



A specific study on the factors influencing the adoption of Q-commerce in the East Singhbhum district

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Abstract

The Indian retail sector has undergone massive change in the buying pattern of consumers specially the Gen Z with Q-commerce taking the front seat and leading the market in the terms of quick delivery of products especially groceries and essentials within 10 to 30 minutes. The study aims to dig into the factors that drive the consumers of East Singhbhum district to adopt Q-commerce platforms using a structured questionnaire. The data was collected from 100 respondents through random sampling. The results clearly indicate that the higher middle households and working professionals tend to be highly involved in commerce than young adults below 35 years of age who have lesser disposable incomes and use BNPL (Buy Now Pay Later). Packed items and beverages stand at 70% which shows impulsive purchase decisions and busy lifestyle. The paper also broadens area where Q-commerce platform can improve and inhibit longer sustenance and consumer retention.

Keywords: Gen Z, Q-commerce, disposable incomes, BNPL, impulsive purchases, longer sustenance, consumer retention.

1. Introduction

Quick commerce (Q commerce) is one of the burgeoning area that focuses on delivering smaller quantities of everyday essentials - like groceries, personal care products and medicines within 10 to 30 minutes of the order. "Convenience" is the key of Q commerce platform which targets urban area consumers who have busy schedule and restricted time to go for mortar and brick shopping. To enable prompt service, Q commerce companies run through a network of local and small fulfillment centers or "dark stores" that stock customized range of high demand products [1]. Picking of orders is channeled through mobile app and technology like route optimization, real time tracking and smart inventory management aids in smooth and timely deliveries. This work presents vital information about the connections between Q-commerce, ultra fast delivery and convenience. The findings may

benefit both the theoretical and practical views.

2. Objectives

The key objectives of the study include:

- To highlight the main factors that influence in the adoption of quick commerce.
- To analyse the role of delivery speed on the preference for quick commerce.
- To analyse the role of convenience in the adoption of quick commerce for consumers.
- To analyse the influence of discounts and promotional offers on consumer mind decisions in quick commerce.

3. Literature Review

IIM Ahmedabad, Gauri Ranjekar Debjit, March 2023: E-commerce has surged in India due to things in changing consumer behaviour and easy internet access and now online grocery shopping has changed the scenario [2]. This paper delivers into multiple business approaches maintaining dark



stores with AI based operations supply chain logistics and long term sustenance were the important elements discussed in this paper.

MORDOR Intelligence: The Q commerce market in India is briefly categorized on the basis of product type company type and region. This report forecast the future of quick commerce in each segment and the rapid multiplication in revenue.

The Seybold report, Anand Pawar: The surge in online food and grocery shopping with platforms like Swiggy, Zepto and Big basket The traditional market and pop shops have taken secondary spaces and due to ease and convenience quick commerce has flourished [3].

Huang and Yen,2021: clearly distinguish between E-Commerce and quick commerce based on delivery time and delivery mode, target customers, customer motivation and dark stores availability. The delivery mode also differs where two wheelers are prominently used. Price sensitivity and discounts influence consumer behaviour in e-commerce but it is delivery time sensitivity that influence quick commerce.

Potdukve et.al (2022): listed major 3 aspects of delivery model that is technology, dark stores and delivery partners. Website and mobile applications designing represent the customer buying experience delivery partners are the enablers of the last mile delivery.

Einahla and Neilson, 2021: found that pandemics open doors for online shopping and further quick commerce as gathered its customers by quick delivery time bound slots and convenience excessive study and delivery partners has been done.

Purcarea, 2021: witnessed a gradual shift in quick commerce details space and there is higher competition among delivery companies that are vertically integrated and used third party platforms.

