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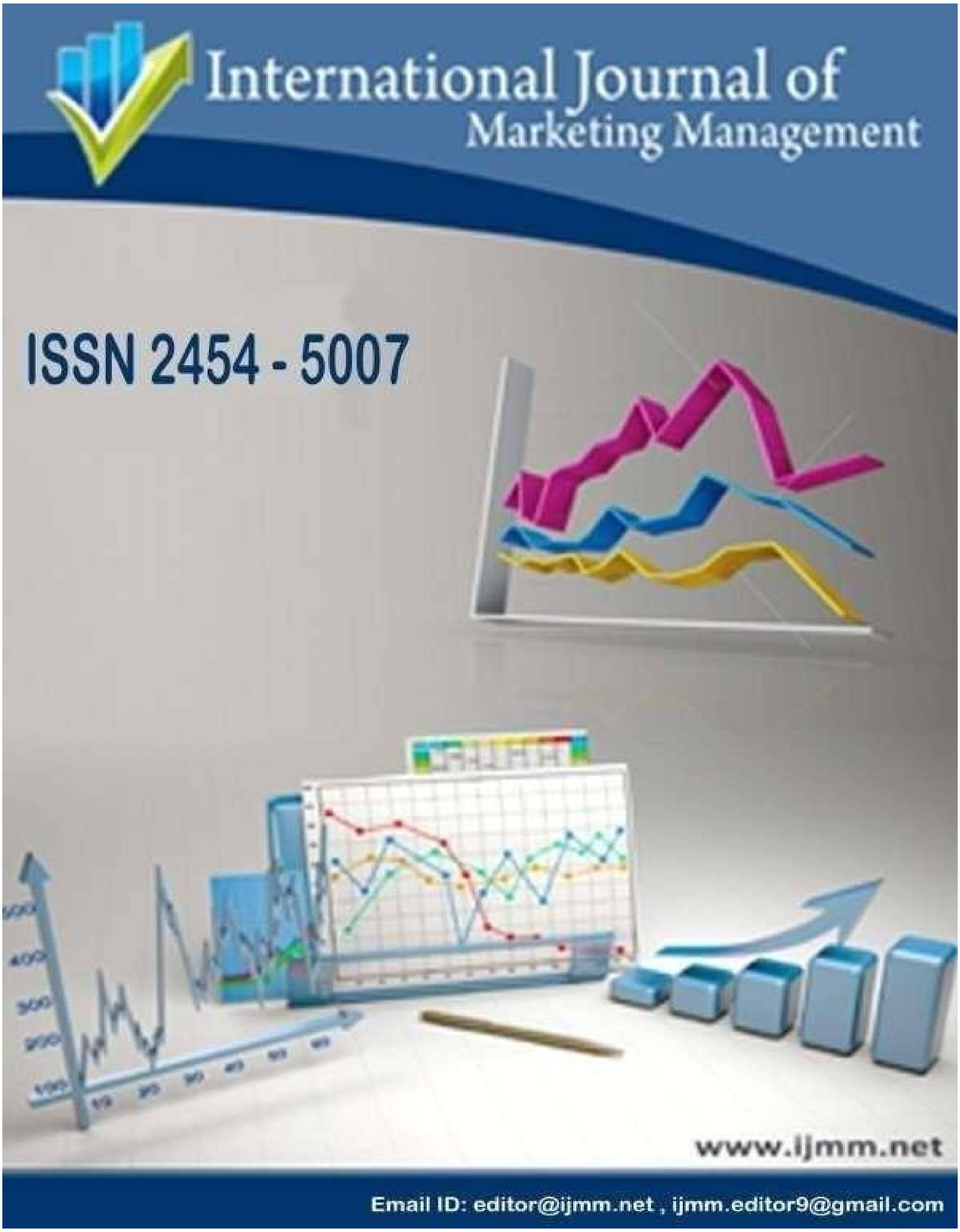

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GROWTH OF Q-COMMERCE AND ITS IMPACT ON LOCAL RETAIL STORES

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ABSTRACT

The rapid rise of quick commerce (Q-Commerce) has revolutionized the retail landscape by offering consumers ultra-fast delivery of essential goods such as groceries, personal care items, and household products. Driven by urbanization, increasing internet penetration, changing consumer lifestyles, and the demand for convenience, Q-Commerce platforms have emerged as strong competitors to traditional retail stores. While these platforms provide unparalleled speed and efficiency, they have also created challenges for local retailers, who struggle to match the immediacy and digital convenience offered by online delivery services. This study examines the growth trajectory of Q-Commerce in India, highlighting its expansion, technological enablers, and consumer adoption patterns. Furthermore, it assesses the implications for local retail stores, focusing on consumer behavioral shifts, competition, and the potential for coexistence through hybrid business models. The findings suggest that while Q-Commerce is reshaping shopping behavior and influencing local markets, strategic adaptation by traditional retailers could open avenues for collaboration and sustainability in the evolving retail ecosystem.

