



Archives available at journals.mriindia.com

International Journal on Research and Development - A Management Review

ISSN: 2319-5479

Volume 14 Issue 01, 2025

A Review on the Influence of Quick Commerce on Consumer Purchase Decisions and Satisfaction in Mumbai.

Anjali Nair¹, Atharv Joshi², Yash Thakare³, Dr. Rajesh Nair⁴

Department of Pharmaceutical & Biotechnology Management, SIES School of Business Studies, Sector V, Nerul, Navi Mumbai-400706.

Corresponding author-Dr. Rajesh Nair

Peer ReviewInformation	Abstract
<p><i>Submission: 21 April 2025</i> <i>Revision: 20 May 2025</i> <i>Acceptance: 15 June 2025</i></p> <p>Keywords</p> <p><i>Quick commerce, Consumer behaviour, Mumbai, Customer satisfaction, Purchase decision-making.</i></p>	<p>Quick commerce (Q-commerce) has emerged as a revolutionary model in e-commerce, addressing the growing consumer demand for speed and convenience in urban markets. This paper explores the influence of Q-commerce on consumer purchase decisions and satisfaction, with a focus on Mumbai. Through secondary research, key trends, such as the rising adoption of hyperlocal delivery models, the role of technology, and the demographic characteristics of Qcommerce consumers, are analyzed. Additionally, the paper examines challenges faced by Q-commerce platforms, including logistical inefficiencies and consumer trust concerns. By highlighting the factors driving this sector's growth, this study offers valuable insights into its evolving landscape. The findings reveal that Q-commerce not only fulfills immediate needs but also redefines consumer expectations in a fast-paced digital economy, creating opportunities for sustainable growth in the retail sector.</p>

INTRODUCTION

Quick commerce (q-commerce) represents the next evolution of e-commerce, focusing on speed and convenience. While traditional e-commerce transformed delivery by enabling online shopping, it typically involves delivery times of 3-5 business days and often promotes bulk orders through incentives like free shipping.

In contrast, q-commerce caters to customers by delivering small quantities of goods almost instantly—anytime and anywhere. For instance, Delivery Hero delivers household essentials to customers' doors in under 30 minutes, often even faster. Unlike a weekly grocery run, qcommerce is

designed to meet immediate needs with quick and convenient service (Delivery Hero, 2020)

India's Quick Commerce Market:

India's quick commerce (QC) sector is witnessing remarkable growth, with projected revenue of \$3.35 billion in 2024. This momentum is expected to continue, with the market growing at a compound annual growth rate (CAGR) of 24.33% between 2024 and 2029. By 2029, the market size is anticipated to reach nearly \$10 billion. The number of QC users in India is also expected to rise significantly, reaching an estimated 60.6 million by 2029. Currently, QC user penetration in India stands at 1.8%, but this is projected to double to 4.0% by 2029.

Additionally, the average revenue per user (ARPU) is estimated at \$127.70, reflecting the growing demand for faster and more convenient shopping solutions. These trends highlight the immense potential of the QC market in India, as both businesses and consumers increasingly adopt this next-generation e-commerce model (R. Singh, 2024a).

Global Perspective:

While India's quick commerce (QC) market shows impressive growth prospects, examining the global context reveals an even larger landscape. China leads the global QC market with a staggering projected revenue of \$80.84 billion in 2024, significantly outpacing other countries. It also boasts the highest user penetration rate worldwide, standing at an impressive 21.4%. This dominance highlights China's well-established infrastructure, vast consumer base, and the early adoption of QC services. Countries like the United States and parts of Europe are also seeing steady growth, driven by innovations in logistics and changing consumer expectations for speed and convenience (Darji et al., 2024).

Evolving Consumer Preferences Driving Quick Commerce Growth

Consumer behavior has undergone a significant transformation in recent years, with a growing preference for quick and hassle-free shopping experiences. The widespread adoption of digital payments, smartphones, and internet access has fueled the rapid expansion of quick commerce (Q-commerce) platforms in India. These platforms provide a seamless shopping experience for essentials, with speed as their primary promise (Dr. P. Jarolia et al., 2024).

Unlike traditional e-commerce platforms, which require customers to plan purchases and wait several days for delivery, Q-commerce addresses the gap between consumer expectations and delivery times. This shift has drawn many consumers towards platforms that fulfill their needs in a fraction of the time. Q-commerce excels at meeting urgent and impulsive shopping demands, an area where traditional e-commerce struggles to compete. Consumers now value the flexibility to place orders on the go and receive them almost instantly, rather than enduring long waiting periods. This changing behavior has positioned Q-commerce as a superior option to meet the growing demand for speed and convenience (Ranjekar & Roy, 2023).

