Major Project Report on

Examining Consumer Perceptions of Quick Commerce in India

Submitted By

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2k23/DMBA/037

Under the Guidance of

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CERTIFICATE:

This is to certify that Mr. Deepak Dagar (2k23/DMBA/037) has completed the research project titled "**Examining Consumer Perceptions of Quick Commerce in India"** under the guidance of **Dr. Saurabh Agrawal** as a part of Master of Business Administration (MBA) curriculum Delhi School of Management, New Delhi.

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Dr. Saurabh Agrawal

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DECLARATION:

I hereby declare that the research project report titled **"Examining Consumer Perceptions of Quick Commerce in India"** submitted by me to the Delhi School of Management (DSM), Delhi Technological University (DTU), Delhi in partial fulfilment of the requirement for the award of the degree of Master in Business Administration (MBA) is a record of bonafide project work carried out by us under the guidance of **Dr. Saurabh Agrawal**.

The information and data given in the project report is authentic to the best of my knowledge. I have put in efforts to complete this project successfully.

The work reported is not being submitted by me to any other University for the award of any other Degree, Diploma, and Fellowship program**.**

Deepak Dagar

Place:

Date:

ACKNOWLEDGEMENT:

EXECUTIVE SUMMARY:

This research project investigates consumer perceptions and behaviours toward Quick Commerce (QC) platforms in India, with a focus on factors driving adoption, satisfaction levels, and areas of concern. As QC platforms continue to reshape the retail landscape by offering ultra-fast delivery and seamless digital convenience, understanding consumer sentiments becomes crucial for businesses seeking to thrive in this competitive sector.

The study, based on responses from 70 participants primarily from Ahmedabad and Vadodara, reveals a growing preference for QC services, especially for unplanned and daily essential purchases. Key factors influencing adoption include the convenience of home delivery, speed of service, and time savings. A significant portion of respondents expressed satisfaction with QC, particularly highlighting delivery speed as a major driver of positive experiences.

However, the research also identifies notable areas for improvement. Many users reported occasional delivery issues, and some expressed concerns over product variety and quality. Interestingly, while QC is favored for quick and urgent needs, traditional retail outlets and supermarkets continue to hold value for bulk purchases and quality assurance. Additionally, while younger, urban consumers show higher engagement with QC, user interface design and app usability were found to be less influential in adoption, suggesting a potential disconnect between platform features and consumer expectations.

The study concludes that for QC platforms to sustain growth and enhance customer loyalty, they must address operational inefficiencies, expand product offerings, and improve delivery reliability. Furthermore, strengthening trust through better service transparency and robust customer support can drive deeper market penetration. As the Indian digital retail ecosystem evolves, aligning quick commerce services with consumer needs and preferences will be key to long-term success.

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INTRODUCTION:

1.1 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 expectation to new heights and compels businesses to radically re-evaluate 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 behaviour 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 endeavours to provide a comprehensive overview of quick commerce as a potent force reshaping the future of retail.
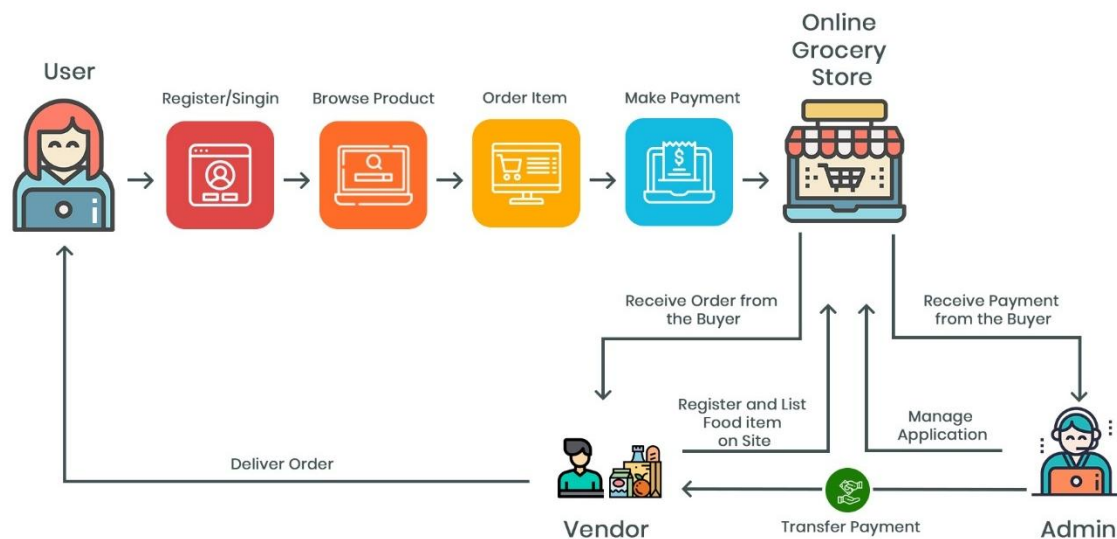
Emergence of quick commerce

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 readymade 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.

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 fulfilment centres 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 modelling. 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 Al 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 Fulfilment: Some Q-commerce operations extend their reach by utilizing a multi-channel fulfilment strategy. They might combine online ordering with options for in-store pickup or collaborate with other retailers to expand their delivery capabilities.

O-commerce business models are continually evolving, driven by technological advancements and changing consumer behaviours. 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.

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

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 behaviours, 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 Response For Q-Commerce

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.

1.2 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 behaviour.

Consumer behaviour 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 behaviour, particularly among those valuing convenience and time as primary factors.

1.3 Objectives of the 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 behaviours towards quick commerce in India?

By addressing these research questions, this study endeavours 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.

1.4 Scope of the Study

This study focuses on exploring consumer perceptions towards quick commerce in the context of grocery retail in India. With the emergence of instant delivery platforms like Zepto, Blinkit, and Swiggy Instamart, quick commerce has rapidly gained traction among urban consumers, especially for unplanned and top-up purchases. The study aims to analyze how consumers evaluate and engage with these platforms in comparison to traditional grocery channels such as supermarkets and local kirana stores.

The research encompasses an in-depth examination of the attitudes, preferences, and behavioural patterns of consumers, with special attention to key factors such as convenience, pricing, product variety, reliability, and trust in technology. It further investigates how demographic variables—such as age, income, location (urban vs. semi-urban), and lifestyle— affect the adoption and usage of quick commerce platforms.

Moreover, the study will explore consumer buying strategies—namely stocking up, top-up, and unplanned purchases—and how these strategies align with the perceived value propositions of quick commerce versus traditional retail formats. It also considers psychological and socio-cultural dimensions, including the role of trust, data privacy, digital literacy, and family influence in shaping consumer behaviour.

