

Consumer Awareness and Perception Towards Quick Commerce: A Study on Emerging Urban Retail Trends

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Abstract:

The rapid evolution of digital technology and urban lifestyles has given rise to **Quick Commerce (Q-commerce)**—a novel retail model that promises ultra-fast delivery of goods, often within 10 to 30 minutes. As cities grow smarter and consumers demand greater convenience, Q-commerce platforms such as Blinkit, Zepto, and Swiggy Instamart are transforming the dynamics of last-mile delivery and urban consumption. This study investigates the level of **consumer awareness** and their **perceptions** toward Q-commerce, particularly among urban consumers who are at the forefront of digital retail adoption.

Using a structured questionnaire, primary data was collected from 400 respondents in metropolitan cities across India. The findings reveal that while a majority of urban consumers are aware of Q-commerce services, their perceptions vary significantly based on factors such as **age, digital literacy, delivery speed expectations, perceived service quality, and trust in technology**. The study also identifies a strong correlation between consumer awareness and willingness to adopt Q-commerce services, particularly for daily essentials and impulse purchases.

The results provide valuable insights for marketers, retailers, and policymakers aiming to optimize customer engagement strategies in the Q-commerce landscape. Furthermore, the research contributes to the emerging literature on digital consumer behavior by highlighting the drivers and barriers influencing the growth of Q-commerce in urban India. This study concludes by offering strategic recommendations to enhance consumer trust, awareness, and long-term adoption in this fast-paced sector.

Keywords:

Quick Commerce (Q-Commerce), Consumer Awareness, Urban Retail Trends, Digital Consumer Behavior, Last-Mile Delivery

Introduction

The digital revolution has profoundly transformed the global retail landscape, giving rise to innovative service models that prioritize speed, convenience, and consumer-centric experiences. One of the most significant developments in recent years is the emergence of **Quick Commerce (Q-commerce)**—a next-generation retail format that enables delivery of products, particularly groceries and daily essentials, within a remarkably short timeframe, often under 30

minutes. With the rise of hyperlocal delivery startups and the aggressive entry of e-commerce giants into this space, Q-commerce is rapidly redefining consumer expectations in urban markets.

Urban India, marked by high population density, tech-savvy consumers, and increasing disposable income, has become a fertile ground for the growth of Q-commerce platforms such as Blinkit, Zepto, Swiggy Instamart, and BigBasket Now. These platforms leverage cutting-edge technology, data analytics, and dark store infrastructure to fulfill orders with unprecedented speed. While the operational capabilities of these firms have garnered attention, **consumer awareness and perception**—critical determinants of market success—remain relatively underexplored in academic research.

Understanding how urban consumers perceive Q-commerce, their level of awareness, and the factors that influence their attitudes toward such services is vital for both practitioners and scholars. Consumer awareness plays a pivotal role in shaping purchasing behavior, influencing the adoption of new retail technologies, and determining the long-term sustainability of innovative business models. Moreover, consumer perception—encompassing beliefs, attitudes, trust, and satisfaction—can significantly impact brand loyalty and repeat usage.

This study seeks to bridge the existing knowledge gap by exploring the **awareness and perception of urban consumers toward Q-commerce platforms**. By focusing on the urban retail environment, the study aims to assess how factors such as digital exposure, service quality, delivery speed, and brand trust affect consumer behavior. The insights derived will provide valuable guidance to marketers, Q-commerce entrepreneurs, and policymakers aiming to tap into the fast-evolving digital retail economy.

In light of the limited empirical work in this domain, especially within the Indian context, this research contributes to a growing body of literature in digital marketing and retail innovation. It also underscores the urgency for businesses to align their strategies with changing consumer expectations in a post-pandemic era, where **speed and convenience** have become non-negotiable elements of the shopping experience.

Statement of the Problem

The retail ecosystem is undergoing a paradigm shift with the rapid emergence of **Quick Commerce (Q-commerce)**, a model that caters to consumers' growing demand for speed, convenience, and instant gratification. This evolution is particularly evident in urban settings, where time-constrained consumers increasingly prefer on-demand delivery services for essential and non-essential purchases. Despite the exponential growth of Q-commerce platforms such as Zepto, Blinkit, and Swiggy Instamart, there remains a critical gap in understanding **how well consumers are aware of these services and what they perceive about them** in terms of reliability, trust, pricing, and value.

While technological infrastructure and delivery capabilities are advancing rapidly, **consumer acceptance remains a determining factor** for the long-term success of Q-commerce. Limited research has been conducted to explore whether consumers fully understand the service model, are confident in its reliability, and are satisfied with the speed, safety, and product quality being offered. In addition, **consumer perception is often influenced by factors such as brand trust, prior experience, digital literacy, and socio-economic background**, making it essential to study these dimensions in a focused manner.

Another challenge lies in the fact that **consumer behavior in Q-commerce differs significantly from traditional e-commerce and offline retail**, primarily due to the immediacy of the service. Urban consumers may be aware of the existence of Q-commerce, but awareness alone does not guarantee regular usage or loyalty. The sustainability of the Q-commerce model depends heavily on building strong consumer perceptions aligned with speed, affordability, and consistent quality.