In the Indian market, the three key players in the quick commerce industry are the following

Blinkit: Known earlier as Grofers this is one of the 2 biggest quick commerce platforms in India with a revenue of 1.5 billion in 2023, it was started in 2013 as Grofers with the primary goal of delivering necessities and groceries within a few hours of an

order being placed. The company saw marginal growth till 2019 and thus underwent a significant change and pivoted to a very quick delivery strategy and ever since has seen exponential growth with investment from key players like Zomato. (P. Jarolia et al., 2024; Reddy, 2023)

Zepto: Launched in 2020, this is a rapidly growing ultra-fast grocery delivery business, it was strategically created to capitalize upon the growing demand for quick, on-demand grocery during the covid 19 pandemic when customer preference shifted towards online and convenient shopping. The company's unique selling proposition is its emphasis on delivering goods in as little as 10 minutes. Zepto initially had difficulties to gain traction but did manage to achieve significant growth after receiving funding from well know businesses and international venture capitalist.(P. Jarolia et al., 2024; Reddy, 2023)

Swiggy Instamart: This platform was first introduced by Indian ECommerce platform Swiggy as part of Swiggy's meal delivery service before it became an individual groceryDelivery service. Instamart has just like the other 2 platforms mentioned above enjoyed the rise in Indian consumer's preference towards convenient, quick grocery delivery and contactless delivery bought on by the COVID-19 pandemic. Due to its strategic expenditure in technology and infrastructure it grew significantly by 2021 and it has made large investments to expand the facilities near clients and upgrade its logistics, this has shortened delivery time and raised customer satisfaction (P. Jarolia et al., 2024; Reddy, 2023).

Adaptations of quick commerce in Mumbai

Hyperlocal model for Rapid Delivery: This is a logistics model that focuses on fulfilling customer orders from dark stores located in urban areas of high population density. These dark stores are micro warehouses that enable the quick commerce platforms to bypass challenges associated with large, centralized warehouses that are common in traditional ECommerce supply chain. These micro warehouses allow the quick commerce platforms to achieve low operational cost while improving delivery times.

Technology and data Analytics: Qcommerce utilizes advanced technology to optimize its logistics and inventory management. By leveraging artificial intelligence (AI) and data analytics, the platform can anticipate demand, track inventory in real time, and streamline delivery routes. This efficient system helps maintain ideal stock levels, minimize delivery times, and better cater to customer needs. Additionally, AI-powered recommendations enhance the shopping experience by personalizing product

suggestions, strengthening customer engagement and loyalty. The platform's real-time tracking feature also boosts transparency, allowing customers to monitor their orders and improving overall satisfaction.

Efficient Supply Chain and Vendor Relationship:

QCommerce strengthens its supply chain by establishing strategic partnerships with local vendors and suppliers. By closely coordinating with them, the company ensures that its dark stores are well-stocked with fresh, high-quality products. Emphasizing local sourcing and rapid inventory turnover helps Zepto minimize supply chain disruptions and deliver products to customers quickly. This efficient supply chain management not only keeps operational costs low but also ensures consistent product availability, which is vital for maintaining the fast delivery speeds that define quick commerce.

The popularity of q-commerce in India has seen a significant rise, driven by the rapid growth of an expanding middle class, and improving living standards (Geetha Shetty & Adithya D., 2017). Quick commerce offers a compelling value proposition for busy consumers by providing the convenience of speedy delivery, allowing them to receive their desired items at a time that suits them (Ganapathy & Dr Chithambar Gupta, 2023). The rise of mobile commerce and the convenience offered by online shopping have been key contributors in the increasing popularity of Q-commerce (R. Singh, 2024c).

The purchase decision is a process where consumers commit to acquiring a product, influenced by their attitudes, needs, and willingness to take risks (Astini et al., 2024; Wardani et al., 2022). As mentioned in Kotler and Keller's Marketing Management, purchase decisions reflect the stage where consumers evaluate and develop their preferences for brands based on various behaviors (Kotler, 2018). In the fast-changing retail world, it's important for businesses to understand consumer behaviour in the Q-commerce space to succeed. Learning about consumer habits will help businesses stay competitive and create simple, effective marketing strategies that boost sales and profits.