The geographical scope is limited to India, and the target respondents are primarily individuals aged 18 to 45, who are familiar with or have used quick commerce platforms. Data will be collected through a structured questionnaire using convenience sampling methods, and analysis will be conducted using both descriptive and inferential statistical techniques.

The findings from this study will provide valuable insights for quick commerce platforms, marketers, and policymakers to understand evolving consumer needs and tailor their offerings accordingly. While the scope is limited by geography and sampling method, the research intends to lay a foundation for further studies in other regions and in broader retail contexts.

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 behaviour. 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:

Online shopping is getting more popular as use of internet has increased. Marketers are having trouble in figuring out what their customers want from online shopping. 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. The study focus is on two questions: determining what factors drive customer to shop online and determine which characteristics are more appealing.

Topic: Quick commerce a lasting evolution

Author: Roland Berger

Year: 2022

Findings:

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

- 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.
- 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.
- 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.

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

Topic: "Future of B2C E-commerce (Buyers Perspective) in India: An Empirical Analysis"

Authors: Amit Kumar Singh and Aayush Ajmani

Year: 2016

Findings:

The study investigates key drivers of consumer behaviour in B2C e-commerce in India. It reveals that service quality, website content, customer delight, and transaction security are critical in shaping consumer preferences. The research also highlights that young, educated, and higher-income consumers are more inclined towards online shopping. This suggests a positive future for e-commerce among urban and tech-savvy Indian buyers.

Topic: "Trends in Consumer Behavior Towards E-commerce and Its Impact on Indian Economy"

Authors: Prof. Dr. C. Vethirajan and Dr. G. Vinayagamoorthi

Year: 2017

Findings:

This paper explores evolving trends in Indian consumer behaviour towards e-commerce and its broader impact on the economy. It emphasizes how growing internet access, digital literacy, and convenience-driven preferences are propelling online shopping. The study points out that e-commerce has significantly boosted economic activities, increased employment, and transformed retail channels, especially in urban and semi-urban markets.

Topic: "The Impact of E-Commerce on Consumer Behaviour: A Comparative Analysis of Traditional and Online Shopping Patterns"

Authors: Arun Singla and Dr. Meenu

Year: 2024

Findings:

The research compares consumer behaviour in traditional retail and e-commerce. It finds that online shoppers prioritize convenience, time savings, and variety, while traditional shoppers' value tactile experience and trust. It also reveals a shift in purchase decision-making, with younger consumers displaying higher preference for digital platforms. The study concludes that e-commerce is redefining consumer expectations and shopping satisfaction.

Topic: "Impact of E-Commerce on Indian Consumer Behavior"

Author: Ashamayee Mishra

Year: 2015

Findings:

This study delves into how e-commerce has transformed consumer habits in India. With increasing internet penetration and smartphone use, consumers are leaning towards online shopping for its ease, discounts, and product variety. The findings show a gradual shift in purchasing patterns, especially in urban areas, with consumers becoming more informed and price-sensitive due to access to online platforms.

Topic: "Understanding the Shopping Behaviour of Consumers Towards FMCG Sector in Shopping Malls and Quick Commerce"

Authors: Harshit Sharma, Poorvi Sharma, and Anurag Lala

Year: 2022

Findings:

The paper evaluates consumer engagement with the FMCG sector through both traditional retail and emerging quick commerce platforms. It notes a post-pandemic resurgence in FMCG sales driven by digital adoption. Consumers show dynamic preferences, combining mall visits for experience and impulsive shopping with quick commerce for urgent needs. The study highlights the importance of convenience, pricing, and availability in shaping purchasing decisions.

Topic: "Critical Success Factors for Quick Commerce Grocery Delivery in India: An Exploratory Study"

Authors: Ganapathy & Gupta

Year: 2024

Findings:

This study identifies that while fast delivery is a primary motivator for consumers, additional delivery charges can deter purchases. It emphasizes the importance of seamless app interfaces, trust in digital transactions, and the influence of socio-demographic factors on consumer engagement with quick commerce platforms.

Topic: "The Quick Commerce Phenomenon in India"

Authors: Saumya Gupta & Vani Bedi

Year: 2025

Findings:

This analysis delves into the rapid growth of quick commerce in India, highlighting its appeal to the 'consuming class' willing to pay premiums for convenience. It discusses the competitive

edge of quick commerce over traditional e-commerce through speed, extensive product catalogs, and customer-centric services.

Topic: "India's 10-Minute Delivery Game: A Quick Commerce Revolution in Retail"

Publisher: Counterpoint Research

Year: 2024

Findings:

The report examines the swift expansion of quick commerce in India, driven by urban consumers' desire for instant access to daily essentials. It notes the diversification of product categories beyond groceries, including electronics and cosmetics, and the increasing reliance on quick commerce platforms for routine shopping needs.

Topic: "Growing Consumer Inclination for Rapid Delivery Services Drives Quick Commerce Expansion in India"

Publisher: GlobalData

Year: 2024

Findings:

This study highlights the surge in consumer demand for rapid delivery services in India, particularly post-COVID-19. It underscores the role of quick commerce in reshaping retail by offering swift access to groceries, household items, and ready-to-eat meals, aligning with the urban population's preference for convenience.

Topic: "Evaluation of Consumer Behavior Regarding Food Delivery Applications in India"

Authors: Sarvesh Jadhav, Ray Titus, Tina Babu, R. Chinnaiyan

Year: 2023

Findings:

This research explores consumer satisfaction factors in food delivery apps, emphasizing the significance of a diverse restaurant selection and user-friendly app interfaces. It finds that while packaging quality has a lesser impact, the overall design and ease of navigation are crucial for repeated usage and customer loyalty.

Topic: "Predicting Consumer Purchasing Decision in The Online Food Delivery Industry"

Authors: Batool Madani, Hussam Alshraideh

Year: 2021

Findings:

Utilizing machine learning models, this study predicts consumer purchasing decisions in India's online food delivery sector. It identifies key factors influencing buying behavior and demonstrates that predictive analytics can effectively forecast consumer choices, aiding businesses in tailoring their services to meet customer preferences.

Topic: "Exploring Consumers' Response to Text-Based Chatbots in E-Commerce"

Authors: Xusen Cheng, Ying Bao, Alex Zarifis, Wankun Gong, Jian Mou

Year: 2024

Findings:

This study investigates consumer trust and engagement with text-based chatbots in e-commerce settings. It finds that perceived empathy and friendliness of chatbots enhance trust, which in turn increases user reliance and reduces resistance to chatbot interactions, especially in complex tasks.

Topic: "Heuristic for Optimization of Dark Store Facility Locations for Quick Commerce Businesses"

Authors: Prithvi Kewalramani, Harshad Khadilkar

Year: 2023

Findings:

The paper presents a heuristic approach for optimizing the placement of dark stores in quick commerce, aiming to maximize customer coverage within delivery constraints. It addresses challenges like non-uniform population distribution and variable travel times, providing a flexible solution for efficient logistics planning.

