b>Total</b>	<b>188</b>	<b>100.0</b>
Age	under 18	71	37.8
	18-27 years	73	38.8
	28-37 years	20	10.6
	more than 37 years	24	12.8
	<b>Total</b>	<b>188</b>	<b>100.0</b>
Education Qualification	School level	22	11.9
	UG	27	14.4
	PG	19	10.0
	Others	120	63.8
	<b>Total</b>	<b>188</b>	<b>100.0</b>
Family monthly Income	Below 20000	42	22.5
	20001-30000	91	48.4
	30001-40000	26	13.8
	Above 40001	29	15.3
	<b>Total</b>	<b>188</b>	<b>100.0</b>

Results shows that majority (52.8%) of the respondents are female. Most (38.8%) of the respondents are 18-27 years. Majority (63.8%) of the respondents comes under Other category. Most (48.4%) of the respondents are falls in the lower family monthly income range (20001-30000).

**6.2. Usage of Quick Commerce platforms**

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S.No	Frequency of Usage	No.of Respondents	Percentage
1	Daily	7	3.8
2	Few times a week	51	26.9
3	Weekly	65	34.4
4	Occasionally	65	35.0
Total		188	100.0

The table shows that Most (35%) of the respondents are using Quick Commerce platforms occasionally.

**6.3. Preferred Quick Commerce platforms**

**Table 5.3. Preferred Quick Commerce platforms**

S.No	QC platforms	Mean Rank
1	Amazon Fresh	3.98
2	Bigbasket	4.44
3	Blinkit	3.38
4	Flipkart	4.29
5	Jio	4.56
6	Swiggy	3.85
7	Zepto	3.50

The table presents the mean ranks for various Quick Commerce platforms. **Blinkit** received the **lowest mean rank (3.38)**, suggesting it is the **most preferred** platform among respondents. It is followed by Zepto (3.50), Swiggy (3.85), Amazon (3.98), Flipkart (4.29), Bigbasket (4.44) And Jio (4.56) received the highest mean ranks, suggesting they are the least preferred platforms.

**6.4. Expectation Confirmation Theory**

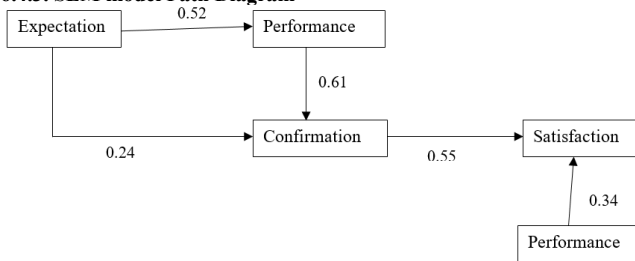
**6.4.1. Measurement models Results**

Construct	Alpha	CR	AVE
Expectations	0.86	0.90	0.69
Performance	0.89	0.92	0.74
Confirmation	0.84	0.89	0.67
Satisfaction	0.91	0.94	0.79

**6.4.2. Structural Model Path Coefficients**

Hypothesis	Relationship	$\beta$	t-value	p-value	Results
H1	Expectation $\rightarrow$ Performance	0.52	7.14	<0.001	Supported
H2	Expectation $\rightarrow$ Confirmation	0.24	2.48	0.013	Supported
H3	Performance $\rightarrow$ Confirmation	0.61	9.52	<0.001	Supported
H4	Confirmation $\rightarrow$ Satisfaction	0.55	8.31	<0.001	Supported
H5	Performance $\rightarrow$ Satisfaction	0.34	4.87	<0.001	Supported

**6.4.3. SEM model Path Diagram**



After confirming the reliability and validity of the measurement model, the structure model was evaluated to test the hypothesized relationship between the constructs. The results indicate that customer expectations significantly influence perceived performance ( $\beta = 0.52, p < 0.001$ ). this finding suggests that customers' expectation play an important role in shaping their perception of service performance in Q-Commerce platforms. Customer expectations also have a positive effect on confirmation ( $\beta = 0.24, p < 0.05$ ). This indicates that expectations influence how customers evaluate whether the service meets their expectations. Perceived performance has a strong positive effect on confirmation ( $\beta = 0.61, p < 0.001$ ). This suggests that actual service performance is a major factor influencing whether customers feel that their expectations have been confirmed. Confirmation has a significant positive impact on customer satisfaction ( $\beta = 0.55, p < 0.001$ ). This result indicates that when customers perceive that their expectations have been fulfilled, they are more likely to be satisfied with the service. Perceived performance also directly influences customer satisfaction ( $\beta = 0.34, p < 0.001$ ). This suggests that customers' satisfaction is influenced not only by confirmation but also by the perceived quality of service performance.

**Conclusion:**

This study examined the influence of customer expectations and perceived performance on confirmation and customer satisfaction in Q-Commerce platforms based on the Expectation-Confirmation Theory. The findings indicate that customer expectations significantly affect perceived performance and confirmation, suggesting that users form clear expectations before using Q-Commerce services. When the actual service performance meets or exceeds these expectations, confirmation occurs, which in turn enhances customer satisfaction. The results of the Structural Equation Modeling (SEM) analysis show that perceived performance has a strong positive impact on confirmation and also directly influences customer satisfaction. This highlights that factors such as delivery speed, product availability, service reliability, and convenience play a crucial role in shaping customer satisfaction in Q-Commerce platforms. Furthermore, confirmation significantly contributes to customer satisfaction, indicating that fulfilment of expectation is an important factor in creating positive customer experiences. Overall, the study concludes that managing customer expectations and delivering consistent service performance are essential for improving confirmation and enhancing customer satisfaction. The findings suggest that Q-Commerce platforms should focus on improving service quality and operational efficiency to strength customer satisfaction and maintain competitiveness in the digital marketplace.

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