Having established the foundational understanding of quick commerce, including its rise in urban markets and its impact on consumer behavior and satisfaction, the next step is to delve into the outcomes of the secondary research. This paper aims to analyze the role of QCommerce in shaping purchase decisions and satisfaction levels among consumers in Mumbai and Navi Mumbai, highlighting key trends, preferences, and challenges in these urban markets.

OBJECTIVE:

To analyse current market trends in Q-Commerce in Mumbai.

To examine consumer preferences regarding Q-Commerce services.

To explore the challenges faced by Q-Commerce platforms in urban markets.

RESEARCH METHODOLOGY The research paper is based on Secondary research methodology.

RESULT 3.1. Current Market Trends in Q-Commerce

Based on (Potdukhe et al., 2024a; Ranjekar & Roy, 2023; Reddy, 2023) there is an opportunity to expand Q-Commerce as competition intensifies in the e-commerce sector and customer expectations continue to rise for features like live order tracking, hassle-free cancellations and returns, and faster deliveries, grocery e-commerce businesses must remain agile and adaptable. Implementing a hybrid business model that combines efficient warehouse fulfillment with streamlined logistics will be crucial to meeting these demands.

Industry trends indicate a significant surge in quick commerce in the coming years, as more retailers embrace micro-fulfillment solutions. Changes in consumer behavior following COVID19 are further driving this growth. Customers are increasingly seeking a broader selection of products, such as clothing, electronics, and cosmetics, with immediate delivery. To meet this demand, businesses must expand their product range, which will bring new logistical and infrastructural challenges. To stay ahead, companies must leverage technology and automation in their warehousing and logistics operations, ensuring they can adapt to shifting market dynamics. Additionally, quick commerce businesses must establish a feasible delivery time frame that maintains their core value proposition while prioritizing the safety of delivery personnel.

The future of e-commerce in India looks highly promising. Its success will depend on how strategically companies invest in growth and innovation to build a strong competitive edge. The possible market penetration strategies utilized by leading Q-Commerce platforms are Zepto, a leading player in the ultrafast delivery (Q-commerce) market, boasts a \$10 billion valuation. Their secret? A robust network of 100 micro-warehouses strategically located to overcome logistical challenges and ensure 10-minute deliveries. This impressive network can handle a daily order volume of 2,500, optimizing efficiency and speed (Zepto's Official Website, n.d.). Zepto further elevates the customer experience with features like real-time order tracking, cashless payment options, and location-based ETA notifications. This combination of rapid delivery and a user-friendly platform has fueled explosive growth

in their grocery delivery business, with annual growth rates surpassing 200%.

Blinkit has built a loyal customer base with over a million weekly orders, showcasing strong customer engagement. A significant 50% of customers return to shop again within a week, demonstrating high customer retention.

To meet the demands of this growing customer base and ensure consistent product availability, Blinkit leverages a robust network of 250 micro-warehouses. Additionally, they collaborate with local kiranas to effectively serve each designated area.

Furthermore, Blinkit maintains a substantial delivery partner network, partnering with 14,000-15,000 independent delivery personnel. Attractive compensation packages incentivize these partners to contribute to Blinkit's efficient delivery operations (Business Today, 2021).

Swiggy Instamart thrives on a foundation of key strengths: a vast network of local partners, cutting-edge technology, flexible payment options, and a robust delivery network. To optimize deliveries, Swiggy collaborates with Fast Despatch Logistics, utilizing eco-friendly electric cycles from Hero Lectro Cargo (HLC). Strategically positioned "dark stores" owned by third parties enable Swiggy to fulfill orders with unprecedented speed. Customer satisfaction is paramount. Swiggy offers diverse payment choices, including credit/debit cards, net banking, mobile wallets, and cash on delivery. The app enhances the user experience with features like instant chat/call support, automatic location detection, live order tracking, and enticing coupons.

Factors Driving Consumer Adoption

Speed and convenience are critical motivators for the adoption of quick commerce. The ultrafast delivery model, often within 10-15 minutes, addresses the urban population's need for instant access to products, especially groceries and essentials (Akhtar & Farooqi, 2022). This trend aligns with consumers' preference for saving time and avoiding the challenges of traditional shopping, such as travel and queuing. For instance, the researchers at Parul University, India highlight that Q-Commerce services capitalize on consumers' fast-paced lifestyles, particularly in urban settings (Darji et al., 2024). According to the findings in the Thane City study, 69% of respondents stated that delivery speed is the most significant factor influencing their preference for quick commerce over traditional retail methods. This is especially relevant in Mumbai, where traffic congestion and long commutes often hinder access to physical stores (R. Singh, 2024b). These features are pivotal in meeting urban consumers' demand for fast access to essentials like groceries.