Topic: "Quick Commerce Boom in India: A Data-Driven Analysis, Key Players and Its Impact on Kirana Stores"

Publisher: Indian Food Times

Year: 2024

Findings:

This analysis reveals that 31% of urban Indians now use quick commerce as their primary grocery shopping channel, with a significant shift in impulse purchases from traditional kirana stores to online platforms. It notes a 12% revenue decline for kirana stores and highlights the growing dominance of quick commerce in urban retail.

Topic: "Quick Commerce Growth: 91% Awareness Among Indian Users, Gen Z Driving Trends"

Publisher: Snackfax

Year: 2024

Findings:

The report indicates that 91% of Indian internet users are aware of quick commerce platforms, with Gen Z leading adoption. It highlights that users are increasingly purchasing a variety of products, including groceries and personal care items, through these platforms, reflecting a shift in shopping habits among younger consumers.

RESEARCH MATHODOLOGY:

Research Design

Descriptive Research: The study utilizes a descriptive research design to offer a comprehensive overview of the influence of quick commerce (OC) 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 analysing the Indian quick comm market is now descriptive research.

This design is particularly useful for identifying patterns, trends, and relationships without manipulating any variables. It allows for a structured exploration of customer preferences, expectations, frequency of Q-commerce usage, and satisfaction levels. By focusing on "what is" rather than "why," the descriptive approach facilitates a comprehensive evaluation of the fast-evolving Q-commerce sector in India.

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

Data was collected through a structured questionnaire designed in Google Forms, enabling efficient and standardized data collection from a geographically diverse sample. The questionnaire was designed to capture both qualitative and quantitative data, and included:

- Multiple-choice questions
- Likert scale-based responses
- Demographic profiling
- Open-ended responses for nuanced insights

The online method ensured quick distribution, convenience for respondents, and easy data compilation for further analysis.

Sampling Method

The sampling technique used in this study is Simple Random Sampling, which ensures that each respondent in the population has an equal probability of being selected. This method minimizes selection bias and ensures that the data collected is representative of the larger population of Q-commerce users in India.
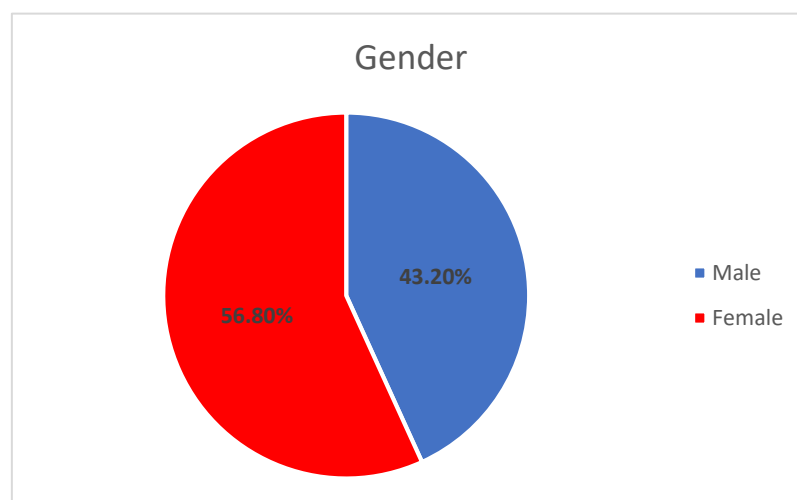
The target population for the study includes individuals aged 18 to 45, primarily urban and semi-urban consumers who are active internet users and have access to Q-commerce platforms such as Blinkit, Zepto, Swiggy Instamart, and BigBasket Now. The sample size was determined based on feasibility and coverage requirements to ensure meaningful statistical analysis.

DATA ANALYSIS:

The data collected from 70 respondents through the structured questionnaire was systematically analysed to derive meaningful insights into consumer perceptions of quick commerce in India. The responses were compiled and processed using graphical tools such as bar charts, pie charts, and histograms to visually represent consumer preferences, satisfaction levels, frequency of use, trust in platforms, and demographic patterns. These visualizations facilitated a clear understanding of the key factors influencing the adoption of Q-commerce services, such as convenience, delivery speed, pricing, product availability, and user experience. The graphical representation of data helped in identifying trends, comparing responses across different consumer segments, and supporting the study's objectives with empirical evidence.
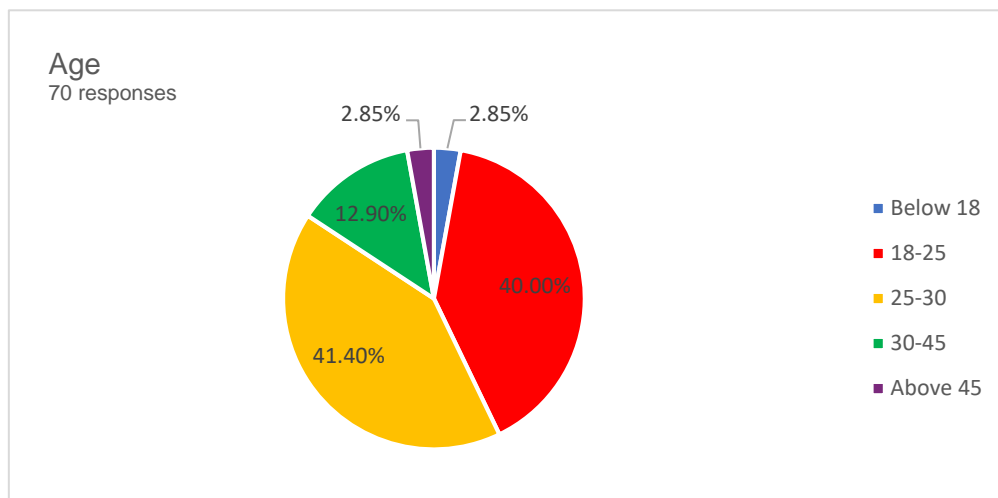
4.1 Factor Analysis

