

MAJOR RESEARCH PROJECT
ON
CONSUMER PERCEPTION TOWARDS QUICK
COMMERCE

Submitted By:

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2K22/DMBA/97

Under the Guidance of

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CERTIFICATE FROM THE INSTITUTE

This is to certify that **RAHUL PUNDIR, 2K22/DMBA/97** has submitted the major research project titled “**Consumer perception towards on quick commerce**” under the guidance of Mr. Mohit Beniwal as a part of Master of Business Administration (MBA) curriculum of Delhi School of Management, Delhi Technological University, New Delhi during the academic year 2023-24.

Signature of the Guide

Mr Mohit Beniwal

Signature of Head of Department

Dr. Sourabh Agrawal

DECLARATION

I **Rahul pundir** student of Delhi School of Management, Delhi Technological University hereby declare that the Major Research Report on **Consumer perception towards on quick commerce** submitted in partial fulfilment of the requirements for the award of the degree of Master of Business Administration (MBA) is the original work conducted by me. I also confirm that neither I nor any other person has submitted this project report to any other institution or university for any other degree or diploma. I further declare that the information collected from various sources has been duly acknowledged in this project.

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ACKNOWLEDGEMENT

Certain tasks cannot always be completed without the support of those with authority, abilities, and specific expertise. Similarly, my project would not have been complete or effective without a list of important people.

I'd like to express my honest and emotional thanks to everyone who has helped me with this attempt. I could not have finished my interim project report without their guidance, assistance, and support. I sincerely thank, Mr Mohit Beniwal my mentor from the Delhi School of Management, DTU for his constant support and guidance.

I'd also want to thank Delhi School of Management and other faculty for providing me with such an incredible opportunity during my MBA program.

Finally, I'd want to thank everyone who helped me directly or indirectly during the project's development. Any absence from this short list is not indicative of a lack of gratitude.

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Executive Summary

This study evaluates consumer perceptions towards quick commerce in India, assessing satisfaction, factors influencing adoption, and potential obstacles. Findings reveal a strong appreciation for the rapid delivery and convenience that quick commerce platforms provide. However, concerns about product quality, variety, and data security are significant barriers to wider acceptance. Adoption is particularly high among younger, urban consumers, suggesting a demographic tilt towards tech-savvy populations with disposable incomes.

Analysis indicates that quick commerce is preferred for everyday items due to its promptness, but traditional e-commerce platforms and physical stores continue to be favored for purchases where consumers seek assurance of quality and a broader selection. The report highlights those technological enhancements, particularly around user interface design and security protocols, are crucial for improving user experience and trust.

To capitalize on the burgeoning market, quick commerce companies in India must address these challenges by improving their product range and quality, enhancing technological infrastructure, and implementing robust data protection measures. By aligning their operations more closely with consumer expectations and addressing identified pain points, quick commerce can achieve greater market penetration and customer loyalty. This strategic realignment is essential for sustaining growth in the competitive landscape of Indian e-commerce.

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INTRODUCTION

1. Background

E-Commerce

Electronic commerce, or e-commerce, encompasses a wide range of online economic activities involving goods and services. It primarily involves business transactions where parties interact through electronic means instead of direct physical contact. E-commerce is commonly linked to online shopping, selling, and the electronic transfer of ownership or usage rights of goods and services via computer networks.

Remarkably, e-commerce boasts about 200 million active users currently, with expectations to double this number soon. Data from 2018 showed that India had 550 million internet users, making up 40% of the population. Predictions suggest that by 2020, the internet could contribute an additional 200 billion dollars to India's GDP, accounting for 5% of the total GDP.

However, this description doesn't fully capture the ongoing evolution and the revolutionary impact of e-commerce. Broadly, e-commerce utilizes electronic communication and digital information processing technology in business transactions. This redefines and transforms relationships among businesses and between businesses and consumers, shifting how value is created and perceived.

The most recognized form of e-commerce is B2C (business-to-consumer), where private customers purchase goods that are delivered via mail or courier. Another type is B2B (business-to-business), which involves transactions between entities such as wholesalers and retailers or manufacturers and wholesalers. Additionally, there's C2C (consumer-to-consumer) e-commerce, seen on platforms like eBay, where individuals sell goods or services to each other.

The demographic profile of Indian consumers is rapidly changing, becoming more diverse in terms of age, employment, income, geographic location, and digital literacy, promising a future with a broader, more varied market of users.

Quick commerce

Quick commerce, often abbreviated as q-commerce, represents a transformative evolution in the e-commerce sector, emphasizing speed and convenience in the delivery of goods to consumers. This paradigm shift, marked by the promise of delivering products in astonishingly short times—typically under an hour—catapults consumer expectations to new heights and compels businesses to radically reevaluate their operational models. The genesis of quick commerce is intertwined with technological advancements and changing consumer behaviors, where immediacy is not just valued but expected.

At its core, quick commerce leverages advanced logistics, real-time data analytics, and an extensive network of local fulfillment centers or dark stores—strategically positioned sites that cater exclusively to online shopping—to expedite the delivery process. The operational framework of quick commerce is built on the symbiosis between digital platforms and physical infrastructure, optimized to serve the 'instant gratification' economy. This trend is fueled by the proliferation of smartphones, increased internet penetration, and a cultural shift towards maximizing time efficiency.

The rise of quick commerce not only reflects but also amplifies urban lifestyles where convenience is paramount. As cities grow denser and more hectic, consumers increasingly

prioritize saving time, making quick commerce a fitting response to the urban consumer's daily challenges. Moreover, the COVID-19 pandemic has significantly accelerated the adoption of such services, with safety and convenience becoming pivotal in purchasing decisions.

In exploring the quick commerce model, this thesis aims to dissect the operational strategies that enable rapid delivery, understand consumer demographics and behavior that fuel its growth, and evaluate its economic impact. Additionally, it will critically examine the sustainability of quick commerce, scrutinizing its social, environmental, and economic implications within the broader landscape of global commerce. Through this analysis, the thesis endeavors to provide a comprehensive overview of quick commerce as a potent force reshaping the future of retail.

Emergence of quick commerce

In recent years, the term 'quick commerce' has emerged as a disruptive force in the e-commerce industry, especially during the COVID-19 pandemic. Quick commerce meets consumer needs for everyday items like groceries, fruits, and vegetables, offering the potential to transform the grocery shopping landscape. This model of e-commerce, as characterized by Stojanov (2022), ensures rapid delivery of products right to the customer's doorstep. Originally focused on ready-made meals, the scope of quick commerce now includes a wide array of products such as groceries, medicines, cosmetics, and electronics. It combines the immediacy of in-store shopping with the comfort of online ordering. Factors like convenience, urbanization, and busy lifestyles are major drivers of this trend, influencing consumer preferences and prompting businesses to strive for shorter delivery times. The COVID-19 pandemic has further emphasized the need for such services, as social distancing and remote work arrangements have led people to avoid physical stores. Companies are now motivated more than ever to reduce delivery times and increase consumer flexibility.

