



Public Perception Towards Quick Commerce with Reference to Tumkur City

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ABSTRACT

The evolution of commerce has witnessed a significant shift with the advent of Quick Commerce (Q-commerce), a model characterized by ultra-fast delivery services, typically within 10 to 30 minutes. This study explores public perception towards Q-commerce with a special focus on Tumkur city. It aims to understand consumer attitudes, preferences, and the factors influencing their satisfaction and acceptance of such services. Employing descriptive research methodology, data was collected from 30 respondents through structured questionnaires using a convenience sampling method and collected data had been entered to SPSS 27 Version Software. This paper makes an attempt to find out the public perception towards Quick Commerce in Tumkur City. The study provides valuable insights for businesses to improve service delivery and for policymakers to frame appropriate regulations. It concludes by emphasizing the growing importance of Q-commerce in shaping the future of digital retail, while also identifying gaps and opportunities for sustainable development in this emerging sector.

1.1 INTRODUCTION

In the digital age, the way consumers shop has undergone a dramatic transformation. Among the most recent innovations in retail is Quick Commerce (Q-commerce). A delivery model that promises ultra-fast delivery of essential goods, often within 10 to 30 minutes. Emerging from the limitations of traditional



and even conventional e-commerce, Q-commerce responds to modern consumers demand for immediacy, convenience, and efficiency. With the rapid growth of platforms like Zepto, Blinkit, and Swiggy Instamart, Q-commerce is revolutionizing how products reach consumers, especially in urban areas.

This paradigm shift is not without its challenges. While the appeal of instant delivery is clear, it also raises questions around sustainability, worker welfare, operational costs, and consumer trust. Understanding public perception is thus critical to shaping the future of this model.

The COVID-19 pandemic acted as a catalyst for Q-commerce in India, as lockdowns and safety concerns led consumers to seek contactless and rapid delivery options. Companies like **Zepto**, **Blinkit**, **Swiggy Instamart**, and **Dunzo** capitalized on this shift, establishing micro-fulfilment centres or "dark stores" in urban areas to ensure swift deliveries. These dark stores, strategically located close to high-demand neighbourhoods, enable companies to stock popular items and fulfil orders quickly.

Company Name	Year of Establishment	Notes
Zepto	2021	Founded by Aadit Palicha and Kaivalya Vohra; operates over 250 dark stores across major cities.
Blinkit	2013 (as Grofers)	Rebranded from Grofers to Blinkit in 2021 to focus on 10-minute deliveries.
Swiggy Instamart	2020	Launched by Swiggy as a quick commerce arm; now represents 40% of Swiggy's food delivery business.
Dunzo	2014	Entered quick commerce with Dunzo Daily in 2021; services shut down in January 2025.
BigBasket (BB Now)	2011	Launched quick commerce service BB Now in 2021, offering 10–30 minute deliveries.
JioMart	2019	Owned by Reliance Retail; expanded into quick commerce in June 2024.
Amazon Fresh	2019	Amazon's quick commerce arm in India, offering 15-minute deliveries in select cities.

Top Quick Commerce Companies in India

1.2 REVIEW OF LITERATURE



Joysri Datta Suchandra Bose(2024) A Study on the Growth Prospects of Q Commerce and Its Role Play in eCommerce Business in Present-Day India,

E-commerce has increasingly relied on efficient delivery systems to ensure consumer satisfaction, especially for essential and perishable goods. The study “*Analysis of Delivery Issues that Customers Face upon E-commerce Shopping*” by Gupta and Singh explores this relationship, highlighting how the COVID-19 pandemic accelerated the adoption of online shopping. Using both quantitative and qualitative methods, including a survey of individuals aged 18–30, the study found that consumer satisfaction improved to some extent during the pandemic. However, its scope was limited by the narrow demographic considered. Broader trends indicate that consumer behavior is steadily shifting from traditional retail to online purchases, as emphasized by the Confederation of Indian Industry (2016). Beyond convenience, e-commerce has the potential to drive sustainability by optimizing delivery times, supporting SMEs, and strengthening food and restaurant delivery services. Overall, the study underscores the growing relevance of e-commerce in enhancing service quality and consumer satisfaction.