Gender

Gender
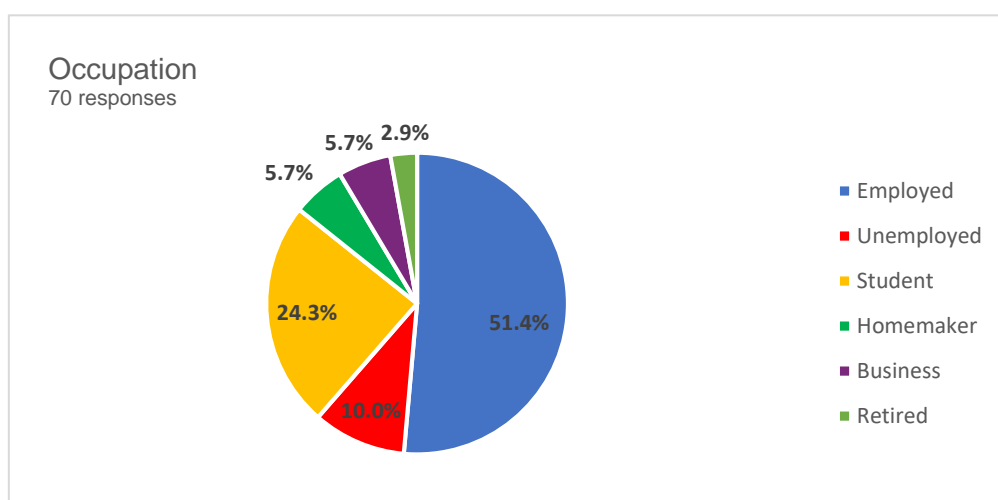
43.20%

56.80%

■ Male
■ Female

The gender distribution of the 70 respondents surveyed regarding their perceptions of quick commerce in India reveals a slight skew towards female representation. As indicated by the provided pie chart, **56.8%** of the participants identified as female, while **43.2%** were male. This demographic breakdown suggests that the insights derived from this study may be more reflective of the opinions and experiences of female consumers within the Indian quick commerce landscape.
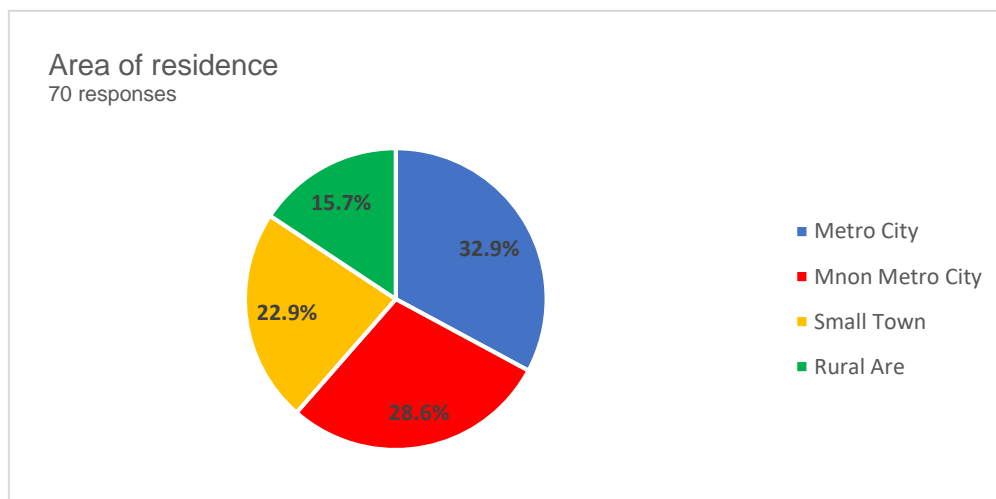
Age

The age distribution of the 70 respondents surveyed reveals a significant concentration within the younger adult age groups. A substantial **40.00%** of the respondents fall within the 18-25 age bracket, indicating a strong representation of young adults in the sample. Following closely, the 25-30 age group constitutes **41.40%** of the respondents, further emphasizing the prominence of younger demographics. The 30-45 age group accounts for **12.90%** of the sample, while the "Below 18" and "Above 45" categories each represent a smaller fraction at **2.85%**. This age distribution suggests that the perceptions of quick commerce captured in this survey are predominantly influenced by individuals aged between 18 to 30 years, with limited representation from older age groups and those below legal adulthood.

Occupation

To understand the profession of the responders, this question is put in the questionnaire and it is observed from the graph that largest segment is **Employed**, constituting **51.4%** of the sample. This is followed by **Students**, who make up a significant **24.3%** of the respondents. The **Unemployed** represent **10.0%**, while both **Homemakers** and those engaged in **Business** each account for **5.7%**. The smallest group within the sample is **Retired** individuals, comprising **2.9%**. This occupational breakdown indicates that the perceptions of quick commerce gathered are primarily influenced by the perspectives of employed individuals and students, with smaller contributions from other occupational categories.

Area of Residence

The area of residence data suggest that our respondents are based on different types of city, the largest proportion, **32.9%**, resides in **Metro Cities**. Following closely, **28.6%** of the respondents are from **Non-Metro Cities**. **Small Towns** account for **22.9%** of the participants, while **Rural Areas** represent **15.7%**. This indicates that the perceptions of quick commerce captured in this survey are primarily drawn from individuals living in urban and semi-urban areas, with a smaller representation from those residing in more rural settings.
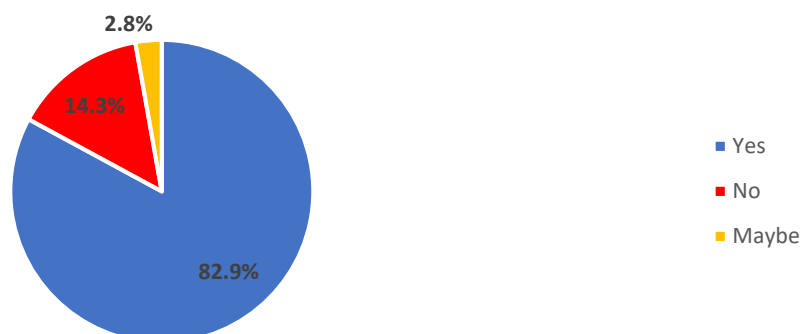
Have you shopped from e-commerce sites

Do you shop online from e-commerce sites like Amazon, Flipkart, Meesho, etc
70 responses