During the COVID lockdowns, India's quick commerce, or Q-commerce, industry experienced a significant surge in growth. It's projected that this sector will expand from its current value of USD 0.3 billion to USD 5 billion by 2025, representing an increase of up to 15 times in just three years. According to a 2022 report, quick commerce currently accounts for about 10% of the online grocery market, with expectations to climb to 40-50% in the near future.

As the industry continues to evolve, adaptations in the market are evident, especially in the supply chain dynamics between traditional e-commerce and the burgeoning quick commerce sector. This has involved a shift from relying on a single central warehouse to developing a complex network of strategically placed dark stores to meet the fast-paced demands of consumers.

Operating model of the Quick Commerce industry

The operational framework of the quick commerce (Q-commerce) industry is tailored to prioritize rapid delivery and operational efficiency, fulfilling consumer expectations of receiving their orders in less than an hour.



Process flow of product when ordered online using the instant delivery app

Breakdown of the core elements that make up the Q-commerce operational model

1. Local Warehousing/Dark Stores: Q-commerce diverges from traditional e-commerce by utilizing dark stores or local warehouses instead of vast, centralized warehouses. These facilities, which are closed to the public, act as fulfillment centers strategically positioned near areas of high demand to facilitate faster deliveries.

2. Inventory Management: Effective inventory control in Q-commerce involves keeping a streamlined inventory that is regularly updated based on dynamic consumer data and predictive modeling. This approach helps in reducing storage costs and ensures the rapid movement of stock, particularly crucial for perishable goods.

3. Technology Deployment: Q-commerce relies heavily on advanced technological systems, including real-time order tracking, automated inventory management software, and data analytics platforms. These technologies are integral to optimizing delivery routes and managing orders swiftly and efficiently.

4. Last-mile Delivery: In Q-commerce, the success of last-mile delivery is critical. This involves a network of couriers who operate locally, often using bikes, scooters, or other quick transport methods, to ensure fast delivery times within urban areas.

5. Customer Experience Management: Timely delivery is a cornerstone of customer satisfaction in Q-commerce. Companies invest in strong support systems to handle customer queries, provide real-time order updates, and collect feedback to continually enhance service quality.

6. Dynamic Pricing and Offers: Q-commerce utilizes dynamic pricing strategies to adjust costs based on factors like demand, product availability, and market trends. Regular promotions and discounts also play a strategic role in boosting sales during slower periods.

7. Sustainability Practices: With increasing environmental awareness, Q-commerce businesses are adopting more sustainable operations, which include using environmentally friendly packaging and optimizing delivery paths to minimize ecological impact.

This operational model is fluid and evolves with advancements in technology and new logistic approaches, always aiming to increase efficiency and meet the fast-paced demands of consumers for convenience and speed.

Quick Commerce business models

Quick Commerce (Q-commerce) business models are designed to capitalize on the demand for speed and convenience in the e-commerce space. They focus on delivering goods, particularly groceries and other essentials, to consumers in remarkably short timeframes, often within an hour. Here's an outline of how these models operate:

1. Hyperlocal Delivery: This model emphasizes the importance of geographical proximity. Q-commerce companies establish networks of micro-warehouses or dark stores within urban areas. These facilities stock high-turnover items and are located near large customer bases to ensure that deliveries can be made very quickly.

2. Inventory-Light Models: Some Q-commerce businesses operate with minimal inventory, relying instead on partnerships with local suppliers and retailers. This approach reduces the need for large warehousing spaces and helps keep overhead costs low while still offering speedy delivery.

3. Integration with Local Vendors: By integrating their systems with local vendors, Q-commerce companies can offer a broader range of products without holding the inventory themselves. This model benefits local businesses by giving them access to a larger market and helps Q-commerce companies maintain a diverse inventory.

4. Subscription Services: Many Q-commerce businesses employ a subscription model where customers pay a recurring fee for frequent deliveries. This can include everything from daily grocery needs to meal kits. Subscriptions ensure customer loyalty and predictable demand, which helps in optimizing delivery routes and schedules.

5. Technology-Driven Logistics: Advanced logistics powered by AI and machine learning is at the heart of Q-commerce. These technologies help in route optimization, predictive inventory management, and personalized marketing, all of which enhance operational efficiency and customer satisfaction.

6. On-Demand Delivery: Central to Q-commerce is the on-demand delivery model, which allows customers to order as needed and receive items quickly. This model caters to the modern consumer's expectation for immediate gratification and convenience.

7. Multi-Channel Fulfillment: Some Q-commerce operations extend their reach by utilizing a multi-channel fulfillment strategy. They might combine online ordering with options for in-store pickup or collaborate with other retailers to expand their delivery capabilities.

Q-commerce business models are continually evolving, driven by technological advancements and changing consumer behaviors. They are distinct from traditional e-commerce due to their focus on speed, efficiency, and integration with local commerce ecosystems.

Key market players in india

In India, the quick commerce (Q-commerce) market is rapidly expanding, driven by the growing demand for fast and convenient delivery of groceries and everyday essentials. Here are some of the key players in the Indian Q-commerce landscape:

Swiggy Instamart: Known primarily as a food delivery platform, Swiggy has ventured into Q-commerce with Instamart. It promises delivery of groceries and household items within 30 to 45 minutes in select cities across India.

Zomato Market: Similar to Swiggy Instamart, Zomato Market is an extension of Zomato's food delivery platform. It offers quick delivery of groceries, fruits, vegetables, and other essentials in major cities.

Grofers: Grofers is one of the earliest players in the Indian online grocery delivery space. It focuses on delivering groceries, household items, and daily essentials to customers' doorsteps in a few hours.

BigBasket: BigBasket is another major player in India's online grocery market. It offers a wide range of products, including fresh produce, pantry staples, and personal care items, with same-day or next-day delivery options.

JioMart: Launched by Reliance Retail, JioMart operates as an online-to-offline platform, connecting customers with nearby kirana stores for grocery shopping. It promises quick delivery and attractive deals to customers.

Dunzo: Dunzo is a hyperlocal delivery service that caters to a variety of needs, including grocery shopping, medicine delivery, and more. It operates in several Indian cities and focuses on delivering within minutes.

Flipkart Quick: Flipkart, one of India's largest e-commerce platforms, has introduced Flipkart Quick, offering quick delivery of groceries, fresh produce, and other essentials in select cities.