Aswarya Kapoor, Rajiv Sindwani & Manisha Goel (2023) Exploring quick commerce service experience: a moderated mediated investigation using SEM and fsQCAE,

commerce increasingly depends on efficient delivery systems to ensure customer satisfaction, particularly for perishable and essential goods. The study “*Analysis of Delivery Issues that Customers Face upon E-commerce Shopping*” by Gupta and Singh examines this link, noting that the COVID-19 pandemic accelerated adoption and modestly improved satisfaction levels. Based on quantitative and qualitative research with respondents aged 18–30, the study highlights both opportunities and limitations, particularly its narrow demographic scope. Broader trends, as identified by CII (2016), show a steady shift toward online purchases. E-commerce also offers scope for sustainability, SME support, and improved service delivery.

Bhavi Chawla, Shubha Shedthikere, jairaj Sathyanarayana (2024) New User Product Recommendation for Q-commerce via Hierarchical Cross-Domain Learning,

We tackle the *new user cold-start problem* in q-commerce grocery recommendation. Traditional systems relying on sparse user–product interactions perform poorly, and existing cross-domain methods that map embeddings from a source domain often fail under long-tailed sales distributions and location-specific diversity. Leveraging online food delivery as the source domain, we propose a neural hierarchical cross-domain mapper that aligns users’ food and grocery category preferences through taxonomy-aware



mapping and a learning-to-rank model. Our approach improves NDCG by 30% over embedding-based methods, 8% over popularity baselines, and boosts online conversion by 4%.

Madan, R. V. (2012) examined the important factors that influence how consumers make decisions when purchasing fresh groceries. The research points out that aspects such as price, the quality and availability of exotic fruits and vegetables, store presentation, cleanliness, hygiene, home delivery, and even credit facilities play a significant role in shaping customer preferences. Madan also observed that consumer choices tend to differ when it comes to organized retailers versus unorganized retailers. Importantly, the study highlights how organized retail stores are developing and implementing effective strategies not only to meet these customer expectations but also to sustain, compete, and expand in a highly competitive market.

R.K. Srivastava (2013) The study undertakes a comparative examination of retail practices in India and South Africa, outlining both similarities and distinctions between the two markets. It highlights that retail branding is more strategically emphasized in South Africa, whereas in India, retailers often perceive branding as an inherent component of business rather than a distinct strategy. Further, the research underscores that South African retailers employ more advanced measures for purchase security and theft prevention, thereby pointing to the need for stronger security practices within the Indian retail sector. Despite these contrasts, segmentation strategies in both countries exhibit considerable similarity, as they are largely based on income levels and age demographics.

M. Prabhash, A. (2020): This study examines the growing inclination of India's youth toward online food ordering, observing that it is gradually replacing traditional dine-out habits. The trend is driven by the easy availability of low-cost internet services and the widespread use of electronic devices. The findings reveal that fast food emerges as the most popular choice, while working professionals particularly appreciate food delivery services because of their limited time. Convenience and the simplicity of digital payments are identified as key advantages encouraging this shift. At the same time, the research notes certain barriers to adoption, such as limited awareness, hesitation regarding online payments, and concerns about data security and privacy.

1.3 STATEMENT OF THE PROBLEM

Quick commerce has quickly established itself as a preferred channel for purchasing daily essentials and a variety of consumer products within minutes. Although it offers significant advantages in terms of speed and convenience, growing concerns have been raised about its wider implications. Key issues



include its environmental footprint, the working conditions of delivery personnel, fairness in pricing, and its influence on local businesses and consumer behavior. In addition, there is still limited clarity on how consumer perceptions of quick commerce change over time and which factors shape satisfaction and loyalty toward these services. This knowledge gap poses challenges for businesses, policymakers, and other stakeholders in assessing the long-term viability and sustainable role of quick commerce in the evolving retail landscape.

