

Consumer Awareness, Adoption Determinants, and Satisfaction Outcomes in Quick Commerce (Q-Commerce): Evidence from Kerala

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Abstract

The study aimed to understand consumer awareness, usage patterns, and preferences related to Q-commerce platforms in Kerala. Data was collected from 120 respondents, with a majority being female and aged between 26-35 years. Most respondents belonged to the low-income group (earning less than ₹20,000 per month) and were from urban areas, although a significant share also came from rural and semi-urban regions. Findings revealed that 83% of respondents were familiar with Q-commerce, with Swiggy Instamart being the most widely used platform. Social media emerged as the primary source of awareness. While a portion of respondents rarely used Q-commerce, about 30% reported weekly usage. Most consumers spent less than ₹3,000 per order, indicating price sensitivity. Consumer preferences highlighted the importance of ease of ordering, product variety, quick delivery, and best deals. A large majority expressed willingness to continue using Q-commerce in the future, and trust levels in these platforms were notably high. Chi-square analysis showed a significant association between income and frequency of Q-commerce use, while no significant association was found between gender and either frequency of use or platform preference. Hence, we can say that, Q-commerce platforms are gaining traction in Kerala, driven by affordability, convenience, and digital awareness. However, there is room for growth in rural areas and among low-frequency users, provided platforms focus on affordability, logistics, and customer engagement.

Keywords: Q-commerce, Consumer Behavior, Quick Delivery, Service Quality, Kerala, Digital Commerce

1. INTRODUCTION

Quick Commerce (Q Commerce) represents the third generation of retail business models, following the evolution from conventional brick-and-mortar stores to e-commerce platforms. This model has gained significant attention for its market potential and ability to cater to the immediate needs of consumers. Understanding the journey from conventional stores to e-commerce provides critical context for the emergence of Quick Commerce.

Conventional stores have long been the foundation of retail, offering customers the tangible experience of shopping in physical spaces. These stores allow consumers to examine products closely before making a purchase, delivering a sensory and interactive shopping experience. However, conventional stores rely on extensive distribution networks to restock products promptly based on consumer demand. This model has its limitations, including higher operational costs, logistical inefficiencies, and the time-consuming nature of in-person shopping, which may not always align with consumers' fast-paced lifestyles.

The advent of e-commerce revolutionized the retail landscape by enabling customers to shop from the comfort of their homes. E-commerce platforms, pioneered by businesses like Amazon—initially launched as an online bookstore by Jeff Bezos—have grown into multi-billion-dollar enterprises. Innovations such as the launch of PayPal in 1998, Google

Wallet in 2011, and Apple Pay in 2014 further streamlined online transactions, fueling the exponential growth of e-commerce. The COVID-19 pandemic served as a catalyst, pushing unprecedented numbers of consumers to shop online, with e-commerce transactions reaching \$82.5 billion in May 2020, marking a 77% year-over-year increase. The rise of mobile technology further transformed e-commerce into m-commerce, where smartphones and other handheld devices became primary digital touchpoints. By delivering seamless mobile-friendly interfaces and leveraging digital wallets, consumers could shop, rent products, trade stocks, and perform banking transactions from virtually anywhere. M-commerce now accounts for over 65% of digital media engagement, highlighting the critical role of mobile devices in modern retail. The convenience of loan apps and digital payment systems has made impulsive purchasing easier, enabling consumers to shop without immediate financial constraints.

Despite the success of e-commerce and m-commerce, marketers recognized the need for further innovation to foster deeper customer relationships and address evolving consumer demands. Enter Quick Commerce, a dynamic retail model prioritizing speed and convenience. Unlike traditional e-commerce, which typically involves delivery times ranging from one to several days, Quick Commerce aims to fulfill customer orders within an hour or two. This rapid delivery approach addresses immediate consumer needs, offering an unparalleled level of service that sets it apart in the retail industry. Quick Commerce leverages advanced technology, optimized supply chains, and hyper-localized delivery networks to ensure prompt and efficient service. It bridges the gap between the immediacy of in-store shopping and the convenience of e-commerce, creating a hybrid model that redefines consumer expectations. As this innovative approach continues to grow, it is poised to reshape the future of retail by delivering speed, personalization, and convenience like never before.