E-Commerce firm	Quick delivery time
Swiggy Instamart	15-30 min
Big Basket	15-30 min
Blinkit	10-30 min
Zepto	10 min
Dunzo	20 min
Ola	30 min
Flipkart Quick	90 min
Amazon Fresh	120 min

NEED FOR QUICK COMMERCE

The need for quick commerce in India is driven by a confluence of socio-economic factors, technological advancements, and changing consumer behaviors, making it a crucial development in the country's retail landscape. Here's a detailed exploration of why quick commerce is particularly relevant in India:

1. Urbanization and Dense Populations

India is characterized by its vast urban centers with densely packed populations. Cities like Mumbai, Delhi, and Bengaluru are not only massive in terms of population but also in their sprawling urban layouts. Quick commerce capitalizes on these dense urban environments where traditional delivery models can be slow and inefficient. By setting up micro-fulfillment centers in strategic locations, quick commerce can significantly reduce delivery times, meeting the demands of urban consumers for fast and convenient shopping options.

2. Youth-Driven Market

With one of the youngest populations in the world, India's consumer market is dominated by millennials and Gen Z, generations that are tech-savvy and value speed and efficiency. This demographic is more inclined to use digital platforms for their shopping needs, especially if these platforms can offer quick delivery services. Quick commerce aligns perfectly with the lifestyle of these younger consumers who prefer immediate gratification and are accustomed to the instantaneous nature of digital services.

3. Digital Penetration and Smartphone Usage

India has seen exponential growth in internet usage and smartphone penetration over the last decade. With over 700 million internet users, and many accessing the web via mobile devices, there's a massive base of potential quick commerce consumers. These technological tools have become integral to daily life, making India ripe for digital services like quick commerce that rely on online ordering systems and mobile apps.

4. Competitive and Evolving Market

The Indian market is fiercely competitive, with many players in the e-commerce sector constantly innovating to capture a larger share of the consumer base. Quick commerce introduces a new dimension of competition based on delivery speed, pushing companies to refine their logistics and distribution models to offer faster services than their rivals.

5. Impact of COVID-19

The COVID-19 pandemic has altered consumer behaviors significantly, accelerating the adoption of e-commerce. Health concerns and lockdown measures made quick commerce an attractive option, as consumers sought safe and speedy delivery of essentials without leaving their homes. This shift in consumer preference towards minimal contact solutions has made quick commerce not just a convenience but a necessity.

6. Economic Opportunities

Quick commerce also presents substantial economic opportunities in India. It has the potential to create numerous jobs, particularly in logistics and delivery services. Furthermore, it can stimulate growth in related sectors such as packaging, digital payment solutions, and mobile technology, contributing broadly to the economic ecosystem.

7. Challenges of Traditional Retail

Traditional retail in India often involves navigating crowded markets and dealing with inconsistent stock levels and pricing. Quick commerce offers a more predictable and streamlined shopping experience, which can save time and reduce stress for consumers. It also provides a level of pricing transparency and consistency that traditional retail struggles to match.

In conclusion, the need for quick commerce in India is multifaceted, driven by demographic trends, technological advancements, and shifting consumer expectations. As India continues to develop economically and technologically, quick commerce is poised to become an increasingly integral part of the country's retail environment, offering speed, convenience, and new economic opportunities.

MARKET RESEPNSE FOR QCOMM

Quick commerce in India has witnessed a remarkably positive response, with rapid consumer adoption and significant growth across various platforms. This report provides a comprehensive overview of the factors driving the positive market reception, the expansion strategies of key players, investment trends, and the challenges faced by the industry. Additionally, it touches upon the impact of the COVID-19 pandemic on the sector and the evolving consumer preferences that shape service offerings.

Quick commerce, characterized by the ultra-fast delivery of goods and services, taps into India's burgeoning digital consumer base, which values speed and convenience. This report explores how demographic trends, technological advancements, and changing consumer behavior have contributed to the enthusiastic market response in India.

The market response to quick commerce in India has been overwhelmingly positive, with significant growth and rapid adoption among both consumers and businesses. This enthusiastic reception can be attributed to several factors that align with India's unique market dynamics and consumer behavior. Here's a detailed analysis:

1. Rapid Adoption Among Consumers

Consumers in India have quickly embraced quick commerce due to its promise of convenience and speed. Especially in urban and metro areas, where time is a critical commodity, the ability to receive groceries, essentials, and other products within minutes is highly valued. This consumer preference is further strengthened by the increased penetration of smartphones and the internet, making it easier for users to access quick commerce platforms.

2. Growth of Quick Commerce Platforms

In response to the rising demand, numerous quick commerce platforms have emerged and expanded rapidly. Established e-commerce players like Flipkart and Amazon have introduced or expanded their quick delivery services. Meanwhile, startups such as Swiggy's Instamart, Dunzo, and BigBasket's BB Now have scaled their operations to meet the growing consumer demand, often receiving substantial investment to fuel their growth. These companies are constantly innovating, for instance, by increasing the range of products available for quick delivery or extending their service hours.

3. Investment Inflow

The quick commerce segment has attracted significant interest from investors, both domestic and international. Venture capital firms and private equity investors see quick commerce as a high-growth area, especially given India's large and growing consumer market. Investments are often used to build out logistical networks, technology backbones, and marketing campaigns to capture and retain customers.

4. Partnerships and Expansion

Quick commerce businesses in India are increasingly forming partnerships with local stores and national brands to expand their product offerings and decrease delivery times. These partnerships help quick commerce platforms offer a wider variety of products, including perishables and specialty items, making them more competitive and attractive to consumers.

5. Challenges and Competitive Pressures

Despite the positive market response, quick commerce in India faces challenges, including logistical complexities and the pressure of maintaining low delivery costs while ensuring speedy deliveries. The competitive landscape also forces companies to innovate continuously and improve their service levels to retain their customer base. Moreover, concerns around profitability and unit economics remain significant, as companies spend heavily on customer acquisition and infrastructure.

6. Impact of the COVID-19 Pandemic

The COVID-19 pandemic has significantly boosted the market response to quick commerce in India. With lockdowns and social distancing norms in place, many consumers turned to quick commerce platforms for safe and contactless deliveries. The pandemic highlighted the utility of quick commerce services during emergencies, potentially securing long-term user adoption.

7. Consumer Feedback and Adaptation

Feedback from Indian consumers indicates a strong preference for enhancements in service quality, including better customer service, more accurate delivery tracking, and broader product assortments. Quick commerce companies are continually adapting their strategies based on consumer feedback to improve service and efficiency.