Q-commerce has emerged as an extension of the e-commerce sector, with a growing number of players entering the market. Prioritizing speed and

convenience in delivery services, addressing consumer concerns about delivery uncertainties and providing solutions such as same-day or two-day delivery options (Ganapathy & Dr Chithambar Gupta, 2023; J. Singh, 2023).

Consumers value secure and dependable systems, with cash-on-delivery remaining a favored payment option. Trust in e-commerce is significantly influenced by efficient customer support services and well-detailed website content (Chawla & Kumar, 2022; Chopdar & Balakrishnan, 2020). Dr. Mayuresh A. Mule, clearly identifies seven key factors influencing consumers' online shopping behavior. These factors include the ease of use of the platform, the perceived risk involved, the usefulness of the service, the impact of website design, economic considerations, product availability, and the level of customer satisfaction (Dr. Mayuresh A. Mule, 2020).

A study by NIQ indicates that 31% of urban Indian shoppers rely on quick commerce platforms for their main grocery needs, while 39% use them for top-up purchases. This trend is driven by the convenience and promotional offers provided by these platforms (Srivastava Akshara, 2024). Discounts and loyalty programs significantly influence consumer choices. It is emphasized that seasonal offers and cashback schemes are highly valued, particularly among students and price-sensitive users (R. Singh, 2024b). Platforms are increasingly offering loyalty programs and personalized discounts to retain customers like Zepto's "Zepto Pass" which gives benefits like free deliveries and discounts (Economic Times, 2024b). These initiatives not only attract new users but also encourage repeat purchases, fostering brand loyalty.

Demographics of Q-Commerce Consumers

A strong interest in Q-Commerce platforms is observed among the 18-24 age group (Gen Z), particularly students, due to their tech-savvy nature and reliance on apps for daily essentials. Homemakers also contribute significantly (Ganapathy & Dr Chithambar Gupta, 2023; Geetha Shetty & Adithya D., 2017; R. Singh, 2024b). With over 100 million Gen Z consumers in India, this group plays a major role in the market (NIQ, 2024), they are tech-savvy, value authenticity and are quick to adopt new trends (Deloitte, 2024). Understanding their preferences is crucial for businesses looking to connect with and cater to this important demographic. Data from Mumbai reveals that users order multiple times a week, indicating high reliance on QCommerce for routine needs. Evenings and weekends are peak ordering times, aligning with work and leisure schedules. Homemakers predominantly place orders during the day, particularly for groceries (R. Singh, 2024b). Also, preference for discounts and coupons as mentioned in the previous section would mean that most of the

consumers using Q-commerce belong to middle class income group.

Key Expectations from Q-Commerce Platforms

Reliability remains critical, with many q-commerce users in Mumbai expressing satisfaction with timely deliveries. For many, especially Gen Zs, Millennials and higher income groups (55– 65 percent), online research and reviews are now integral to their decision-making process. Thus, online reviews and ratings influence consumer behaviour and purchase decisions. A study by Deloitte highlights that over 72% of Q-commerce users in India, including Mumbai, rank delivery punctuality as a top factor influencing their satisfaction (Deloitte, 2024). Delays were noted to negatively impact repeat purchase behavior. This finding aligns with user feedback from the study, emphasizing punctuality as a key driver for loyalty (Darji et al., 2024; R. Singh, 2024b).

There's also an increasing need of reference for quick and convenient food options, which is evident from the study conducted by NIQ, that 42% of shoppers use Q-commerce for ready-to-eat meals, and 45% for salty snacks, indicating a preference for quick and convenient food options (Srivastava Akshara, 2024). While existing platforms in Mumbai perform adequately, feedback suggests improving response times for issue resolution. Maintaining a high level of service reliability is crucial for retaining consumer trust and encouraging repeat business (Indiaretail Bureau, 2024). According to a Deloitte survey, 92 percent of millennials and 89 percent of Gen Z believe businesses should do more to empower consumers to make sustainable purchasing decisions (Deloitte, 2024; Deloitte & Global, 2024).