4. Research methodology

The study is highly based upon the primary data and the respondents view point is highly dynamic [5]. The study is concentrated only in the East

Singhbhum district and the respondents belong to the different age groups, varied educational qualifications, ethnicity, gender, income etc. In total 200 respondents have been approached in the its minimum district using Questionnaire and schedule method. The data collected addresses consumer habits, preference, motivations and challenges related to the quick commerce. The gather data is properly categorized and classified with the help of various tables, pie charts, graphs, etc. Various statistical tools like mean, percentages etc are used as per the need. Secondary data has been gathered from various journals, books, government websites, thesis, annual reports, census, survey etc. and the works already done [4].

Table 1 Level of awareness in using quick commerce services n= 200

Respondents	Rural	Urban
Consumers	26#	74#

Source: Primary Data, #Numbers are showing percentages

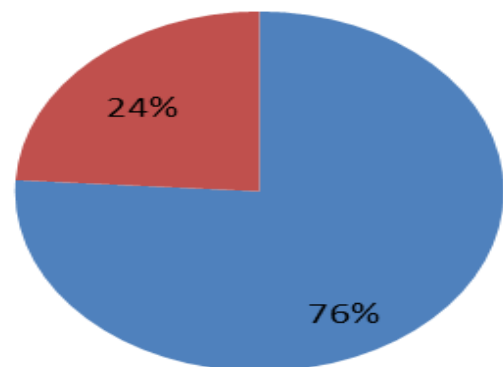


Figure 1 Level of awareness

As per Table 1 and figure 1, out of 200 respondents, 74% belonging to urban area are aware of quick commerce whereas 26% belonging to rural area of unaware of quick commerce services. Hence, views of both types of consumers are received [6].

Table 2 Degree of involvement in the adoption of Q commerce

Socio-demographic factor	Highly involved	Least involved
Young adults (18-35) years	70(35)	130(65)
Working Professionals	110(55)	90(45)
Higher middle households	130(65)	70(35)
Lower middle households	60(30)	140(70)

Source: Primary Data, note: fig. in brackets shows percentage.

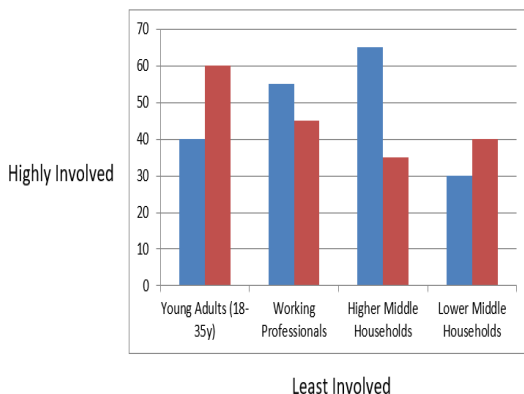


Figure 2 Showing degree of involvement in the socio demographic factors

As per Table 2 and fig. 2, out of respondent's affluent households/ higher middle class (65%) have greater awareness of Q-commerce and tend to purchase more through Blinkit, Zepto, etc. Working professionals (55%) also tend to purchase more and are highly involved in Q-commerce services. Probably both the above classes have inclination towards higher involvement because of ultra-fast delivery and convenience whereas on the other side lower middle households (30%) and young adults (35%) are not so bothered of the time frame [7].

Table 3 Array of products ordered through Q-commerce platforms

Product Categories	Highly ordered	Least ordered
Produce	120(60)	80(40)
Packed items and beverages	140(70)	60(30)
Personal care and wellness	100(50)	100(50)
Dairy items	80(40)	120(60)
Electronics and accessories	50(25)	150(75)

The above categories clearly shows that frequency of purchases [8]. Packed items and Beverages stands at 70% and produce which include fruits, vegetables, salad, greens, herbs stand at 60%. These two categories are highly ordered in the East Singhbhum district. The reason of such data could be unhealthy habits which tend to impulsive purchases, i.e. packed items and beverages (70%). The local produce in the East Singhbhum district are widely available and the households tends to buy through Q-commerce platforms at a lower price and quality product. Personal care and wellness items also stand at 50% which clearly shows busy lifestyle and lesser stockpiling habits lead to such data. Electronics and accessories stand at 25% which shows such items are preferred lesser from Q-commerce platforms [9].