1.1. Rise of Q-commerce

India's e-commerce landscape is evolving rapidly, with Quick Commerce emerging as a transformative force. While industry giants like Amazon and Flipkart continue to dominate traditional e-commerce, startups such as Zepto, Blinkit, and Dunzo are reshaping the market by catering to the rising demand for instant delivery. Their rapid expansion, however, has attracted regulatory scrutiny, particularly from government authorities following concerns raised by the Confederation of All India Traders (CAIT) regarding their business practices and market influence. As India's e-commerce sector is projected to reach \$200 billion by 2026, Quick Commerce is both revolutionizing and disrupting the digital retail ecosystem, already contributing approximately \$5.5 billion to this growing industry.

1.2 The Business Model

The business model of these ultra-fast delivery platforms in groceries comes with a simple yet strong idea. These platforms have developed the Dark Store model and have perfected it over time. In such models, there are two elements which is noteworthy. One is the Delivery part; the consumers want to get things fast. There is a moment of purchase and then the item appears at your doorstep seconds later. So, the customers get to experience the ultimate experience of speed. The second element is substitute, if a consumer has been ordering around 5 to 10 items, but fails to find one product or two, for instance, they don't have almond, but they have soy milk. The consumer has a choice to order a substitute with a different flavor or so on. This doesn't exist in off-line. These two points plus serving the consumer in the most cost-effective manner, that is to say that the customer gets the products delivered with lower cost of delivery creates a happy consumer. This is possible by placing the dark Stores very close to the customer as possible. These doors are strategically located hyper-locally in the neighborhood and inventory are stored based on the needs that consumers have in that neighborhood. Such stores would be like a mini warehouse which has all the technical infrastructure for serving consumers in that neighborhood in the best way. Thus, when a consumer opens the app, they only see goods that are available in India neighborhood. This can be called as the second generation of retail transformation. It has been started with groceries but seem to grow beyond that today. The future will be beyond groceries instead of putting large warehouses outside of the city and trying to solve the last mile challenge from every

perspective, it's more in line with hyper localization and the sustainable city. Therefore, being close to consumers, really solve a lot of logistic skill challenges in end-to-end retail.

1.3 Market Expansion and Projections

The global Q-Commerce market is witnessing exponential growth, with estimates suggesting it could reach \$72 billion by 2025. In India alone, Q-Commerce is projected to be a \$5.5 billion industry by 2025.

Leading Players in Q-Commerce

- India: Blinkit, Zepto, Dunzo, Swiggy Instamart
- U.S.: Gopuff, DoorDash, Instacart
- Europe: Gorillas, Getir, Flink
- China: Meituan, Dingdong Maicai

Competitive Strategies and Innovations

- AI-driven logistics: Companies are leveraging predictive analytics and AI-based route optimization to enhance delivery efficiency.
- Partnerships with local retailers: Many Q-Commerce platforms are integrating neighborhood kirana stores to fulfill orders quickly.
- Sustainable packaging and green delivery options: With environmental concerns rising, many players are switching to EV-based delivery fleets.

Challenges and Future Prospects

- High operational costs due to rapid delivery expectations.
- Profitability concerns, as many platforms rely on heavy discounts and promotions.
- Regulatory scrutiny regarding pricing policies and competition with traditional retail.

Despite challenges, Q-Commerce is set to reshape the retail industry, offering consumers faster, more efficient, and highly personalized shopping experiences. With continuous investments in technology, last-mile logistics, and sustainable practices, the sector is poised for long-term growth and expansion into new markets

1.4 Significance of the study

With the rapid evolution of retail, quick commerce (Q-commerce) has emerged as a transformative force in urban shopping behavior. Unlike traditional e-commerce, which focuses on scheduled deliveries, Q-commerce thrives on speed, ensuring ultra-fast delivery of groceries, essentials, and daily-use products, often within 10–30 minutes. This study aims to analyze consumer perceptions, preferences, and adoption patterns of Q-commerce services in Kerala, particularly in towns and metro cities where these platforms operate.

The research will assess the level of awareness and familiarity with Q-commerce services among consumers, identifying how well they understand and engage with these platforms. It will also examine the key factors influencing customer decisions, such as delivery speed, product variety, and pricing. Furthermore, the study will evaluate customer satisfaction, focusing on aspects like delivery reliability, app usability, and overall service quality. Additionally, it will explore the barriers preventing wider adoption of Q-commerce in Kerala, including concerns about trust, cost, and

service availability. By analyzing these aspects, the study aims to provide insights into how Q-commerce can enhance its reach and customer experience in the region.