PROBLEM STATEMENT

Problem Statement

"Examining Consumer Perceptions of Quick Commerce in India: Investigating Attitudes, Preferences, and Adoption Factors in the Evolving Grocery Retail Landscape"

The rapid growth of quick commerce platforms in India has transformed the grocery retail landscape, offering consumers unprecedented convenience and accessibility to daily essentials. However, understanding the nuanced perceptions of consumers towards quick commerce is imperative to comprehend its impact on traditional modes of grocery shopping and its potential to reshape consumer behavior.

Consumer behavior in grocery shopping is influenced by both the mode of purchase and the value proposition offered by these modes. There are three primary strategies that consumers employ when purchasing groceries, each impacting their choice of purchase mode:

1. **Stocking up:** This strategy involves bulk purchases intended for long-term consumption. Consumers typically opt for supermarkets or local kirana stores for such purchases.
2. **Top-up:** Daily essentials like eggs, milk, vegetables, and fruits fall under this category. Consumers usually buy these items from local kirana stores or online e-commerce platforms.
3. **Unplanned purchases:** These include emergency buys and daily essentials. Consumers tend to rely on local kirana stores and quick commerce platforms for such purchases.

Consumer purchase patterns are also influenced by the value they seek during the buying process. While traditional modes of grocery shopping include supermarkets and local kirana stores, the rise of online market platforms has significantly altered consumer behavior, particularly among those valuing convenience and time as primary factors.

Objective of study

This study aims to delve into the multifaceted aspects of consumer perception regarding quick commerce in India, focusing on attitudes, preferences, and adoption factors within the evolving grocery retail ecosystem. By examining these dimensions in detail, the research seeks to address the following key questions:

Consumer Attitudes: What are the prevailing attitudes of Indian consumers towards quick commerce platforms? How do these attitudes vary across different demographic segments, such as age, income, and location?

Perceived Benefits and Challenges: What is the perceived benefit offered by quick commerce platforms, according to consumers? Conversely, what are the challenges or concerns hindering their adoption and usage?

Comparative Analysis: How do consumers compare quick commerce platforms with traditional modes of grocery shopping, such as supermarkets and local kirana stores, in terms of convenience, reliability, product variety, pricing, and overall shopping experience?

Purchasing habits and Preferences: What are the factors that influence consumers' decisions to choose quick commerce for grocery shopping? How do consumer purchase strategies, including stocking up, top-up, and unplanned purchases, align with their preferences for quick commerce versus traditional channels?

Technology Adoption and Trust: To what extent do factors like technological proficiency and trust in online transactions influence consumers' willingness to adopt quick commerce platforms? How do concerns regarding data privacy and security impact consumer trust and usage patterns?

Socio-Cultural Factors: How do socio-cultural factors, such as cultural norms, lifestyle preferences, and family dynamics, shape consumer perceptions and behaviors towards quick commerce in India?

By addressing these research questions, this study endeavors to provide comprehensive insights into the dynamics of consumer perception regarding quick commerce in India. The findings will not only contribute to academic literature but also offer practical implications for businesses operating in the grocery retail sector, helping them devise effective strategies to cater to evolving consumer needs and preferences in the digital era.

LITERATURE REVIEW

Topic: “E-commerce: its impact on consumer behaviour”

Author: Arjun mittal

Year: 2013

Findings:

this study focuses mostly on internet characteristics and explore the elements that influence consumers online buying behavior.

it begins with a discussion of the current state of internet development, as well as the history of marketing as a representation and its differences from physical stores, in order to demonstrate the evolution of internet purchasing since e commerce became wide spread.

Topic: “consumers attitude towards online shopping”

Author: Muhammad umar sultan and nasir Uddin

Year: 2011

Findings:

1. online shopping is getting more popular as use of internet has increased. Marketers are having trouble in figuring out what there customers want from online shopping
2. understanding consumer attitude towards online shopping increasing the aspects that motivate customers to shop online and concentrate on the characteristics that inspire customers to buy online
3. the study focus is on two questions : determining what factors drive drive customer to shop online and determine which charaterstics are more appealing.

Topic : Quick commerce a lasting evolution

Authour: Roland berger

Year: 2022

Findings:

The rise of q-commerce has several key implications for the retail industry:

1. Cannibalization Risk: Q-commerce brings the risk of cannibalizing traditional bricks-and-mortar retail and other forms of e-commerce. Retailers need to carefully incorporate q-commerce into their omnichannel universe to avoid cannibalization.
2. Omnichannel Focus: Retailers need to strengthen their traditional channels while incorporating q-commerce. The customer journey is no longer focused on a single channel, so personalizing offerings and ensuring a seamless experience across all channels is crucial.

3. **Customer Value:** As q-commerce expands, retailers should focus on the omnichannel value of their customers. This involves building loyalty, personalizing offers, and creating incentives for customers to visit physical stores while increasing the frequency and basket size of their online purchases.
 4. **Personalization and Data:** Personalization, supported by data and analytics, is a powerful tool for strengthening connections with the brand, winning consumer loyalty, and drawing customers into the retailer's ecosystem.
 5. **Upgrading Services:** Convenience stores will need to upgrade their services, potentially by introducing unstaffed stores for 24/7 shopping, as q-commerce continues to grow.
- These implications highlight the need for retailers to adapt their offerings and business models to incorporate q-commerce while also strengthening their traditional channels.

Topic: “Rise of Quick Commerce in India”

Author: debjit roy, gauri shankar

Year: 2023

Findings:

The study finds the impact of the COVID-19 pandemic on the growth of quick commerce in India. The paper emphasizes the importance of assessing the sustainability of quick commerce businesses through economic, social, and environmental lenses. Challenges related to profitability and market dynamics are identified, underscoring the need for sustainable business models in the evolving e-commerce landscape of India.

Topic: “Understanding the Shopping Behaviors of Consumers towards FMCG Sector in shopping malls and Quick Commerce”

Author: Harshit Sharma

Year: 2022

Findings:

The FMCG sector in India, a significant influencer of our daily routines, has witnessed remarkable growth. Following the pandemic, there has been a notable resurgence, evidenced by a 10.9% upswing in Q2 2022 compared to the preceding quarter (NielsenIQ). This upward trajectory is anticipated to persist throughout 2022, attributed to heightened consumer expenditure and a promising economic landscape. To further comprehend consumer behavior, we conducted an in-depth examination of various facets within the FMCG domain. Our investigation encompassed consumer strategies in navigating the market, encompassing preferences for online and offline deals, the impact of malls on impromptu purchases, the

changing mall landscape with the emergence of quick commerce, and the overarching influence of e-commerce. Through this analysis, we aim to glean invaluable insights into consumer engagement with the FMCG sector.