Keywords: Quick Commerce, Growth, Local Retail, Competition, Revenue Impact, Customer Behavior, Delivery Speed, Market Share, Technology Adoption, Sales Volume

INTRODUCTION

Quick Commerce (or Q-Commerce) represents the latest stage in the evolution of e-commerce. Unlike traditional online retail, which usually promises delivery within a day or more, Quick Commerce platforms focus on ultra-fast fulfilment of groceries, essentials and small consumer goods often within 10-30 minutes of ordering. This model relies on technology-driven apps, dark stores (small local warehouses), real-time inventory tracking and hyper-local

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delivery networks to meet consumers' rising expectations for convenience and immediacy. In India, cities such as Coimbatore have seen rapid adoption of Q-Commerce services as urban lifestyles become busier and smartphone penetration increases.

While Q-Commerce creates new opportunities for employment, logistics and customer satisfaction, it also poses challenges for traditional neighbourhood retail shops. Local kirana stores, which have long been the backbone of India's retail sector, are experiencing shifts in footfall, customer loyalty, and pricing pressures as more shoppers turn to digital platforms. Understanding the growth of Quick Commerce and its impact on local retail stores is therefore essential for policymakers, entrepreneurs and retailers. Such analysis can help identify strategies for coexistence for example through digital partnerships, last-mile collaborations or differentiated service offerings and ensure that both online and offline channels develop sustainably in the evolving retail landscape.

STATEMENT OF THE PROBLEM

The rapid growth of Quick Commerce (Q-Commerce) has brought a paradigm shift in retail by reshaping consumer behavior and expectations. With its promise of ultra-fast delivery, convenience, and competitive pricing, Q-Commerce has become particularly dominant in urban markets, where consumers increasingly prefer digital platforms for fulfilling their daily needs. While this model provides undeniable advantages to customers, it creates formidable challenges for local retail stores, many of which lack the technological infrastructure, financial resources, and supply chain efficiency to compete on equal terms.

As a result, traditional retailers are witnessing a decline in customer footfall, erosion of brand loyalty, and shrinking profit margins. The growing dependence on Q-Commerce raises concerns about the survival and long-term sustainability of small retailers, who have historically played a vital role in local economies and community engagement. This situation also raises critical questions about whether local stores will adapt through digital integration and innovative practices or face displacement in the wake of rapid technological disruption. Therefore, it becomes essential to analyze the growth of Q-Commerce and its impact on the sustainability, customer base, and profitability of local retail outlets, in order

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to understand its broader implications for the retail ecosystem.

OBJECTIVES

- To examine the growth and expansion of Q-Commerce platforms in India.
- To assess how Q-Commerce is changing consumer behaviour.

NEED OF THE STUDY

The rapid growth of Quick Commerce (Q-Commerce) has significantly altered consumer shopping behavior, emphasizing speed, convenience, and digital accessibility. While this trend benefits customers, it poses substantial challenges for local retail stores, which often lack the infrastructure and resources to compete with online platforms. There is a pressing need to understand how Q-Commerce affects the sustainability, profitability, and customer loyalty of these traditional stores.

This study is important to identify the extent to which local retailers are impacted, whether they are adapting to the digital shift, and what strategies could help them remain competitive in a rapidly evolving retail ecosystem. By examining these aspects, the research can provide valuable insights for business owners, policymakers, and industry stakeholders to support the coexistence of Q-Commerce and local retail, ensuring balanced growth and the survival of small businesses in the modern economy.

RESEARCH METHODOLOGY

The study was conducted in Coimbatore, Tamil Nadu with a sample of 252 respondents selected using simple random sampling. Both primary and secondary data were collected during the study period from June 2025 to August 2025. The collected data were analysed using percentage analysis, descriptive statistics, mean ranking, and one-way ANOVA to draw meaningful inferences.