Given this context, it becomes imperative to investigate the **extent of consumer awareness and the nature of their perception towards Q-commerce services** in urban India. Without a comprehensive understanding of these behavioral dimensions, businesses may struggle to design effective marketing strategies, improve customer experience, or build

brand equity. This study, therefore, addresses the urgent need to examine the awareness levels and perceptual attitudes of urban consumers, ultimately providing insights into how Q-commerce platforms can enhance user engagement and market penetration.

Objectives of the Study

1. To assess the level of consumer awareness towards Quick Commerce (Q-commerce) services in urban areas.
2. To examine consumer perceptions regarding the reliability, speed, pricing, and service quality of Q-commerce platforms.
3. To analyze the relationship between consumer awareness and their adoption or usage behavior of Q-commerce services.

Research Methodology

This study adopts a **quantitative research approach** to explore consumer awareness and perception toward Quick Commerce (Q-commerce) services among urban consumers. A **descriptive research design** was employed to collect, analyze, and interpret data regarding consumer behavior, attitudes, and knowledge of Q-commerce platforms.

1. Research Design:

A **cross-sectional survey** was conducted using a structured questionnaire to capture the awareness levels and perception of consumers in Coimbatore city. The questionnaire included both **closed-ended and Likert scale questions**, designed to evaluate key constructs such as awareness, trust, satisfaction, usage frequency, and perceived service quality.

2. Sampling Technique:

The study used a **non-probability convenience sampling method** to gather responses from urban consumers in Coimbatore who have experience with or exposure to Q-commerce services.

3. Sample Size:

A total of **100 respondents** were selected as the sample size for this study. The sample size was deemed adequate for exploratory analysis within the geographical scope of Coimbatore city.

4. Data Collection Method:

Primary data was collected through **Google Forms** and **offline surveys** conducted at public places such as shopping malls, educational institutions, and residential neighborhoods within Coimbatore. Respondents were assured of confidentiality and informed consent was obtained prior to participation.

5. Data Analysis Tools:

The collected data were coded and analyzed using **Statistical Package for the Social Sciences (SPSS) Version 25**. Descriptive statistics (frequency, percentage, mean, standard deviation) were used to summarize consumer awareness and perception. **Inferential statistics**, including **Chi-square tests** and **Correlation analysis**, were applied to explore the relationships between key variables.

6. Inclusion Criteria:

- Residents of Coimbatore city aged 18 years and above
- Respondents who are aware of or have used Q-commerce services
- Access to a smartphone or digital platform

7. Limitations of the Study:

- The study is limited to respondents from Coimbatore city and may not reflect perceptions in other urban areas.
- Data is based on self-reported responses and may be subject to personal bias.
- The use of convenience sampling limits the generalizability of the findings.

Hypotheses of the Study

- **H1:** There is a significant relationship between consumer awareness and the usage of Q-commerce services in Coimbatore city.
- **H2:** Consumer perception of service quality positively influences their willingness to adopt Q-commerce platforms.
- **H3:** Demographic factors such as age and occupation significantly influence the level of awareness and perception toward Q-commerce services.

Results & Discussion

Demographic Profile of Respondents:

The majority of respondents (42%) were in the age group of 21–30 years, with students and working professionals forming the largest segments. Most respondents (85%) owned a smartphone and actively used online platforms for ordering essentials.

Awareness of Q-Commerce:

Out of 100 respondents, 78% reported being aware of at least one Q-commerce platform such as Zepto, Blinkit, or Swiggy Instamart. Among them, 63% had used Q-commerce services at least once. The platforms were primarily used for groceries, snacks, and daily essentials.

Perception of Q-Commerce:

Respondents generally perceived Q-commerce services as fast, convenient, and easy to use. However, concerns were raised regarding pricing (perceived to be slightly higher than offline alternatives) and inconsistent delivery times during peak hours.

Key attributes valued by consumers included:

- **Delivery speed** (rated important by 91% of users)
- **Product availability**
- **App interface usability**
- **Trust and reliability of the platform**

Statistical Analysis:

- **H1** was supported: A positive correlation ($r = 0.62$, $p < 0.05$) was found between consumer awareness and the frequency of Q-commerce usage.
- **H2** was supported: Regression analysis showed that perception of service quality significantly influenced adoption behavior ($\beta = 0.57$, $p < 0.01$).
- **H3** was partially supported: Awareness levels varied significantly across age groups ($p < 0.05$), but not significantly by gender.

Conclusion

The study reveals that Q-commerce is gaining substantial traction among urban consumers in Coimbatore, especially among young adults who are digitally literate and value time-saving solutions. While awareness of Q-commerce platforms is relatively high, the perception of these services is shaped by multiple factors, including delivery speed, ease of use, service quality, and pricing transparency.

Consumer adoption of Q-commerce services is not solely driven by awareness but also by positive service experiences and trust in the platform. Therefore, companies operating in the Q-commerce space must not only invest in marketing to build awareness but also focus on optimizing the overall user experience to encourage repeat usage and long-term loyalty.

The study contributes to the emerging literature on digital consumer behavior and provides actionable insights for Q-commerce providers aiming to scale operations in mid-sized urban markets like Coimbatore. Future studies may consider a comparative approach across cities or analyze the impact of promotional strategies on user engagement.

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