RESEARCH METHODOLOGY

Research Design

Descriptive Research: The study utilizes a descriptive research design to offer a comprehensive overview of the influence of quick commerce (QC) on customer purchasing choices and consumer contentment.

It includes a variety of surveys and fact-finding inquiries. This is a sufficient interpretation of a reality-finding investigation. It is a good form of evaluation and is more detailed than a visual examination.

It concentrates on particular aspects of the subject under investigation. As a result, the method of evaluation chosen for this project was descriptive analysis. The most effective method for analyzing the Indian quick comm market is now descriptive research.

Sources of Data

The study uses the primary source of data. The primary sources of data collection offer a robust and nuanced approach to studying quick commerce, enabling us to gather accurate, contextually relevant, and timely information to inform their analyses and conclusions.

Data Collection Method

Questionnaire in Google Form: Data collection was conducted using a structured questionnaire consisting of various types of question and was administered through Google Forms, allowing for efficient & standardized data collection processes, it also helps to take the responses form different area.

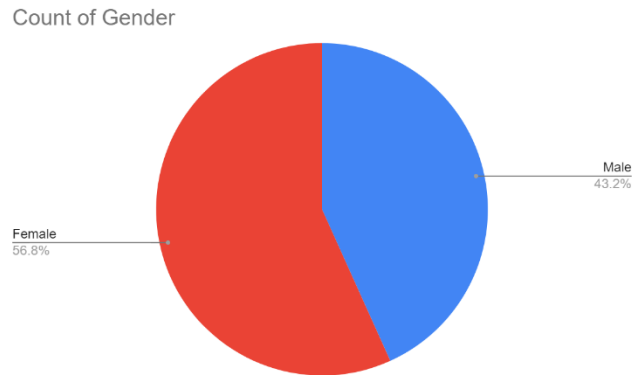
Sampling Method

Simple random sampling was used for the research

DATA ANALYSIS AND INTERPRETATION

Analysis and Interpretation of Data

Gender

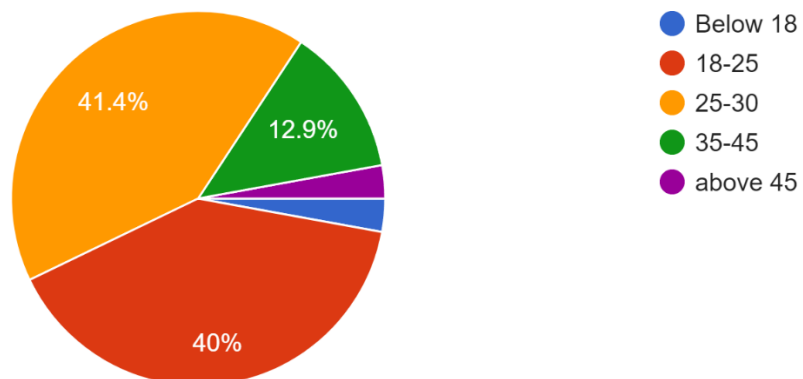


According to the statistics, 56.8% of respondents are female and 43.2% of respondents are male

Age

Age

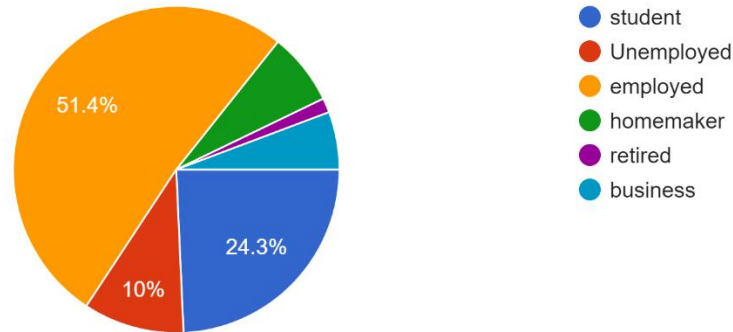
70 responses



The age of respondents is majorly around 18 to 30 year old.

Occupation

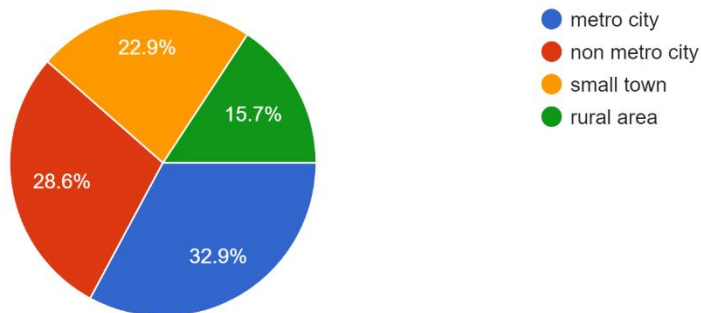
Occupation
70 responses



To understand the profession of the responders, this question is put in the questionnaire and it is observed from the graph Majority of respondents are employed(51%) followed by students(24.3%).

Area of residence

Area of residence
70 responses

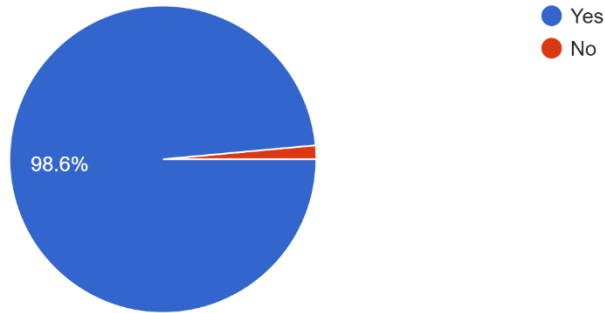


The area of residence data suggest that our respondents are based on different types of city, the major portion of respondents are from metro city followed by non metro city.

Have you shopped from e-commerce sites

Do you shop online from e-commerce sites like amazon flipcart meesho etc

69 responses

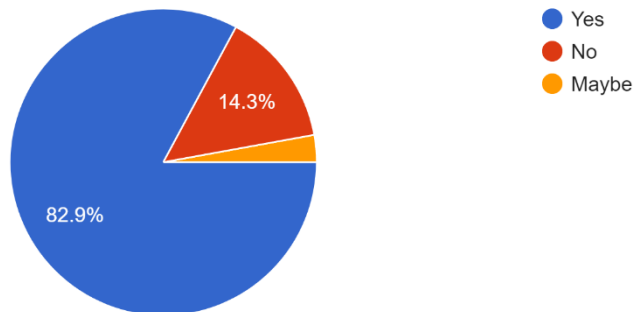


Nearly a 98.6% of respondents have used online shopping experience and this tells that the ecommerce sites have penetrated deep and familiarity with e commerce sites will be beneficial for quick commerce.