1.4 OBJECTIVES OF THE STUDY

- To Identify the key factors that influence consumer attitudes and preferences toward Q-commerce.
- To examine how these perceptions affect the usage and acceptance of Q-commerce platforms.
- To explore the concerns and challenges consumers associate with Q-commerce, such as delivery speed, pricing, and service reliability.

1.5 RESEARCH METHODOLOGY

RESEARCH DESIGN

The study employed a **descriptive research design** to analyze consumer perceptions of Quick Commerce (Q-commerce) services in Tumkur city. This design was chosen as it allows systematic collection and analysis of both qualitative and quantitative data, enabling the identification of consumer attitudes, preferences, and challenges associated with Q-commerce.

1.6 SAMPLE AND SAMPLING TECHNIQUE

A total of **30 respondents** were surveyed using a structured questionnaire. Respondents were selected using a **convenience sampling technique**, considering ease of access and time limitations. Although the sample size is small, it provides preliminary insights into the adoption and acceptance of Q-commerce services in Tumkur city.

1.7 RESULTS AND DISCUSSION

The study sought to analyze consumer perceptions of Quick Commerce (Q-commerce) in Tumkur city. Data collected from 30 respondents provided insights into their demographics, awareness, usage behavior, satisfaction levels, and perceptions of challenges associated with Q-commerce.

Demographic Profile

Table 1.1 Demographic Profile of Respondents

Variable	Category	Frequency	Percentage
Age	18–24	28	93.3%
	25–34	1	3.3%
	44 and above	1	3.3%
Gender	Male	13	43.3%
	Female	17	56.7%
Educational Level	Postgraduate	26	86.7%
	Graduate	2	6.7%
	Undergraduate	1	3.3%
	Other	1	3.3%
Occupation	Student	22	73.3%
	Employed	5	16.7%
	Self-employed	2	6.7%
	Homemaker	1	3.3%

Source: Primary Data

The demographic profile shows that Q-commerce services in Tumkur are predominantly used by **young consumers aged 18–24 (93.3%)**, with a slight majority of female respondents (56.7%). Educationally, most respondents are **postgraduates (86.7%)**, and a large share are **students (73.3%)**. This highlights that the adoption of Q-commerce is currently strongest among educated youth, who are more digitally active and responsive to technology-driven retail models.

Awareness and Usage Patterns

Table 1.2 Awareness and Usage Patterns

Variable	Category	Frequency	Percentage
Awareness	Yes	30	100%
Source of Awareness	Social Media	15	50%
	Friends/Family	6	20%
	Advertisements	5	16.7%
	Mobile Apps	4	13.3%



Frequency of Usage	Occasionally	11	36.7%
	2–3 times/week	6	20%
	Rarely	5	16.7%
	Daily	4	13.3%
	Weekly	2	6.7%
	Never	2	6.7%
Most Ordered Items	Snacks/Beverages	9	30%
	Groceries	7	23.3%
	Mixed Items	12	40%
	Medicine	1	3.3%
	Essentials	1	3.3%
Preferred Platform	Zepto	14	46.7%
	Blinkit	5	16.7%
	Amazon Fresh	2	6.7%
	Instamart	1	3.3%
	Others/Mixed	8	26.7%
Spending per Order (₹)	<100	8	26.7%
	100–299	12	40%
	300–499	9	30%
	500+	1	3.3%

Source: Primary Data

Every respondent was aware of Q-commerce services, with **social media (50%)** emerging as the primary source of awareness. This reinforces the importance of digital promotions in influencing consumer perceptions. In terms of frequency, most respondents use Q-commerce **occasionally (36.7%)**, while a smaller segment are **daily users (13.3%)**, suggesting that although awareness is widespread, dependency on these services is limited.