1.4%

98.6%

- Yes
- No

The responses to the question "Do you shop online from e-commerce sites like Amazon, Flipkart, Meesho, etc?" overwhelmingly indicate a strong adoption of online shopping among the surveyed individuals. A significant **98.6%** of the 70 respondents answered **Yes**, confirming their engagement with e-commerce platforms. Conversely, only a small fraction, **1.4%**, responded with **No**. This data highlights the widespread prevalence of online shopping habits within this sample group, suggesting that nearly all respondents have experience with e-commerce sites.
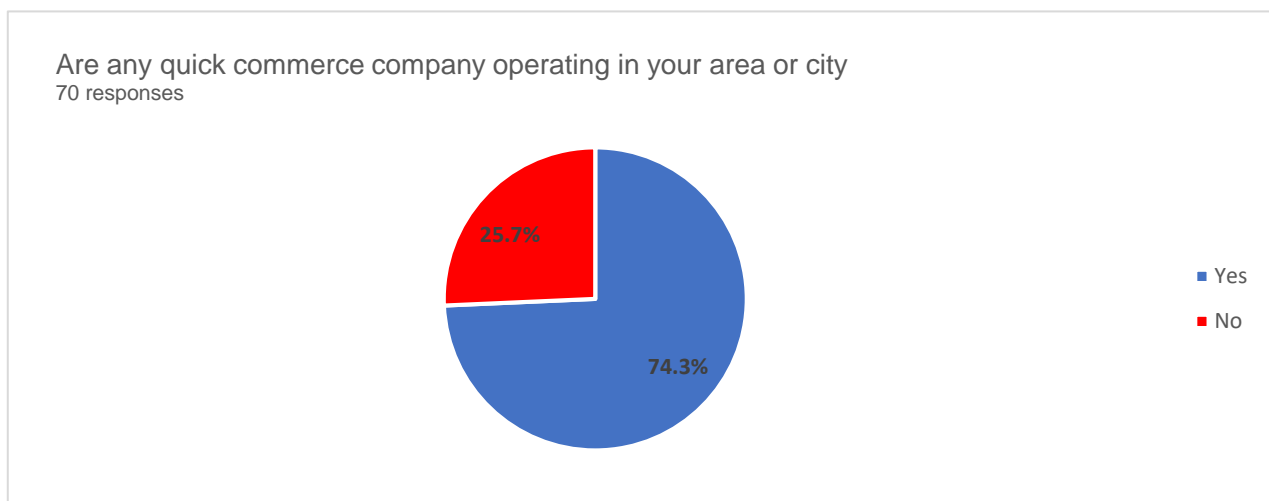
Consumer awareness of quick commerce sites

Are you aware about quick commerce apps like Blinkit, Zepto, Swiggy
70 responses

2.8%

14.3%

82.9%

- Yes
- No
- Maybe

The data regarding consumer awareness of quick commerce apps like Blinkit, Zepto, and Swiggy among the 70 respondents indicates a significant level of familiarity. A large majority,
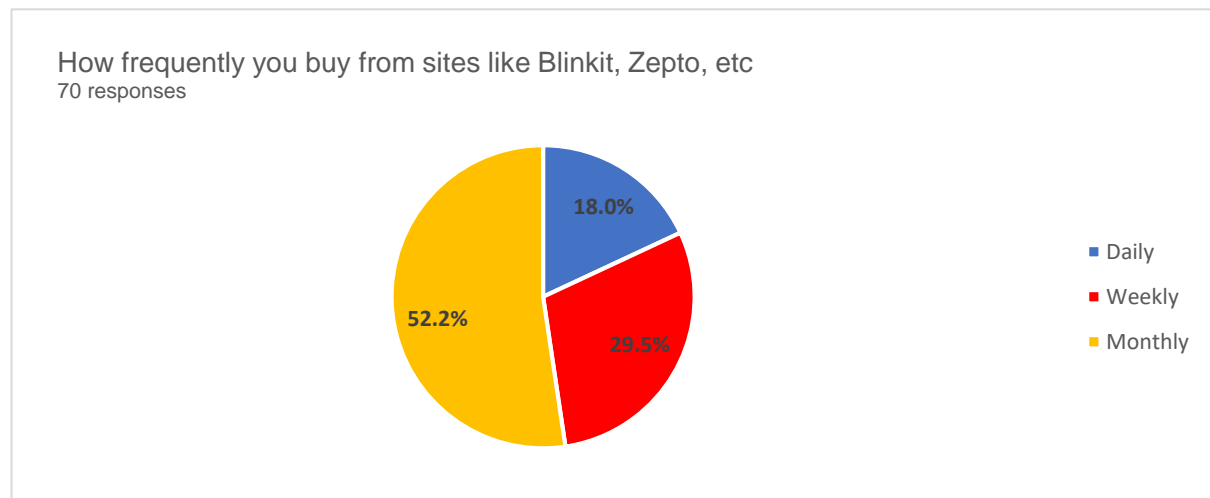
82.9%, responded with **Yes**, signifying that they are aware of these platforms. A smaller portion, **14.3%**, indicated **No** awareness. Interestingly, a small segment of **2.8%** responded with **Maybe**, suggesting a potential partial awareness or uncertainty about these quick commerce apps. Overall, the results suggest that a substantial majority of the surveyed individuals in India are familiar with the concept and specific examples of quick commerce applications.

Quick commerce operating in area

Are any quick commerce company operating in your area or city
70 responses

The majority of respondents have reported that there are quick commerce company working in their area. This can signal towards rapid expansion of quick commerce. The responses regarding the operational presence of quick commerce companies in the respondents' areas or cities show that a significant majority indicated their presence. Specifically, **74.3%** of the 70 respondents answered **Yes**, suggesting that quick commerce services are available in their locality. Conversely, **25.7%** of the respondents indicated **No**, implying that quick commerce companies are not currently operating in their area or city. This data suggests a considerable penetration of quick commerce services within the geographical locations of the surveyed individuals.
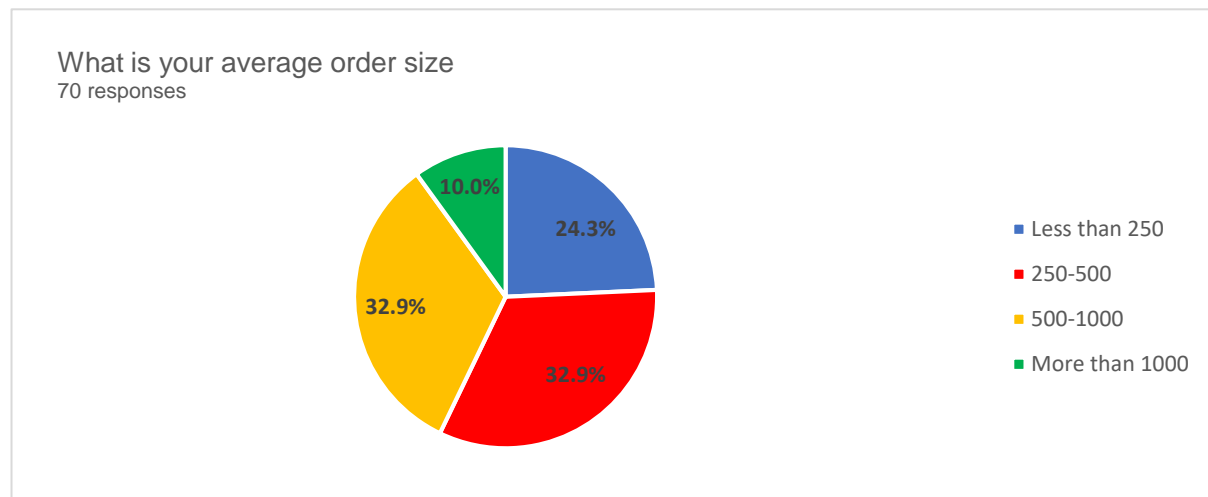
Frequency consumer buy from sites