A seamless and intuitive app interface enhances the shopping experience, making it easier for consumers to browse products, place orders, and track deliveries (Economic Times, 2024a). Efficient handling of customer inquiries and prompt resolution of issues are critical components in maintaining and enhancing customer satisfaction and loyalty. When consumers encounter problems such as delayed deliveries, incorrect items, or technical glitches while using quick commerce platforms, they expect immediate assistance and clear solutions. A responsive customer service team that can address concerns effectively not only resolves individual issues but also fosters a sense of trust and reliability in the platform. This is particularly important in competitive urban markets like Mumbai, where consumers have multiple alternatives available. Platforms that provide multi-channel support options, including live chat, in-app FAQs, and phone assistance, are better equipped to meet customer expectations. Furthermore, ensuring that customer service agents are well-trained and empowered to make decisions can lead to quicker resolutions and more personalized experiences. These efforts

contribute significantly to building long-term customer relationships and enhancing the overall brand reputation of the platform (BrandEquity, 2024; Economic Times, 2024a).

Challenges faced by Q-Commerce platforms in urban markets like Mumbai

The quick commerce (QC) model is rapidly addressing key challenges faced by urban Indian consumers like in Mumbai, providing innovative solutions to long-standing issues:

Unplanned, Small-Value Purchases

According to Redseer analysis, two-thirds of purchases in urban India are unplanned and involve low to moderate order values, often requiring immediate fulfillment. This stems from factors like limited disposable incomes, cultural preferences for fresh food over preserved items, and restricted pantry or storage space in households. These factors have allowed neighborhood kirana stores to remain a dominant retail channel despite their inefficiencies and the growing presence of organized retail (Potdukhe et al., 2024b).

Speed and Convenience

Many consumers face difficulties traveling long distances to supermarkets due to poor transportation or urban infrastructure (Akhtar & Farooqi, 2022). Even visiting nearby stores can be inconvenient for those with busy lifestyles or nuclear families. QC platforms have revolutionized the shopping experience, ensuring orders are delivered within 10 to 30 minutes, offering unmatched speed and convenience.

Limited Product Variety

Neighborhood kirana stores typically offer a narrow selection of 1,000-1,500 SKUs due to limited storage and financing options, leading to a subpar shopping experience. QC platforms, on the other hand, operate dark stores stocked with over 6,000 SKUs, providing consumers with a wider variety of products and greater satisfaction (Potdukhe et al., 2024a).

Discounts and Promotions

Purchases at kirana stores are usually made at maximum retail price (MRP) due to their low profit margins, leaving little room for discounts. QC platforms, leveraging their scale, build direct relationships with brands and distributors, bypassing traditional supply chains to reduce costs. These savings are often passed on to customers through discounts, cashback offers, delivery fee waivers, and loyalty programs with nominal membership fees (Potdukhe et al., 2024a).

24/7 Availability

Most kirana shops are family-owned businesses with limited hours of operation. In contrast, QC platforms operate dark stores with multiple shifts, enabling round-the-clock service to meet consumer demands at any time of the day or night.

Standardized After-Sales Service

A common drawback of unorganized retail is the lack of standardized post-purchase services. Customers often face challenges with returns, exchanges, or customer support. QC platforms address these issues with consistent after-sales services, such as clear return policies and readily available customer support, significantly enhancing the overall shopping experience.

By tackling these challenges, Q-commerce platforms are revolutionizing urban retail in India, offering a level of convenience, variety, and value that traditional retail channels, such as kirana stores and large supermarkets, have struggled to provide. Kirana stores, though deeply ingrained in the local retail landscape, often face limitations such as narrow product selections, lack of technological integration, and operational inefficiencies, which Q-commerce addresses through innovative solutions. By leveraging dark stores and hyperlocal delivery models, Qcommerce platforms ensure rapid delivery of a wide range of products, often exceeding the offerings of small neighborhood stores. Additionally, the integration of advanced technologies like AI-powered demand forecasting, real-time inventory management, and optimized delivery routes allows these platforms to operate with greater efficiency and precision, significantly improving the customer experience. Unlike supermarkets, which require physical visits and are often inconvenient for busy urban consumers, Q-commerce eliminates the need for travel and long queues by providing doorstep delivery within minutes. Moreover, features like personalized recommendations, live order tracking, and multiple payment options enhance user engagement, while promotional offers such as discounts, cashback, and loyalty programs provide added value for cost-sensitive consumers. By addressing these gaps, Q-commerce is not just meeting immediate consumer needs but also creating a seamless, efficient, and customer-centric retail experience, thereby setting a new standard for urban shopping in India.