1.5 Scope of the Study

The study will assess the level of awareness and familiarity consumers have with Q-commerce platforms, identifying how well these services are recognized and understood in the market. It will also analyze the key factors influencing consumer decisions, such as delivery speed, product variety, pricing, and promotional strategies. The research intends to evaluate customer satisfaction by examining delivery reliability, app usability, and overall service quality. It will further explore the challenges that hinder widespread adoption, including trust issues, perceived high costs, and service availability gaps. The findings of this study shall provide valuable insights for Q-commerce platforms, retailers, and policymakers, helping them refine their strategies to enhance service efficiency, improve consumer trust, and expand market penetration in Kerala's evolving retail landscape.

2. LITERATURE REVIEW

The concept of Quick Commerce (Q-Commerce) began gaining significant attention in 2023, building upon the foundation laid by extensive research in e-commerce adoption and other IT platforms [5], [16]. Q-Commerce represents a relatively new development in the digital retail space and has rapidly established its presence in India. The Indian market's growing demand for ultra-fast delivery—particularly for groceries within eight to eleven minutes—has disrupted the e-commerce landscape, intensifying competition among businesses striving to offer highly personalized services [9], [13].

While numerous studies have explored e-commerce adoption and its underlying factors, there is a noticeable research gap in understanding the unique drivers, challenges, and consumer behavior specific to Q-Commerce. Additionally, limited research has addressed how technological advancements, sustainability practices, and customer trust impact the adoption and growth of Q-Commerce in emerging markets like India [10], [24]. This chapter aims to bridge these gaps by presenting a comprehensive review of relevant literature on both e-commerce and Q-Commerce adoption, shedding light on areas that warrant further exploration in this rapidly evolving sector.

In today's fast-paced retail environment, consumer needs remain central to purchase decisions. However, the rapid diffusion of new technologies and innovative business models is driving retail toward a transformative leap, led by digital-native players reshaping the industry. Quick commerce (Q-commerce), exemplified by ultrafast delivery services promising goods in under 30 minutes, is redefining traditional e-commerce paradigms [8]. This paper defines Q-commerce and explores the challenges these ultrafast delivery providers face in sustaining the momentum of retail innovation, often necessitating compromises in the retailing mix to remain competitive.

A Study on Impact of Quick Commerce on Consumer Decision Making Process by Anushka Goswami and Rashmi Kumari explores the profound impact of quick commerce, characterized by ultrafast delivery services, on consumer decision-making behaviors [11]. Quick commerce, which enables last-minute deliveries, is increasingly popular and is reshaping consumer behavior, particularly in rural areas. The research examines how the convenience and speed of quick commerce influence various aspects of consumer decisions, such as decision-making speed, impulsiveness, and satisfaction levels. It hypothesizes that quick commerce heightens impulsive buying tendencies while altering traditional consumer engagement metrics like brand loyalty and overall satisfaction. This study provides actionable insights for businesses aiming to refine their quick commerce strategies to meet evolving consumer needs. By offering a psychological perspective, it reveals how instant delivery services reshape traditional shopping behaviors across

diverse age groups and demographics in the context of global technological advancements. The novelty of the study lies in its detailed investigation into the cognitive and emotional responses of consumers to quick commerce.

The study by Mayukh Mukhopadhyay titled *From Click to Quick* aims to explore the drivers of Quick Commerce (QC) in the direct-to-consumer market and its influence on online consumer behavior [19]. Using Fuzzy Cognitive Mapping (FCM), the research examines factors such as efficiency, ease of usage, cash-on-delivery (COD), lenient return policies, conformity, and personal experience. The study highlights that decreased efficiency in EC and user-friendly QC platforms strongly influence switching behavior, while social conformity and prior QC exposure also play significant roles. Additionally, the dark store model for last-mile delivery moderates the relationship between switching intention and actual behavior [21]. The study also differentiates QC from traditional EC by examining its hyperlocal delivery model, which facilitates impulsive, last-minute purchases and alters consumer decision-making. By leveraging the Push-Pull-Mooring paradigm, it identifies key motivations behind switching to QC, such as convenience, speed, and flexibility.