How frequently you buy from sites like Blinkit, Zepto, etc
70 responses

- Daily
- Weekly
- Monthly

Daily: 18.0%
Weekly: 29.5%
Monthly: 52.2%

This suggest the buying behaviour of respondents, majority of respondents have monthly buying frequency. The frequency of purchases from quick commerce sites like Blinkit and Zepto among the respondents indicates a varied pattern of usage. A significant majority, 52.2%, report making purchases on a Monthly basis, suggesting that for many, quick commerce serves needs that arise periodically rather than very frequently. Following this, a substantial 29.8% of respondents utilize these platforms on a Weekly basis, indicating a more regular integration of quick commerce into their shopping habits. The smallest group, 18.0%, reports making purchases Daily, highlighting a segment of users who rely on the speed and convenience of quick commerce for their everyday needs.
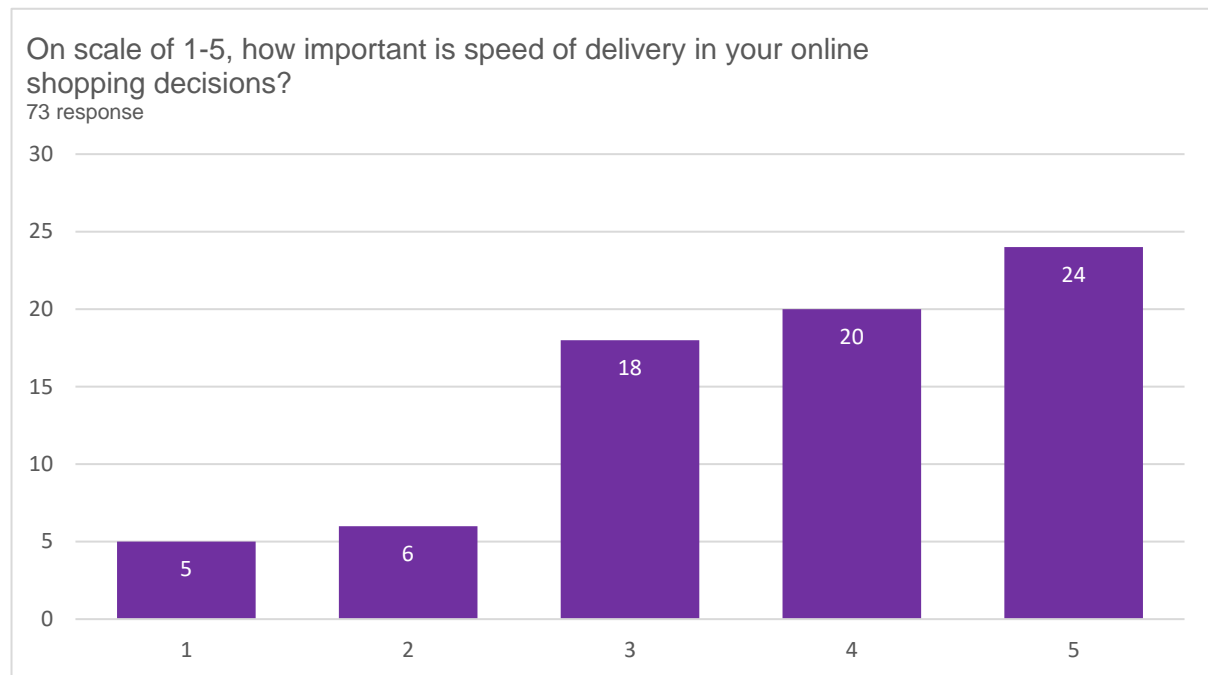
This distribution of purchase frequency suggests different levels of reliance and integration of quick commerce services into the consumers' lives. The strong showing of monthly purchases could indicate stock-up behaviors or addressing needs that aren't immediate but benefit from the convenience. The weekly usage points to a more consistent reliance, possibly for regular grocery top-ups or frequently needed items. While the daily usage represents the most engaged segment, the overall pattern suggests that quick commerce currently serves a range of needs, from occasional to regular, with monthly purchases being the most prevalent among this group of respondents.

Average order size

What is your average order size
70 responses

This suggest the buying behaviour of respondents, majority of respondents have monthly buying frequency. The average order size from quick commerce platforms among the 70 respondents presents a varied distribution. A notable portion, 32.9%, indicates an average order size ranging from ₹250-₹500, suggesting a tendency for moderate spending per transaction. Following closely, another 32.9% report an average order size between ₹500-₹1000, indicating a slightly higher spending range for a similar proportion of users. A smaller segment, 24.3%, tends to have smaller orders, with an average size of less than ₹250. Finally, the smallest group, 10.0%, reports an average order size of more than ₹1000, representing the segment with the highest spending per order on these platforms.

This distribution of average order sizes highlights the diverse ways in which consumers utilize quick commerce services. The significant percentages in the ₹250-₹500 and ₹500-₹1000 ranges suggest that many users likely use these platforms for regular grocery top-ups, convenience items, or fulfilling immediate needs within a moderate budget. The smaller order sizes indicate frequent, smaller purchases, possibly for single items or urgent requirements. The segment with larger order sizes might be using quick commerce for more extensive grocery needs or when convenience outweighs the potential for higher costs associated with smaller, more frequent orders.

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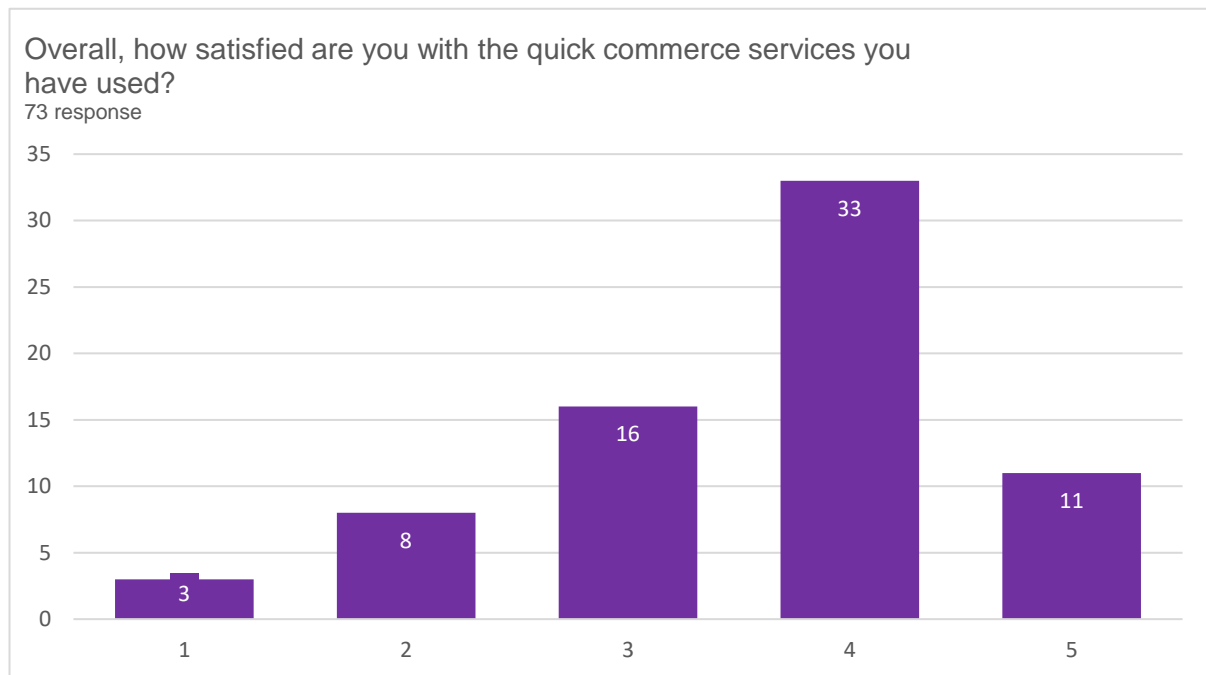
73 response