DISCUSSION

The rise of Q-commerce in urban markets like Mumbai marks a transformative period for ecommerce. Rooted in speed and convenience, Q-commerce addresses consumers' evolving demands for immediate fulfillment of their needs. Unlike traditional e-commerce, which often necessitates planning and waiting periods of several days for

delivery, Q-commerce has reshaped consumer expectations by ensuring deliveries in as little as 10–30 minutes. This new model effectively caters to unplanned and impulse purchases, making it a preferred choice for modern urban lifestyles.

Mumbai, a bustling metropolitan hub, provides a unique landscape for the growth of Qcommerce. Its high population density, coupled with the prevalence of nuclear families and busy work schedules, creates a significant demand for swift delivery services. Platforms like Blinkit, Zepto, and Swiggy Instamart have pioneered Q-commerce in the city, leveraging hyperlocal delivery models and advanced technology. By utilizing dark stores—small, strategically located warehouses—these platforms have managed to minimize delivery times while keeping operational costs low. This approach is especially beneficial in urban areas like Mumbai, where traffic congestion and infrastructural constraints often hinder traditional delivery methods.

Another critical factor driving Q-commerce adoption in Mumbai is the integration of cutting-edge technology. Platforms use artificial intelligence and data analytics to predict demand patterns, manage inventory in real-time, and optimize delivery routes. These technological advancements not only improve operational efficiency but also enhance the customer experience by offering features like live order tracking and personalized product recommendations. Moreover, platforms' partnerships with local vendors ensure a steady supply of fresh, high-quality products, further strengthening consumer trust and satisfaction.

The demographic composition of Q-commerce users in Mumbai also sheds light on its growing popularity. Gen Z and Millennials dominate the consumer base, with their preference for digital interactions and convenience aligning well with the offerings of Q-commerce platforms. Homemakers are another significant segment, as they increasingly rely on these services to meet their daily needs without stepping out. The middle-class population, which values discounts, cashback, and loyalty programs, finds Q-commerce appealing due to its cost-effectiveness and promotional offers.

While Q-commerce addresses several consumer pain points, it also presents challenges for businesses. The intense competition among platforms demands constant innovation and differentiation. Operational challenges such as maintaining inventory across multiple dark stores, ensuring delivery personnel safety, and minimizing costs without compromising service quality require strategic planning. Furthermore, the pressure to deliver within ultra-short timeframes can lead to workforce strain and

logistical inefficiencies, which, if left unaddressed, may impact the sustainability of this business model.

Consumer satisfaction remains a cornerstone of Q-commerce's success. Factors like punctual deliveries, user-friendly interfaces, and reliable customer support have become nonnegotiables for consumers. Delays in deliveries or poor issue resolution can significantly affect repeat purchase behavior, emphasizing the importance of maintaining high service standards. Additionally, platforms are increasingly focusing on expanding their product range to include categories like electronics and ready-to-eat meals, further broadening their appeal to diverse consumer segments.

Q-commerce has also highlighted the importance of sustainable business practices. Initiatives like eco-friendly delivery options and efficient energy use in warehouses are being explored to mitigate the environmental impact of this rapid-delivery model. As Q-commerce continues to grow, its ability to adapt to consumer needs while addressing these sustainability concerns will play a pivotal role in shaping its future trajectory. By leveraging hyperlocal delivery models, advanced technology, and consumer-centric strategies, platforms have successfully positioned themselves as indispensable in the lives of urban consumers. However, sustaining this growth will require continuous innovation, operational excellence, and a commitment to addressing both consumer expectations and broader societal challenges.

CONCLUSION

The emergence of Q-commerce in Mumbai represents a significant evolution in the ecommerce landscape, reshaping consumer purchase behavior and satisfaction levels. By offering ultra-fast deliveries, often within 10–30 minutes, Q-commerce addresses the urban population's need for speed and convenience. Platforms like Blinkit, Zepto, and Swiggy Instamart have effectively utilized hyperlocal logistics models, dark stores, and advanced technologies to overcome challenges such as traffic congestion and limited storage capacities while meeting the demand for immediacy.

Consumer adoption of Q-commerce has been driven by changing lifestyles, increased reliance on digital platforms, and the need for unplanned, small-value purchases. Younger demographics, particularly Gen Z and Millennials, have embraced this model due to its alignment with their tech-savvy, convenience-oriented preferences. Homemakers and middleincome groups, motivated by cost-effectiveness and promotional offers, further reinforce Qcommerce's appeal.