The Influence of Time Pressure and Physical Effort on Quick Commerce Grocery Purchases study investigates the impact of family dynamics on women's decision-making processes in Quick Commerce grocery purchases, focusing on time pressure and physical effort [20]. The findings reveal that time pressure and physical effort significantly influence buying intentions, mediated by family support. Women in nuclear families rely more on QC for its convenience, while joint families exhibit resistance due to traditional shopping preferences. A study on Impact of Quick Commerce on Consumer Decision Making Process delves into the transformative impact of quick commerce on consumer decision-making processes [11]. It highlights how speed and convenience influence decision-making speed, impulsiveness, and satisfaction levels. According to 'The Effect of Delivery Time on Repurchase Behavior in Quick Commerce', Quick commerce refers to fulfilling consumers' immediate needs by delivering products within minutes of ordering online. This study examines how deviations from promised delivery times affect repurchase behavior [14]. The findings reveal that late deliveries increase the time between purchases, while early deliveries reduce it. Customer satisfaction is identified as the psychological mechanism mediating this effect.

A study on Drivers of Consumers' Purchasing Behavior in Quick Commerce Platforms applies the Mobile Service Quality and Technology Acceptance Model frameworks to explore consumer behavior [17]. It finds that perceived usefulness, ease of use, and interface quality significantly impact purchasing decisions. Also, in Critical Success Factors for Quick Commerce Grocery Delivery in India, the rise of on-demand grocery delivery through quick commerce has accelerated significantly, especially post-pandemic [9]. This research identifies critical success factors such as operational efficiency, funding strategies, and profitability models. There are studies exploring how e-service quality, perceived ease of use, and electronic word-of-mouth influence purchase decisions, with trust acting as a mediating factor [2]. The findings indicate that service quality and e-WoM positively influence trust, which in turn drives purchase behavior.

A study on Antecedents of E-Loyalty in Quick Commerce examines the relationship between service quality, customer satisfaction, and loyalty in Q-commerce environments [23]. It finds that reliability, safety, and responsiveness significantly impact customer loyalty. And few studies understand Sustainable Spatial Strategies in Quick Commerce highlighting on the environmental impact of Q-commerce, including increased logistics activity and packaging waste [24]. It recommends sustainable consumption practices to mitigate these effects.

A study exploring e-commerce adoption among small businesses and highlights gaps in technological readiness and adoption [5]. The evolution of Quick Commerce has significantly reshaped the retail landscape, driven by consumer demand for speed, convenience, and flexibility. This literature review highlights the role of service quality, trust, delivery time, and technological factors in influencing consumer behavior [1], [14], [17]. Despite these insights, gaps remain in understanding demographic influences, long-term sustainability, and environmental impacts, particularly in emerging

markets like India [9], [24]. Addressing these gaps will provide deeper insights into the long-term success of Q-commerce.

3. OBJECTIVES OF THE STUDY

3.1 Primary Objectives of the Study

To analyze the usage patterns of Q-commerce services in terms of frequency and monthly spending.

1. To assess consumers' awareness, familiarity, and sources of exposure to Q-commerce platforms.
2. To determine the importance of key factors influencing users' preference for Q-commerce, such as delivery speed, product variety, pricing, ease of ordering, and promotional offers.
3. To evaluate consumer trust in Q-commerce platforms.
4. To assess customer satisfaction with pricing and overall service experience of Q-commerce platforms.
5. To examine consumers' intention to continue using Q-commerce services in the future.

3.2 Secondary Objectives

1. To examine the demographic profile of Q-commerce users, including gender, age, income, and area of residence.
2. To identify the most frequently used Q-commerce platforms and understand user preferences.

3.3 Conceptual Framework

Based on the review of existing literature, a conceptual framework has been developed to understand the relationship between key factors, trust, satisfaction, and intention to continue using Q-commerce platforms. The framework illustrates the hypothesized relationships among the variables under study.

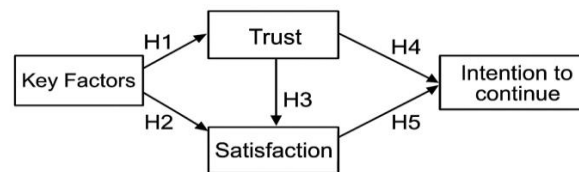


Figure 1. Conceptual Framework of the study

The model proposes that key influencing factors of Q-commerce—such as delivery speed, product variety, pricing, ease of ordering, promotional deals, and overall convenience—play a fundamental role in shaping consumers' perceptions of trust and satisfaction. Prior research in service quality and online consumer behavior suggests that reliable performance and value-driven features significantly enhance consumer

3.4 Hypotheses of the Study

H1: Consumer awareness and familiarity have a significant positive influence on the usage of Q-commerce services.