Consumer awareness of quick commerce sites

Are you aware about quick commerce apps like blinkit zepto swiggy insta mart

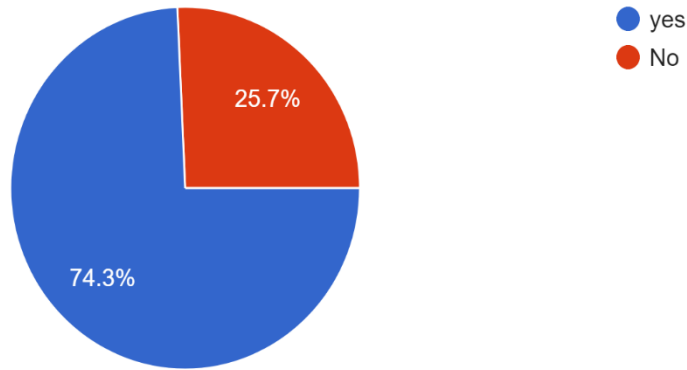
70 responses



The majority of the population is aware about quick comm apps and the possible reason behind it is the amount of marketing these apps have done.

Are any quick commerce company are operating in your area or city (for eg blinkit swiggy insta mart zepto etc)

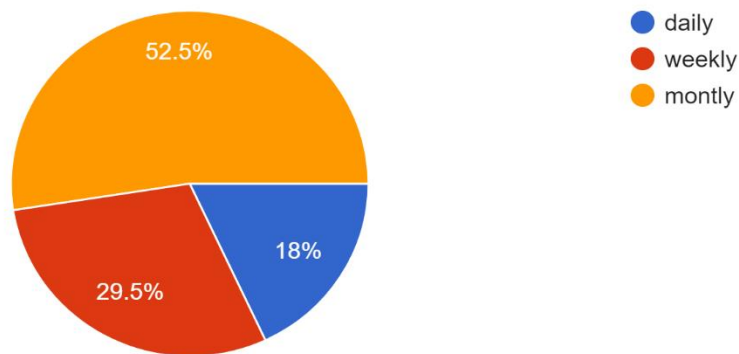
70 responses



The majority of respondents have reported that there are quick commerce company working in there area. This can signal towards rapid expansion of quick comm.

how frequently you buy from sites like blinkit

61 responses



This suggest the buying behavior of respondents, majority of respondents have monthly buying frequency.

which category you shop most via quick commerce sites like blinkit

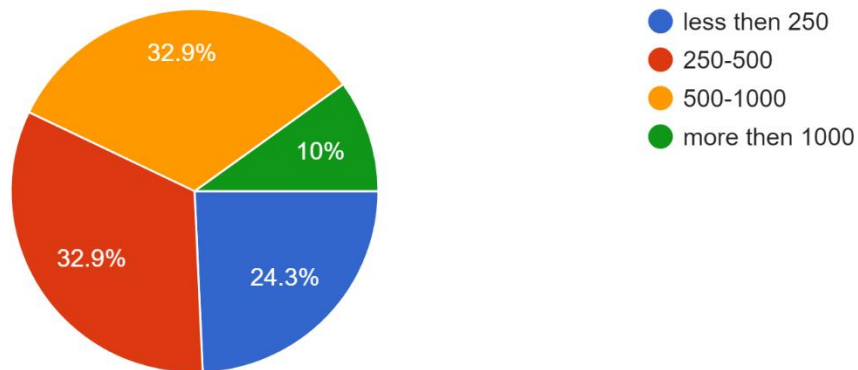
70 responses



the major portions of respondent's are ordering milk and dairy products that is followed by fruits and vegetables and then last minute essentials.

what is your average order size

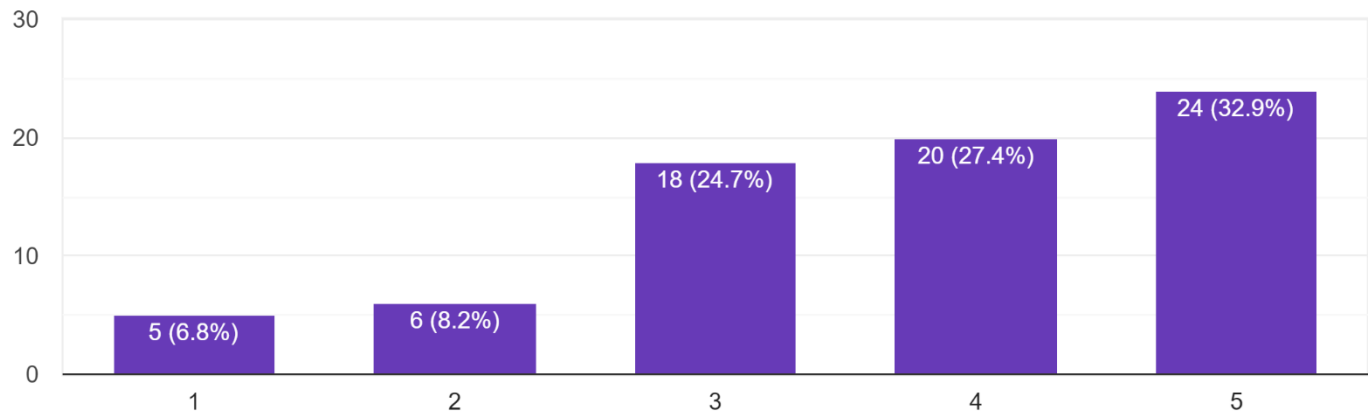
70 responses



the average order size is from 250 Rs to 1000 Rs that is followed by less than 250 Rs From quick commerce sites.

on scale of 1-5 , how important is speed of delivery in your online shopping decisions?