Table 4 Factors influencing in the adoption of Q-commerce

Factors	Adoption in percentages
Ultra delivery speed	160(80)
Quality	40(20)
Convenience	120(60)
Offers and discounts	60(30)
Trust/Loyalty	20(10)

Source: Primary data, note: fig. in brackets shows percentages.

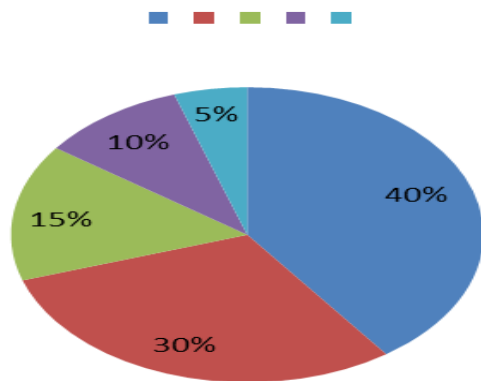


Figure 3 Showing factors influencing the adoption of Q-commerce platforms

As per table 4 and fig 3, out of 200 respondents, ultra delivery speed (80%) and convenience (60%) play a significant role in boosting Q-commerce platform. Offers and discounts stand at 30% which shows that despite that offers consumers in East Singhbhum district are not inclining towards Q-commerce due to limited availability of products and planned purchase decisions. Consumers are also not subscribed to Loyalty (10%) program. This area specifically address improvement. Major Findings and Suggestions of the study:

Local hubs drive speed: The study highlights the fact that the successful quick commerce players in the East Singhbhum district use dark stores/micro warehouses within 2-3 km of dense residential areas to avoid rush and minimize cost and time. Hence, placing dark stores in densely populated areas and the use of AI based demand forecasting will aid in driving speed.

Narrow Assortment but highly reordered: Q-Commerce works best in the case of groceries, snacks, personal care and wellness rather than bulk purchases or stock piling in the East Singhbhum district. Hence, product assortment which is highly demanded and reordered should be piled by the Q-Commerce platforms for easy and quick delivery.

Designing” instant buy” experience : Data also shows that users tend to make purchases with a few simple tap to cart , one click reorder, saved favourites etc. Hence , such platforms need to

upgrade their order scenario and make it seamless and reduce spoilage.

Cost efficiency without sacrificing speed: The users of Q-Commerce in this district are also price sensitive. Thus, time bound delivery slot (eg. Ultra-fast 10-15min, slightly slower 30-45min) and price them differently so high margin customer subsidize the cost of extreme speed.

Building loyalty: Creating trust and maintaining loyalty is highly essential for the successful Q-Commerce platforms. Maintaining trust and loyalty by providing quality products at discounts and at affordable rates are strongly needed. This leads to spread of positive word of mouth and thereby boosting sales

5. Limitations of the study

The research paper is concentrated only in the East Singhbhum district. In general, the perspective of respondents in terms of awareness, age, groups, different educational backgrounds, socio-economic structure were gathered. Most of the factors that push consumers towards Q-Commerce purchases are centralized. The present study is a unique one and has not been done in the past. Hence, it would be fruitful for all but there may be certain areas which have not been covered in the study. It is mainly due to individual constraint and resource limitation. The study is based on the primary data of collection and other secondary data that has been collected.

Conclusion

The objective of the study are to understand the main factors that influence in the adoption of Q-Commerce. This research uses a qualitative analysis to investigate how Q-Commerce adoption, role of delivery speed, convenience are taking a front seat in the transformation of Q-Commerce platforms from the dynamic digital market places. There is strong evidence that Q-Commerce platforms are not about success but about the value addition they make in individual’s life. Quicker delivery, convenience, discounts and offers push the consumers towards quick purchases but at the same time inventory management, cost efficiency,



limited product offerings needs to be addressed.

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