Despite its rapid growth, the sector faces challenges in ensuring operational efficiency, maintaining workforce safety, and sustaining service quality under competitive pressures. Additionally, consumers demand reliable deliveries, personalized experiences, and robust customer support, placing increased expectations on platforms to innovate and enhance their services continuously.

Overall, Q-commerce has not only met immediate consumer needs but also set new benchmarks for speed, variety, and customer satisfaction in urban markets. As the sector matures, its ability to address logistical, technological, and sustainability challenges will determine its long-term impact on the retail ecosystem.

Future Scope

The future of Q-commerce in India offers immense potential for growth and innovation, particularly in urban centers like Mumbai. One promising area is the further integration of advanced technologies such as artificial intelligence (AI), machine learning, and blockchain. These technologies can enhance inventory management, predict consumer demand more accurately, optimize delivery routes, and provide greater transparency across the supply chain. By leveraging these tools, Q-commerce platforms can improve efficiency and reduce operational costs, ensuring a seamless experience for consumers.

Expanding Q-commerce services to Tier 2 and Tier 3 cities is another critical growth avenue. These areas remain relatively untapped but present significant opportunities due to rising digital literacy and increasing smartphone penetration. However, this expansion will require addressing infrastructural challenges, such as limited transportation networks and logistical constraints, while adapting services to meet the unique demands of smaller towns.

Sustainability is poised to become a central focus for the Q-commerce industry. As consumers grow more environmentally conscious, platforms will need to adopt eco-friendly practices such as electric delivery vehicles, biodegradable packaging, and efficient energy use in warehouses. These initiatives will not only reduce the environmental impact of Q-commerce but also align with global sustainability goals, fostering goodwill among consumers. Another area of opportunity lies in diversifying product offerings. By including non-traditional categories such as electronics, cosmetics, and ready-to-eat meals, platforms can attract a broader customer base and meet the evolving preferences of urban consumers.

Additionally, innovations in payment systems, including flexible financing options and loyaltybased

rewards, can further enhance the appeal of Q-commerce platforms. Finally, enhancing consumer trust and satisfaction will be pivotal for long-term success. Strengthening customer support systems, ensuring timely issue resolution, and maintaining consistent service quality will be crucial in building brand loyalty in an increasingly competitive market. By focusing on technological advancements, sustainability, and customercentric strategies, the Q-commerce sector is well-positioned to remain a cornerstone of modern retail and redefine the consumer experience in the years to come.

REFERENCES

Akhtar, M. A., & Farooqi, R. (2022). Online Consumer's Purchasing Behavior Towards EGrocery Shopping- A Critical Review. *Journal of M. P. Institute of Social Science Research*, 27(10), 63–69. <https://www.researchgate.net/publication/369014050>

Astini, R., Royanti, I., & Mercu Buana, U. (2024). The Impact of Quick Commerce that Influence the Purchase Decision of E-Grocery Yanto Ramli Erna Sofriana Imaningsih Thukas Shilul Imaroh. 24(01), 110–128.5)

BrandEquity. (2024). India Prefers Q- Commerce for daily essentials, physical stores for highvalue buying.

Business Today. (2021). Grofers “confident” of under 10-min grocery delivery within 45 days.

Chawla, N., & Kumar, B. (2022). E-Commerce and Consumer Protection in India: The Emerging Trend. *Journal of Business Ethics*, 180(2), 581–604. <https://doi.org/10.1007/s10551-02104884-3>

Chopdar, P. K., & Balakrishnan, J. (2020). Consumers response towards mobile commerce applications: S-O-R approach. *International Journal of Information Management*, 53, 102106. <https://doi.org/10.1016/j.ijinfomgt.2020.102106>

Darji, J., Chaudhari, N., & Panchal, H. (2024). the Impact of Quick Commerce on Customer Purchase Decisions and Consumer Satisfaction: a Quantitative Research. 04, 2454– 2467. <https://doi.org/10.55041/IJSREM16863>.India.Delivery Hero. (2020). Quick commerce: pioneering the next generation of delivery.

Deloitte. (2024). SPURring growth in FMCG, retail and e-commerce sectors in India. Deloitte, & Global. (2024). 2024 Gen Z and Millennial Survey. <https://www.deloitte.com/content/dam/assets-shared/docs/campaigns/2024/deloitte2024-genz-millennial-survey.pdf?dlva=1>

Dr. Mayuresh A. Mule. (2020). STUDY ON CUSTOMERS PERCEPTION OF WESTERN MUMBAI

AND CENTRAL MUMBAI TOWARDS ONLINE SHOPPING. *UGC CAREJournal*, 40(89).