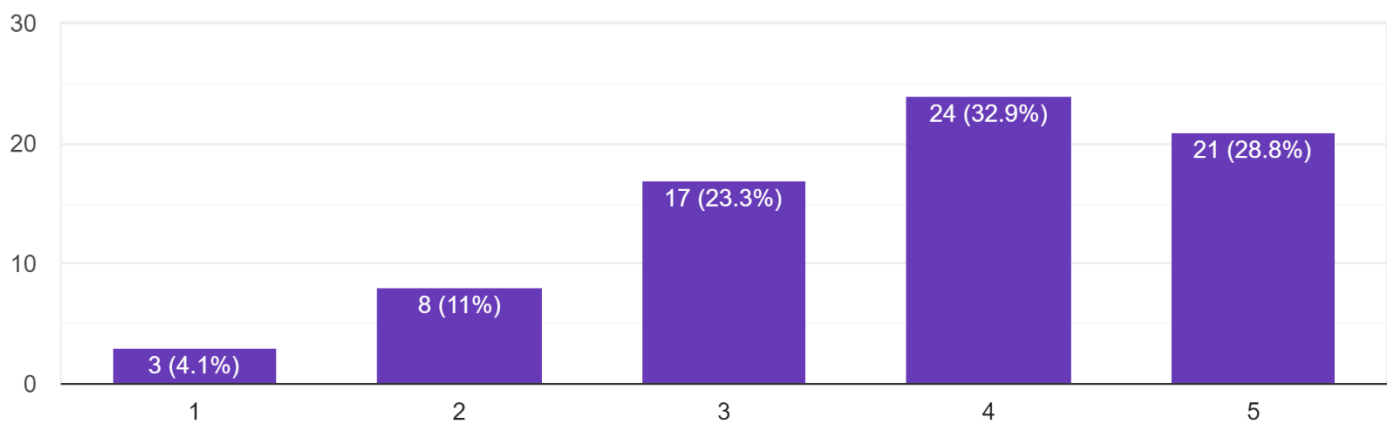
73 responses



majority of respondents find speed of delivery very important for there shopping decisions, the quick commerce sites are offering quick delivery.

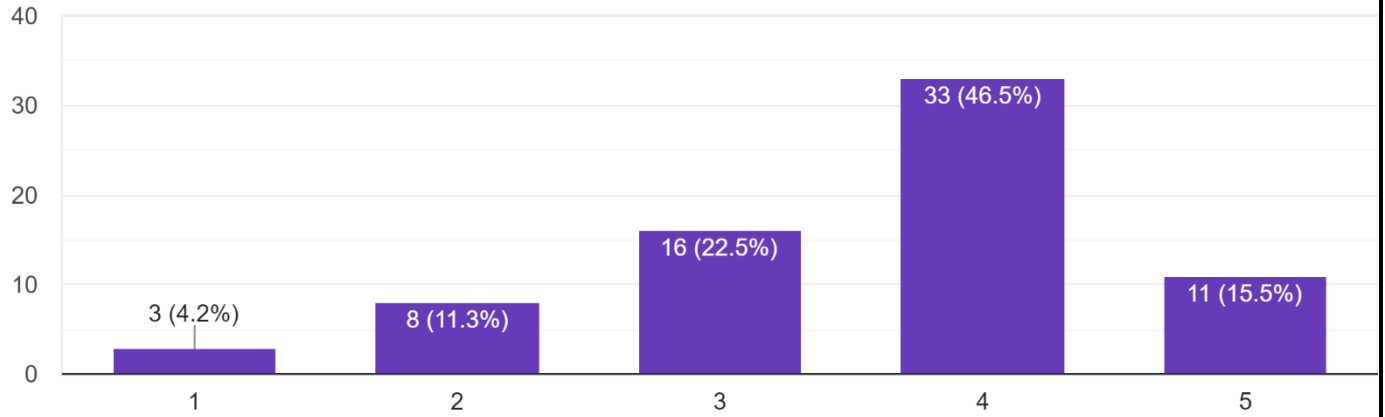
on 1-5 scale, how important is Convenience in ur online shopping decisions

73 responses



Overall, how satisfied are you with the quick commerce services you have used?

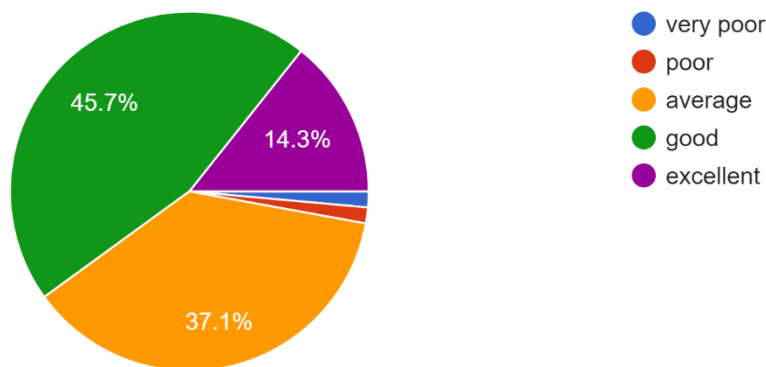
71 responses



on the scale of 1-5 the majority of respondents are satisfied with quick commerce services.

How would you rate the accuracy of your orders (i.e., receiving exactly what you ordered) with quick commerce services?

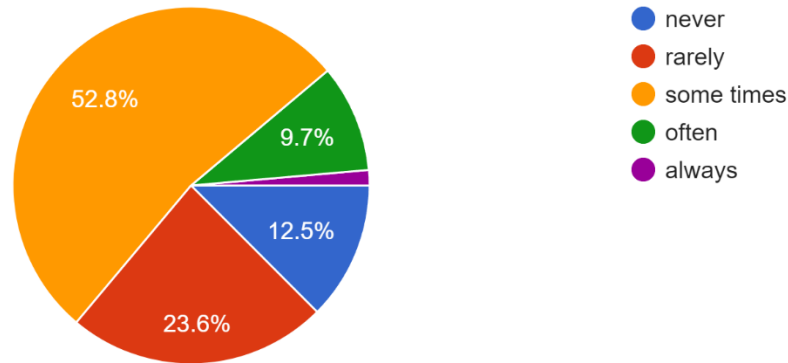
70 responses



Majority of the respondents find accuracy of orders to be good while 37.1% find the accuracy to be average.

Have you experienced any delivery issues (e.g., late deliveries, wrong items delivered) with quick commerce services? If so, how frequently?

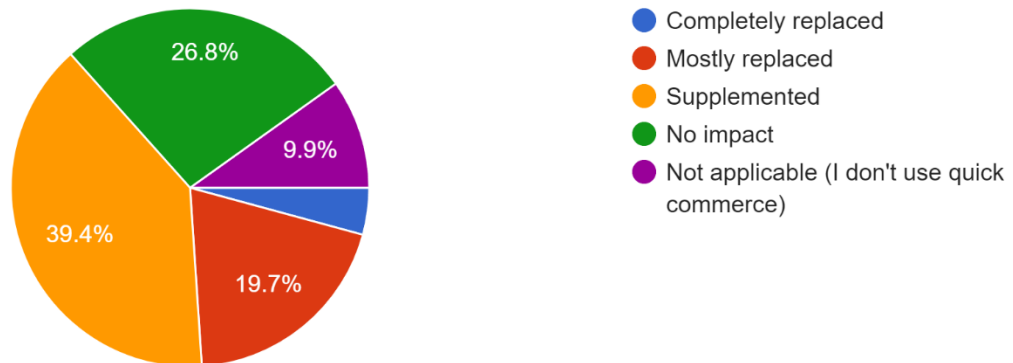
72 responses



majority of respondents 52.8 have sometime faced delivery issues from quick commerce services, there is scope for improvement in this area.