Majority of respondents find speed of delivery very important for there shopping decisions, the quick commerce sites are offering quick delivery. The bar graph provides a clear view of how the surveyed online shoppers prioritize the speed of delivery in their purchasing decisions. The most frequent response, with 24 individuals, is a rating of 5, signifying that rapid delivery is an extremely important factor influencing their choices when shopping online. A substantial 20 respondents also consider delivery speed to be highly important, assigning it a rating of 4. Together, these two highest ratings accounts for a significant majority of the responses, highlighting a strong preference for quick order fulfilment among these consumers. Additionally, 18 respondents rated the importance as a 3, indicating a neutral to moderately high value placed on delivery speed.

Conversely, a smaller segment of the respondents places less emphasis on the speed of delivery. Only 6 individuals rated it as a 2, and a mere 5 respondents gave it the lowest rating of 1. This suggests that while convenience and potentially other factors might be more crucial for this minority, the overarching trend clearly points towards delivery speed being a critical consideration for the majority of online shoppers in this sample. The data strongly indicates that quick delivery is not just a desirable feature but a significant driver in online purchasing behaviour for a large proportion of these consumers.

On scale of 1-5, how important is convenience in your online shopping decisions?
73 response

Rating	Count
1	3
2	8
3	17
4	24
5	21

The bar graph illustrates the importance of convenience in online shopping decisions, based on responses from 73 individuals who rated it on a scale of 1 to 5, with 5 being the most important. A significant portion of respondents highly values convenience, as evidenced by the 24 individuals who assigned a rating of 4 and the 21 who gave the highest rating of 5. This indicates that for a substantial majority of these online shoppers, the ease and lack of effort associated with online purchasing are critical factors influencing their choices. A notable 17 respondents also rated convenience as a 3, suggesting it holds a moderate level of importance for them.

On the other end of the spectrum, fewer respondents consider convenience to be less important. Only 8 individuals gave a rating of 2, and a mere 3 respondents rated it as 1. This distribution strongly suggests that convenience is a major driving force behind online shopping behavior for the vast majority of this sample. The high concentration of responses in the upper end of the scale underscores that the ability to shop from anywhere, at any time, and with minimal hassle is a key advantage that consumers highly appreciate and consider when making online purchasing decisions.

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

73 response

The bar graph illustrates the overall satisfaction levels of 73 respondents with the quick commerce services they have used, rated on a scale of 1 to 5, where 5 represents the highest satisfaction. A significant portion of users express positive satisfaction, with 33 respondents assigning a rating of 4 and 11 respondents giving the highest rating of 5. This indicates that a considerable majority of individuals have had a positive experience with quick commerce services. Additionally, 16 respondents reported a neutral level of satisfaction, rating their experience as a 3.

On the less satisfied end of the spectrum, 8 respondents gave a rating of 2, and only 3 respondents expressed the lowest level of satisfaction with a rating of 1. This distribution suggests that while there are some individuals who are not entirely pleased with their quick commerce experiences, the overall sentiment leans towards satisfaction. The strong showing in the higher rating categories indicates that quick commerce services are generally meeting or exceeding the expectations of a large segment of their user base.

4.2 Finding and Recommendations

Key Findings

Based on the analysis of responses collected from 70 participants, the study reveals several important insights into consumer perceptions, preferences, and behavior towards Quick Commerce (Q-commerce) platforms in India:

- **Growing Popularity and Usage Frequency**

  There is a noticeable increase in both the frequency of purchases and overall spending on quick commerce platforms, indicating a growing consumer acceptance and preference for this mode of shopping. A significant portion of respondents stated that they either "always" or "often" purchase items using Q-commerce, highlighting the platform's integration into their regular shopping routines.

- **Platform Preferences and Product Variety**

  The majority of consumers reported a preference for platforms that offer a wide variety of products or options similar to traditional retail stores. Only a small percentage of respondents were unsure about the availability, suggesting that most users are conscious of the product range while choosing a platform.

- **Satisfaction with Q-Commerce Services**

  Around **67%** of respondents expressed that they are either "somewhat satisfied" or "much more satisfied" with quick commerce platforms in comparison to traditional grocery or retail stores. This indicates a generally positive perception of Q-commerce in terms of service delivery, product availability, and convenience.

- **Primary Drivers of Adoption**

  The **convenience of ordering from home** emerged as the most influential factor in encouraging users to adopt Q-commerce platforms. Consumers value the ability to place orders anytime and receive deliveries quickly without physically visiting stores.

- **Least Influential Factors**

  Interestingly, aspects such as **user interface and mobile app experience** were among the least influential factors in determining platform choice. This suggests that while a good interface is appreciated, factors like product availability, delivery speed, and pricing weigh more heavily in consumer decision-making.

- **Preference Over Traditional Retail**

  Nearly **49.3%** of respondents indicated a preference for using Q-commerce services over traditional retail outlets. This shows a significant shift in consumer shopping behavior, especially among younger, tech-savvy urban consumers.

- **Complementary Nature of Q-Commerce**

  Most respondents agreed that Q-commerce has **supplemented rather than replaced** traditional shopping habits. Consumers still rely on supermarkets and kirana stores for bulk or planned purchases, while turning to Q-commerce for urgent, unplanned, or top-up needs.

- **Delivery-Related Concerns**

  A notable **52.8%** of respondents reported having faced delivery issues at some point, such as delays, incorrect items, or unavailability. Although satisfaction is high overall, this points to a critical area that requires operational improvements for sustained consumer trust.