Economic Times. (2024a). Consumers Shift to Q - Commerce for F and B, Deloitte FICCI report finds.

Economic Times. (2024b). Zepto Pass Gets 1 Million Subscribers within a week of launch.

AReview on the Influence of Quick Commerce on Consumer Purchase Decisions and Satisfaction in Mumbai.

Ganapathy, V., & Dr Chithambar Gupta. (2023). Critical success factors for quick commerce grocery delivery in India: an exploratory study. *Sustainability, Agri, Food and Environmental Research*DISCONTINUED, 12(1). <https://doi.org/10.7770/safer-V12N1-art691>

Geetha Shetty, & Adithya D. (2017). E-Commerce Industry Significant Factor for the Growth of Indian Economy. *Asian Journal of Research in Social Sciences and Humanities*, 7(4),177. <https://doi.org/10.5958/2249-7315.2017.00275.1>

Indiaretailing Bureau. (2024). Fast delivery, discounts drive quick commerce growth: Study.

Jarolia, Dr. P., Jadhav, Prof. A., & Ahluwalia, Dr. G. K. (2024). The Shift to Speed: A Case Study on the Rise of Q Commerce Companies and Its Impact on E-Commerce Strategies. *International Journal of ResearchPublication and Reviews*, 5(12), 3627– 3633. <https://doi.org/10.55248/gengpi.5.1224.250119>

Jarolia, P., Jadhav, P. A., & Ahluwalia, G. K. (2024). International Journal of Research Publication and Reviews The Shift to Speed : A Case Study on the Rise of Q Commerce Companies and Its Impact on E-Commerce Strategies. 5(12), 3627–3633.

Kotler, P., & K. K. L. (2018). *Marketing Management*. In Soldering & Surface Mount Technology. Pearson Prentice Hall.NIQ. (2024). Decoding GenZs & New India.

Potdukhe, S., Dixit, S., Borse, A., & Modi, E. (2024a). Deep-Dive: Quick Commerce It always seems impossible until it's done. *JM Financial Institutional Securities Limited*, February. <https://www.jmfl.com/Common/getFile/3278>

Potdukhe, S., Dixit, S., Borse, A., & Modi, E. (2024b). Deep-Dive: Quick Commerce It always seems impossible until it's done. *JM Financial Institutional Securities Limited*, February. <https://www.jmfl.com/Common/getFile/3278>

Ranjekar, G., & Roy, D. (2023). Rise of Quick Commerce in India: Business Models and Infrastructure Requirements. Centre for Transportation and Logistics, 1–2. <https://www.iima.ac.in/faculty-research/centers/Centre-for-Transportation-and-Logistics>

Reddy, C. M. (2023). Study on Emerging Business Trend: Quick Commerce. International Journal of Research Publication and Reviews Journal Homepage: Wwww.Ijrpr.Com, 4(8), 130–135. www.ijrpr.com

Singh, J. (2023). Zomato: quick commerce on the menu. Emerald Emerging Markets Case Studies, 13(2), 1–28. <https://doi.org/10.1108/EEMCS-10-2022-0350>

Singh, R. (2024a). A STUDY OF THE INFLUENCE OF QUICK COMMERCE ON CONSUMER SGOC USE PUBLICATION A STUDY OF THE INFLUENCE OF QUICK COMMERCE ON CONSUMER PURCHASE DECISIONS AND. November.

Singh, R. (2024b). A STUDY OF THE INFLUENCE OF QUICK COMMERCE ON CONSUMER SGOC USE PUBLICATION A STUDY OF THE INFLUENCE OF QUICK COMMERCE ON CONSUMER PURCHASE DECISIONS AND. November.

Singh, R. (2024c). The Impact of Quick Commerce on Consumer Behavior and Economic Trends in India: A Systematic Review. International Journal of Social Science and Economic Research, 09(08), 2859–2874. <https://doi.org/10.46609/IJSSER.2024.v09i08.020>

Srivastava Akshara. (2024). More urban shoppers opting for quick commerce platforms: NIQ study.

Wardani, S. D. M., Wijaya, A. L., Paramitha Devi, H., & Ayera, A. (2022). Effect of Capital Structure, Tax Avoidance, and Firm Size on Firm Value with Dividend Payout Ratio as Moderating. Journal of Business and Management Review, 3(1), 069–081. <https://doi.org/10.47153/jbmr31.3022022> Zepto's Official Website. (n.d.).