Has your use of quick commerce services replaced or supplemented your traditional shopping habits?

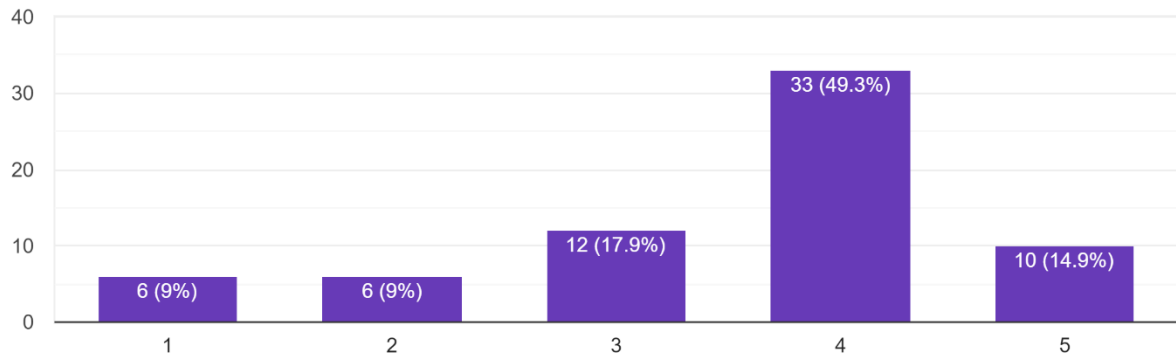
71 responses



Most of the respondents have reported that quick commerce services have supplemented traditional shopping habits.

How likely are you to choose quick commerce services over traditional e-commerce or in-store shopping in the next 6 months?

67 responses



49.3 % of respondents are likely to use quick commerce services over traditional services.

LIMITATIONS OF THE STUDY

- 1) Concerns may arise regarding the sample size of the study, potentially limiting its ability to accurately represent the entire population. Expanding the sample size could enhance the reliability of the findings.
- 2) The study's regional focus on Ahmedabad and Vadodara may restrict the generalizability of the results to a broader population. Incorporating participants from diverse regions could offer a more inclusive understanding.
- 3) There's a possibility of self-reporting bias due to the reliance on self-reported questionnaires for data collection. Employing additional research methods, such as interviews or observational studies, could help mitigate this bias.
- 4) The study's scope is primarily centered on consumer behavior and satisfaction within the Quick Commerce sector. Future research endeavors could explore other dimensions, including impacts on traditional retailers, environmental considerations, and regulatory challenges.

Conclusion

This study examines the influence of Quick Commerce (QC) platforms on consumer purchasing decisions and satisfaction. While it offers valuable insights, it has certain limitations. These include a relatively small sample size, potential bias stemming from random sampling. Future research could overcome these limitations by employing larger and more diverse samples, utilizing robust sampling techniques, and broadening the geographic scope of investigation. Longitudinal studies, comparative analyses of QC platforms, and qualitative research approaches could provide deeper insights into consumer behavior and satisfaction dynamics. Moreover, investigating the enduring effects of the COVID-19 pandemic on QC adoption and regulatory considerations could offer valuable insights for policymakers and industry stakeholders. In essence, this study sets the stage for further research endeavors aimed at enhancing understanding and enhancing consumer experiences within the dynamic realm of Quick Commerce.

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Appendix

Consumer Perception Towards Quick Commerce

Thank you for participating in our survey! Your feedback is essential in understanding consumer perceptions towards quick commerce. This survey should take approximately 5-7 minutes to complete. Please be assured that all responses will remain confidential and are used for research purposes only.

r11pundir@gmail.com [Switch account](#)



Not shared

* Indicates required question

Gender *

- Male
- Female
- Other: _____

Age *

- Below 18
- 18-25
- 25-30
- 35-45
- above 45

Occupation

- student
- Unemployed
- employed
- homemaker
- retired
- business

Area of residence

- metro city
- non metro city
- small town
- rural area

Do you shop online from e-commerce sites like amazon flipcart meesho etc

- Yes
- No

How often do u shop online from e-commerce sites

- 1 to 2 order per month
- 3-4 times per month
- 5 or more then 5
- one order in few monthes

Are you aware about quick commerce apps like blinkit zepto swiggy insta mart

- Yes
- No
- Maybe

Are any quick commerce company are operating in your area or city (for eg blinkit swiggy insta mart zepto etc) *

- yes
- No

how frequently you buy from sites like blinkit

- daily
- weekly
- montly

which category you shop most via quick commerce sites like blinkit *

- fruits and vegetables
- milk and other food items like bread meat cakes desserts
- dry ration like pluses rice wheat flour etc
- other daily essential item like oil soap etc
- Other: _____

what is your average order size *

- less then 250
- 250-500
- 500-1000
- more then 1000

on scale of 1-5 , how important is speed of delivery in your online shopping decisions?

- | | | | | | | |
|-----------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------|
| | 1 | 2 | 3 | 4 | 5 | |
| least important | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | most important |

on 1-5 scale, how important is Convenience in ur online shopping decisions

- | | | | | | | |
|-----------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------|
| | 1 | 2 | 3 | 4 | 5 | |
| least important | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | most important |

on scale 1-5, how important is product variety in your online shopping decisions

- | | | | | | | |
|-----------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------|
| | 1 | 2 | 3 | 4 | 5 | |
| least important | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | most important |

Overall, how satisfied are you with the quick commerce services you have used?

1 2 3 4 5

very dissatisfied very satisfied

How do you rate the value for money of the quick commerce services you have used?

1 2 3 4 5

very poor Excellent

How would you rate the accuracy of your orders (i.e., receiving exactly what you ordered) with quick commerce services?

- very poor
- poor
- average
- good
- excellent

Have you experienced any delivery issues (e.g., late deliveries, wrong items delivered) with quick commerce services? If so, how frequently?

- never
- rarely
- some times
- often
- always

Has your use of quick commerce services replaced or supplemented your traditional shopping habits?

- Completely replaced
- Mostly replaced
- Supplemented
- No impact
- Not applicable (I don't use quick commerce)

Compared to traditional retail and e-commerce, how do you perceive the pricing within quick commerce?

- Much cheaper
- Somewhat cheaper
- About the same
- Somewhat more expensive
- Much more expensive

How important are promotional offers and discounts in your decision to use quick commerce services?

- Not important at all
- Slightly important
- Moderately important
- Very important
- Extremely important

How likely are you to choose quick commerce services over traditional e-commerce or in-store shopping in the next 6 months?

- 1 2 3 4 5
- very unlikely very likely

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