- **Speed of Delivery as a Deciding Factor**

  A majority of respondents emphasized that **speed of delivery** plays a very important role in their shopping decisions. This aligns with the core value proposition of Q-commerce, which promises ultra-fast delivery within 10–30 minutes.

Recommendations

Based on these findings, the following recommendations are proposed to enhance the effectiveness, reliability, and adoption of quick commerce services in India:

- **Enhance Delivery Reliability**

  Addressing common delivery issues such as delays and order inaccuracies should be a priority for Q-commerce platforms. Investing in last-mile logistics, real-time tracking, and quality control will help improve user satisfaction and reduce attrition.

- **Expand Product Range Strategically**

  Given that product variety is a key consideration, platforms should focus on expanding their catalog to include frequently purchased essentials, niche items, and regional preferences while ensuring inventory consistency.

- **Strengthen Customer Support**

  To build trust and handle grievances efficiently, responsive and accessible customer support systems must be in place. This is especially important when addressing time-sensitive orders or complaints.

- **Promote Trust through Transparency**

  Clearly communicating delivery timelines, service limitations, and refund or return policies can help manage consumer expectations and foster trust in the platform.

- **Maintain Competitive Pricing and Offers**

  Q-commerce platforms should continue to offer competitive pricing, cashback, and loyalty programs to retain customers and compete with traditional retail and e-commerce platforms.

- **Educate and Promote Use Cases**

  Marketing strategies should highlight the complementary use of Q-commerce for urgent or daily needs rather than large or planned purchases. This can help clarify the platform's value proposition to new users.

- **Leverage Data for Personalization**

  Though interface design is not a major deciding factor, using consumer data to personalize experiences, recommend products, and streamline the shopping process can still enhance engagement and long-term loyalty.

- **Sustain Fast Delivery Without Compromising Quality**

  While speed is essential, platforms must ensure that it does not come at the cost of product quality or customer satisfaction. Efficient route optimization and smart warehousing can help meet delivery timelines consistently.

4.3 Limitation of the study

While the study provides valuable insights into consumer perceptions of quick commerce in India, several limitations must be acknowledged:

- **Limited Sample Size**

  The study is based on responses from 70 participants, which may not be sufficient to represent the vast and diverse Indian population. A larger sample size would enhance the statistical reliability and generalizability of the findings.

- **Geographic Constraints**

  The research primarily focuses on respondents from Ahmedabad and Vadodara, which may limit the applicability of the results to other regions with differing consumer behaviors, market maturity, or technological infrastructure. Including a more geographically diverse sample in future studies would allow for a broader and more inclusive understanding of consumer perceptions across India.

- **Self-Reporting Bias**

  Data collection was conducted through self-administered questionnaires, which may be subject to biases such as social desirability, selective memory, or misinterpretation of

questions. These biases can affect the accuracy and objectivity of the responses. Incorporating qualitative methods such as interviews or focus groups could provide more in-depth insights and help validate self-reported data.

- **Narrow Scope of Analysis**

The current study focuses primarily on consumer behavior, preferences, and satisfaction within the quick commerce sector. However, it does not extensively explore related dimensions such as the impact of quick commerce on traditional retail, environmental sustainability, employment dynamics, or regulatory and logistical challenges. Future research could take a more holistic approach to assess the broader implications of the quick commerce boom.

CONCLUSION:

This research project aimed to explore and analyse consumer perceptions, preferences, and behaviours toward Quick Commerce (QC) platforms in India, with a specific focus on how these platforms influence purchasing decisions and consumer satisfaction. The study reveals a clear upward trend in the adoption and frequency of use of quick commerce services, primarily driven by the convenience of ordering from home, faster delivery, and the growing reliance on digital shopping experiences.

The findings indicate that consumers are increasingly integrating QC into their daily shopping habits, often supplementing rather than replacing traditional retail channels. However, the study also highlights areas for improvement, particularly concerning delivery reliability and enhancing user interface experiences. While most respondents express satisfaction with QC platforms, trust, ease of use, and service consistency remain critical factors influencing continued usage.

Despite offering meaningful insights, the study is not without limitations. The relatively small sample size and geographic concentration in Ahmedabad and Vadodara limit the generalizability of the findings to the broader Indian population. Additionally, reliance on self-reported data may introduce bias, and the study's scope was primarily confined to consumer satisfaction and purchasing behaviour.

Future research can build upon these findings by incorporating larger, more demographically diverse samples across multiple regions. Employing mixed methods, such as qualitative interviews and longitudinal studies, could enrich the understanding of consumer experiences and perceptions. Moreover, further exploration into regulatory challenges, the environmental impact of quick commerce, and its effects on traditional retailers would provide a more comprehensive view of the evolving retail landscape.

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ANNEXURE:

Examining Consumer Perceptions of Quick Commerce in India

Sign in to Google to save your progress. Learn more

* Indicates required question

Gender *

◯ Male

◯ Female

◯ Prefer not to say

◯ Other:

Age *

◯ Below 18

◯ 18-25

◯ 25-35

◯ 35-45

◯ Above 45

Occupation *

◯ Student

◯ Unemployed

◯ Employed

◯ Homemaker

◯ Retired

◯ Business

Area of residence *

◯ Metro City

◯ Non Metro City

◯ Small Town

◯ Rural Areas

Do You shop online from e- commerce sites like Amazon, Flipkart, Myntra,   *
Meesho

◯ Yes

◯ No

How often do you shop online from E- commerce *

◯ 1 to 2 order per month

◯ 3-4 times per month

◯ 5 or more than 5

◯ One order in few months

Are you aware about quick commerce platforms like Blinkit, Zepto, Swiggy, Instamart *

○ No

○ Yes

○ Maybe

Are any quick commerce company are operating in your area or city (for eg. Blinkit, Zepto, Swiggy, Instamart etc) *

○ Yes

○ No

How frequently you buy from Quick Commerce platforms *

○ Daily

○ Weekly

○ Monthly

Which category you shop most via quick commerce *

○ Fruits and Vegetables

○ Milk and other food items like bread, meat, cake, dessert

○ dry rations like pulses, rice, wheat, flour etc

○ other daily essentials like oil, soap, shampoo

○ Other:

What is your average order size *

○ Less than 250

○ 250-500

○ 500-1000

○ More than 1000

On scale of 1-5, how important is speed of delivery in your online shopping decision ? *

	1	2	3	4	5	
Least important	○	○	○	○	○	Most Important

On scale of 1-5, how important is convenience in your online shopping decisions *

	1	2	3	4	5	
Least important	○	○	○	○	○	Most Important

On scale of 1-5, how important is product variety in your online shopping decisions *

	1	2	3	4	5	
least important	○	○	○	○	○	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 do 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

○ Sometimes

○ Often

○ Always

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

○ Completely reolaced

○ Mostly replaced

○ Supplemented

○ No impact

○ NA (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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