H2: Key service factors such as delivery speed, product variety, pricing, ease of ordering, and deals significantly influence consumers' preference for Q-commerce platforms.

H3: Consumer trust in Q-commerce platforms has a significant positive effect on the intention to continue using Q-commerce services.

H4: Customer satisfaction regarding pricing, product availability, and overall service quality significantly affects consumers' intention to continue using Q-commerce platforms.

H5: Usage patterns, including frequency of use and monthly spending, are significantly associated with consumers' intention to continue using Q-commerce services.

H6: Awareness levels differ significantly across demographic groups such as age, income, gender, and residential area.

H7: Preference for specific Q-commerce platforms varies significantly across demographic categories.

4. RESEARCH METHODOLOGY

4.1 Research Design

The present study adopts a descriptive research design to examine consumer awareness, influencing factors, trust, satisfaction, and intention to continue using Q-commerce services in Kerala. A descriptive design is appropriate as the study seeks to measure perceptions and behavioral patterns of consumers rather than manipulate variables. The research is quantitative in nature, using structured responses that allow for statistical analysis through SPSS.

4.2 Population & Sampling

The target population for the study consists of consumers residing in Kerala who are familiar with or have used Q-commerce services such as Blinkit, Zepto, BigBasket, and Swiggy Instamart. Due to the absence of a reliable sampling frame, the study employed a non-probability convenience sampling technique. Respondents were approached both online and offline.

Convenience sampling has been employed to select participants based on their accessibility and willingness to participate. This method allows for the quick collection of data from readily available sources, such as students, employees, or community members, making it suitable for this study's scope and objectives.

Sample Size: 100

4.3 Data Collection instrument

Data were collected using a structured questionnaire specifically developed for the study. The instrument consists of 15 items divided into four major sections:

Section A – Demographic Information

This section records the respondent's gender, age group, monthly income, and area of residence. These variables facilitate segmentation and demographic comparison.

Section B – Usage Behavior

Questions assess the frequency of Q-commerce usage, monthly spending, type of products purchased, awareness sources, and preferred platform.

Section C – Awareness and Familiarity

Measures consumers' familiarity with Q-commerce platforms using a 4-point scale.

Section D – Key Constructs

This section includes Likert-scale and ranking items related to:

- Trust in Q-commerce platforms
- Satisfaction with pricing and product availability
- Intention to continue usage
- Importance of influencing factors (delivery speed, product variety, pricing, ease of ordering, deals, time-pass purchases)

The questionnaire was administered through Google Forms to ensure accessibility.

4.4 Secondary Data

Secondary data refers to information collected by other researchers or organizations for purposes other than the current study. Secondary data sources for this research include: reviewing existing literature on consumer behaviour, marketing strategies, and decision-making processes, and analysing reports from market research firms and industry publications to understand trends and patterns in consumer behaviour.

4.5 Reliability and Validity of the instrument

The reliability of the measurement instrument was assessed using Cronbach's Alpha, with a threshold value of 0.70 considered acceptable as suggested by Nunnally (1978). The analysis was conducted for key constructs such as trust, satisfaction, and factors influencing Q-commerce usage. The results indicate a Cronbach's Alpha value of 0.854 ($\alpha = 0.860$ based on standardized items) for six items measuring key influencing factors. This value exceeds the recommended threshold, demonstrating a high level of internal consistency among the items and confirming that the scale is reliable for further analysis.

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.854	.860	6

Table 1. Reliability Statistics

Validity of the instrument was ensured through expert review and pilot testing, which helped refine the questionnaire for clarity, relevance, and appropriateness. These steps confirm that the instrument adequately measures the intended constructs, thereby supporting both the reliability and validity of the data used in this study.

4.6 Statistical Tools used:

The study employed both descriptive and inferential statistical tools for data analysis. Descriptive statistics such as frequency distribution and percentage analysis were used to summarize demographic characteristics and general usage patterns of Q-commerce services.