With respect to platforms, **Zepto dominates consumer preference (46.7%)**, followed by Blinkit, while other platforms hold smaller shares. Spending per order is concentrated in the **₹100–299 range (40%)**, reflecting the price sensitivity of consumers, especially students. These findings suggest that while Q-commerce has achieved strong awareness and initial adoption, **affordability and convenience drive actual usage patterns**.

**Satisfaction Levels****Table 1.3: Satisfaction Ratings of Respondents (Scale 1–5)**

Factor	Mean	Std. Dev.
Delivery speed	3.33	1.40
Product availability	3.40	1.07
Product quality	3.27	1.11
Ease of app use	3.37	1.40
Customer service	3.57	1.25
Pricing	3.47	1.14

Source: Primary Data

The satisfaction analysis shows that respondents are generally **moderately satisfied** with Q-commerce services. **Customer service (3.57)** and **pricing (3.47)** scored highest, indicating appreciation for fair pricing and responsive support. However, **product quality (3.27)** received the lowest score, highlighting concerns regarding consistency and reliability of delivered items. The relatively high standard deviations (1.1–1.4) reflect **mixed experiences**, with some consumers highly satisfied while others dissatisfied.

1.8 SUMMARY OF FINDINGS

The study reveals that awareness, affordability, and convenience are the strongest drivers of Q-commerce adoption in Tumkur city. At the same time, product quality and delivery consistency remain critical challenges that limit stronger consumer dependence. The absence of demographic differences in perception suggests that Q-commerce enjoys broad appeal across consumer groups, but usage is still largely occasional rather than habitual.

These findings are consistent with earlier studies that emphasize speed, reliability, and trust as the cornerstones of sustainable Q-commerce growth. For long-term success, providers must focus on quality assurance, competitive pricing strategies, and service reliability, while policymakers should consider safeguards for delivery personnel and sustainable operations.

1.9 CONCLUSION AND RECOMMENDATIONS**Conclusion**



The study examined consumer perceptions of Quick Commerce (Q-commerce) in Tumkur city, focusing on awareness, usage, satisfaction, and challenges. The findings demonstrate that Q-commerce enjoys universal awareness (100%), largely driven by social media promotions, and is especially popular among young, educated students. While Zepto emerged as the most preferred platform, spending patterns reveal that consumers are highly price-sensitive, with the majority spending ₹100–299 per order.

Usage remains occasional rather than habitual, indicating that although Q-commerce is valued for convenience, it has not yet become a primary shopping mode. Satisfaction levels across factors were moderate, with customer service and pricing rated highest, and product quality rated lowest. Statistical tests confirmed that demographics do not significantly influence satisfaction or usage, suggesting that perceptions are fairly uniform across groups. Furthermore, correlations between satisfaction and willingness to recommend were positive but not statistically significant, highlighting the need for stronger service performance to convert satisfaction into loyalty.

Overall, the results indicate that Q-commerce in Tumkur is at a stage of early but widespread adoption, with growth potential dependent on improvements in service quality, delivery reliability, and pricing strategies.

Recommendations

1. Strengthen Product Quality and Reliability

- Address consumer concerns about freshness, packaging, and consistency of items delivered.
- Invest in better supply chain checks and real-time quality control.

2. Enhance Value for Price-Sensitive Consumers

- Introduce loyalty programs, student discounts, and bundle offers to encourage frequent usage.
- Maintain competitive pricing to retain younger consumer segments.

3. Improve Service Accuracy and Speed

- Reduce delivery errors through technology-driven order tracking.
- Focus on maintaining delivery promises to build trust and repeat usage.



4. Leverage Social Media Marketing

- Expand influencer campaigns, referral incentives, and targeted advertisements, as social media is already the most effective awareness channel.

5. Expand Beyond Student Segments

- Develop marketing strategies to attract families, professionals, and homemakers, thereby broadening the consumer base.

6. Promote Sustainable Practices and Worker Welfare

- Adopt eco-friendly packaging and optimize delivery routes to reduce environmental impact.
- Ensure fair wages, safe working conditions, and reasonable delivery expectations for delivery personnel.

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