For inferential analysis, cross-tabulation and Chi-square tests were used to examine relationships between categorical variables such as income and usage frequency, gender and usage behavior, and gender and platform preference. Cross-tabulation helped in comparing variables and identifying patterns, while the Chi-square test was used to determine the statistical significance of associations. These tools enabled a structured analysis of the data and ensured that the findings are both meaningful and statistically validated.

4.6 Data Analysis & Interpretation

Data analysis and interpretation for this study involves analysing gathered information to draw meaningful insights into rural customers' decision-making rules during the purchase via Q-commerce.

Demographic Analysis using **correlations and chi-square analysis** shall help in examining demographic variables such as gender and income against frequency of Q-commerce purchase will help to discern patterns in consumer behavior. This helps to identify variations and similarities in decision-making processes. The interpretation process focuses on identifying demographic variables influencing consumer behavior and understanding the factors guiding purchasing decisions. The data shall be also be interpreted with the help of tables and histograms.

Limitations of the study

- The study is limited to towns and metro cities in Kerala where Q-commerce services are currently available. It does not capture perspectives from rural areas where such services have not yet expanded.
- The research relies on responses from selected consumers, which may not fully represent the entire population's perception of Q-commerce in Kerala.
- Q-commerce is a fast-changing sector with continuous improvements in service models, technology, and consumer behavior. Findings may become outdated quickly as new trends emerge.
- The study captures consumer perspectives at a specific point in time rather than tracking changes in adoption patterns over an extended period. SO there is a lack of longitudinal data.

5. DATA ANALYSIS & FINDINGS

5.1 Profile of Respondents

The demographic characteristics of the respondents have been consolidated to provide a comprehensive overview of the sample.

Variable	Category	Frequency	Percentage
Gender	Male	25	20.8%
	Female	95	79.2%
Age	18–25	30	25.0%
	26–35	48	40.0%
	36–45	32	26.7%
	46–55	9	7.5%
	Above 55	1	0.8%
Monthly Income	Less than ₹20,000	55	45.8%
	₹20,000–₹40,000	38	31.7%
	Above ₹80,000	27	22.5%
Area of Residence	Urban	66	55.0%
	Rural	33	27.5%
	Semi-Urban	21	17.5%

Table 2. Demographic Profile of Respondents

Interpretation:

The sample is predominantly female and largely concentrated in the 26–35 age group, indicating a young and active consumer segment. A majority of respondents belong to urban areas and fall within lower to middle income brackets, suggesting that Q-commerce usage is more prevalent among urban, working-age consumers with moderate purchasing power.

5.2 Usage and Awareness of Q-Commerce

The analysis reveals varying levels of engagement with Q-commerce services. While 30% of respondents use such services weekly, a slightly higher proportion (31.7%) reported rare usage, indicating that Q-commerce adoption is still evolving. Only a small percentage (16.7%) use these services daily. Monthly spending patterns indicate that a majority of respondents (around 70%) spend between ₹1,000 and ₹3,000, suggesting that Q-commerce is primarily used for low to moderate value purchases rather than high-value transactions.

Awareness levels are notably high, with over 80% of respondents reporting familiarity with Q-commerce platforms. Social media emerges as the most influential source of awareness (37.5%), followed by digital media and advertisements, highlighting the importance of online marketing channels in driving platform visibility.

5.3 Platform Preference and Future Usage Intent

The analysis shows a strong preference for specific platforms, with Swiggy Instamart being the dominant choice among respondents (70.8%), significantly outperforming competitors such as Blinkit, Zepto, and Big Basket. This suggests strong brand positioning and customer trust associated with the platform. Future usage intentions are highly positive, with approximately 88% of respondents indicating that they are likely or very likely to continue using Q-commerce services. This reflects strong growth potential and increasing consumer dependence on quick delivery services.

5.4 Service Attribute Importance

Consumer preferences regarding service attributes were analyzed to understand key drivers of Q-commerce adoption.

- **Quick Delivery:** Over 82% of respondents consider quick delivery as important, with a majority rating it as the most important attribute.
- **Product Variety:** Approximately 82.6% value product variety, indicating the need for diverse product offerings.
- **Low Prices:** Around 67.7% consider pricing important, though it is relatively less critical compared to speed and convenience.
- **Ease of Ordering:** About 85.8% of respondents emphasize the importance of a user-friendly ordering process.
- **Best Deals and Offers:** Nearly 80% of respondents value promotional offers and discounts.

In contrast, Q-commerce is not perceived as a leisure or “time-pass” activity, with over 50% of respondents indicating that it is not used for casual browsing. This highlights its functional and utility-driven nature.

5.5 Trust and Satisfaction Analysis

Trust and satisfaction play a critical role in determining continued usage of Q-commerce services.

- Approximately 67% of respondents perceive Q-commerce platforms as trustworthy.

- Around 58% of respondents are satisfied with pricing compared to traditional retail stores, while a significant portion (42.5%) remains neutral, indicating scope for improvement in pricing strategies.

These findings suggest that while trust levels are reasonably strong, pricing remains a relatively sensitive factor influencing customer satisfaction.

5.6 Inferential Analysis

To examine the relationships between key demographic variables and usage patterns of Q-commerce services, chi-square tests were conducted.

5.6.1 Relationship between Income and Frequency of Q-Commerce Usage

Test	Value	df	p-value
Pearson Chi-Square	16.762	8	0.033

Table 3. Chi-Square Test – Income vs Usage Frequency

Interpretation:

The chi-square test indicates a statistically significant association between income level and frequency of Q-commerce usage ($p < 0.05$). This suggests that income plays an important role in determining how frequently consumers engage with Q-commerce services.

A closer examination of the cross-tabulation reveals that respondents with lower income levels (less than ₹20,000) tend to use Q-commerce services more frequently, particularly on a weekly basis. This may be attributed to convenience and smaller basket purchases suited to frequent ordering patterns. Higher income groups, on the other hand, show relatively balanced usage across categories, indicating more varied consumption behavior.

5.6.2 Relationship between Gender and Frequency of Q-Commerce Usage

Test	Value	df	p-value
Pearson Chi-Square	1.188	4	0.880

Table 4. Chi-Square Test – Gender vs Usage Frequency

Interpretation:

The results show no statistically significant association between gender and frequency of Q-commerce usage ($p > 0.05$). This indicates that usage patterns are relatively similar across male and female respondents.

Although the descriptive data suggests that a higher number of respondents fall under the “rarely” and “weekly” usage categories, these differences are not statistically significant. Therefore, gender does not appear to be a determining factor influencing how often Q-commerce services are used.

5.6.3 Relationship between Gender and Platform Preference

Test	Value	df	p-value
Pearson Chi-Square	2.458	3	0.483

Table 5. Chi-Square Test – Gender vs Platform Preference

Interpretation:

The chi-square analysis reveals no significant relationship between gender and choice of Q-commerce platform ($p > 0.05$). This indicates that platform preference is independent of gender.

The cross-tabulation shows that both male and female respondents predominantly prefer Swiggy Instamart over other platforms such as Blinkit, Zepto, and Big Basket. This suggests that factors such as service quality, brand trust, and convenience are more influential than demographic characteristics in determining platform choice.

5.6.4 Key insights from Analysis

The analysis highlights that Q-commerce services are gaining significant traction among urban consumers, particularly younger age groups. Convenience-driven factors such as quick delivery and ease of ordering emerge as the most influential determinants of usage, outweighing price considerations.

Platform dominance, particularly by Swiggy Instamart, indicates strong brand loyalty and market consolidation. High levels of awareness and positive future usage intent suggest sustained growth potential for Q-commerce in the coming years. However, the presence of neutral responses in areas such as pricing satisfaction and usage frequency indicates that consumer engagement is still maturing. Additionally, the limited perception of Q-commerce as a non-essential or occasional service suggests that there is scope for increasing usage intensity through improved value propositions.

The inferential analysis highlights that while certain demographic variables such as income significantly influence Q-commerce usage frequency, others such as gender do not have a meaningful impact on usage patterns or platform preference. This indicates that behavioral factors and service attributes may play a more critical role than basic demographic characteristics in shaping consumer engagement with Q-commerce platforms.

6. RESULTS AND DISCUSSIONS

The study provides several important insights into consumer behavior towards Q-commerce platforms. The demographic profile indicates that the majority of users are young adults, particularly in the 26–35 age group, with a strong representation of female respondents. Most users belong to lower- and middle-income categories, suggesting that Q-commerce platforms are widely used by price-sensitive consumers. Usage patterns reveal that Q-commerce services are not yet a daily habit for most users, with a significant proportion reporting weekly or occasional usage. This indicates that while awareness and adoption are high, usage intensity remains moderate. The chi-square analysis further confirms that income has a significant influence on usage frequency, with lower-income groups showing relatively higher engagement, particularly for smaller and frequent purchases. In contrast, gender does not significantly influence usage behavior or platform preference.

Platform preference is strongly concentrated, with Swiggy Instamart emerging as the dominant choice across respondents, indicating strong brand positioning and customer trust. Awareness levels are high, largely driven by social media, which acts as the primary source of information about Q-commerce services. Service attributes such as quick

delivery, ease of ordering, and product variety emerge as the most critical factors influencing user preference. More than 80% of respondents consider these attributes important, highlighting the functional and convenience-driven nature of Q-commerce usage. Pricing, while important, is comparatively less dominant but remains a sensitive factor, as reflected in the moderate satisfaction levels.

Trust levels towards Q-commerce platforms are reasonably strong; however, a notable proportion of respondents remain neutral regarding pricing satisfaction, indicating scope for improvement. Additionally, Q-commerce is largely perceived as a utility service rather than a leisure activity, reinforcing its role in fulfilling immediate consumption needs.

7. SUGGESTIONS

Based on the findings of the study, the following suggestions are proposed to enhance the effectiveness and adoption of Q-commerce platforms: Q-commerce platforms should focus on developing pricing strategies that cater to lower and middle-income groups, as these segments form the core user base. Introducing targeted discounts, subscription-based benefits, and cashback offers can help improve customer retention and increase purchase frequency. Since income significantly influences usage frequency, platforms can adopt segmentation strategies by offering customized plans or promotions based on spending behavior. This can encourage higher engagement across different income groups.

Given that social media is the primary source of awareness, companies should invest in digital marketing strategies such as influencer collaborations, targeted advertisements, and interactive campaigns. Referral programs and user-generated content can further enhance organic reach and customer acquisition. The importance of quick delivery highlights the need for continuous improvement in logistics and supply chain efficiency. Establishing more localized warehouses and partnering with hyperlocal vendors can help reduce delivery time and enhance service reliability. Product variety being a key determinant of customer preference suggests that platforms should expand their inventory across essential and high-demand categories. Personalized recommendations and curated product bundles can further enhance user experience.

Although gender does not significantly influence usage behavior, the dominance of urban users indicates the need to expand services into rural and semi-urban areas. Strengthening delivery infrastructure and conducting awareness campaigns in these regions can help tap into untapped markets. To address moderate satisfaction levels regarding pricing, platforms should ensure transparency in pricing, minimize hidden charges, and offer competitive rates compared to traditional retail stores. Also, since Q-commerce is perceived primarily as a functional service, platforms can introduce features that enhance engagement, such as loyalty programs, gamification elements, and exclusive deals, to increase usage frequency and customer stickiness.

7. CONCLUSION

This study examined consumer behavior towards Q-commerce platforms with particular emphasis on usage patterns, service preferences, and the influence of demographic factors. The findings indicate that Q-commerce is gaining steady acceptance, especially among younger consumers in the 26–35 age group, with a strong representation of female users. The dominance of urban respondents further highlights the concentration of Q-commerce adoption in developed regions, although there remains significant potential for expansion into semi-urban and rural markets.

The analysis reveals that while awareness and familiarity with Q-commerce platforms are high, usage frequency remains moderate, suggesting that these services are still evolving from occasional to habitual consumption. Among the factors influencing usage, income plays a statistically significant role, as confirmed by chi-square analysis, indicating

that lower-income consumers tend to engage more frequently with Q-commerce for smaller, convenience-driven purchases. In contrast, gender does not significantly influence usage patterns or platform preference, suggesting that Q-commerce services have broad demographic appeal.

Service attributes such as quick delivery, ease of ordering, and product variety emerge as the most critical determinants of consumer preference, outweighing pricing considerations. However, pricing continues to influence satisfaction levels, with a considerable proportion of respondents expressing neutral perceptions. Trust in Q-commerce platforms is relatively strong, which, combined with high future usage intention, reflects a positive outlook for the sector.

Overall, the study concludes that Q-commerce platforms are positioned as convenience-oriented services that cater to immediate consumer needs. Their continued growth will depend on enhancing affordability, optimizing logistics, expanding product offerings, and strengthening digital engagement strategies. By addressing these factors, Q-commerce platforms can deepen consumer adoption and transition from a supplementary service to an essential component of everyday consumption behavior.

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