LIMITATIONS OF THE STUDY

The sample of this study has been restricted to 252 respondents. This study is purely based on the information supplied by the respondents in Coimbatore district. The findings of the study are not applicable to any other area.

REVIEW OF LITERATURE

Anderson, P., & Davis, N (2018) -"E-commerce and Traditional Retail Marketing: Divergence or Convergence?", This early study evaluates the changing landscape of traditional retail in response to growing e-commerce platforms. Although Q-Commerce wasn’t as pronounced yet, it anticipates the eventual shift towards hyper-

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local and immediate delivery services as a result of rising customer expectations for faster fulfillment.

Williams, J., & Zhang, (2020)-"The Emergence of Quick-Commerce: Disrupting Traditional Retail and Marketing Practices", This foundational study looks at the early development of Q-Commerce, suggesting that traditional retail's focus on physical stores is challenged by Q-Commerce's emphasis on speed and convenience, requiring a rethink of existing marketing models.

PERCENTAGE ANALYSIS

Table 1

Demographic profile of the Respondents

Demographic factor	Group	Frequency	Percentage
Age	Below 18	23	9.1
	18-25	208	82.5
	26-35	18	7.1
	36 and above	3	1.2
	Total	**252**	**100**
Gender	Male	61	24.2
	Female	191	75.8
	Total	**252**	**100**
Occupation	Student	211	83.7
	Working Professional	22	8.7
	Business Owner	14	5.6
	Home maker	5	2.0
	Total	**252**	**100**
Residential Area	Urban	139	55.2
	Semi-Urban	52	20.6
	Rural	48	19.0
	Semi-Rural	13	5.2
	Total	**252**	**100**

Source: (Primary data)

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Percentage analysis reveals that the majority of respondents (82.5%) belong to the age group of 18–25 years, which forms the largest age category among all groups. The analysis shows that most respondents (75.8%) are female, indicating a higher participation of female respondents compared to male respondents (24.2%). From the survey, a significant proportion of respondents (83.7%) are students, forming the largest occupational group. The percentage analysis further indicates that 8.7% of respondents are working professionals, 5.6% are business owners, and 2.0% are homemakers, showing a smaller representation of these groups. In terms of residential area, 55.2% of respondents reside in urban areas, marking the highest frequency, followed by 20.6% in semi-urban, 19.0% in rural, and 5.1% in semi-rural areas.

DESCRIPTIVE STATISTICS

Table 2

Growth of Q-Commerce and its Impact on Local Retail Stores

Statement	N	Minimum	Maximum	Mean	S.D
Rate your satisfaction with Q-Commerce platforms.	252	1.00	5.00	3.7619	.80267
Since using Q-Commerce, my shopping habits have shifted from bulk purchases to smaller, frequent buys.	252	1.00	5.00	2.8968	.97645
Since using Q-Commerce, how has your frequency of visiting local shops changed?	252	1.00	4.00	2.2530	.77527
How much do you typically spend per order on Q-Commerce platforms?	252	1.00	4.00	2.0317	.72449
Overall, how do you rate the impact of Q-Commerce on your daily shopping habits?	252	1.00	5.00	3.5079	.83017

(Source: Primary data)

From the descriptive analysis, it is observed that the most influential factor is “Rate your satisfaction with Q-Commerce platforms” which recorded the highest mean score of

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3.76, indicating that overall customers are fairly satisfied with these platforms. This is followed by “Since using Q-Commerce, my shopping habits have shifted from bulk purchases to smaller, frequent buys” (mean 2.89) and “Since using Q-Commerce, how has your frequency of visiting local shops changed?” (mean 2.25). These findings suggest that Q-Commerce platforms have started to influence shopping behavior by encouraging smaller and more frequent purchases, while also moderately reducing visits to local shops. In contrast, the lowest score was observed for “How much do you typically spend per order on Q-Commerce platforms?” with a mean of 2.03, highlighting that customers tend to keep their spending per order relatively low. Overall, the results indicate that Q-Commerce platforms are positively received, mainly for convenience and satisfaction, though spending habits remain modest.

MEAN RANKING

Table 3

Preferred Q-Commerce Platforms

PARTICULARS	**MEAN**	**RANKING**
Zepto	2.0833	IV
Blinkit	2.4048	III
Swiggy Instamart	2.5040	II
BigBasket	3.0873	I

(Source: Primary data)

The analysis of preferred Q-Commerce platforms reveals that BigBasket ranks the highest (mean: 3.0873), showing that customers strongly favor it for its reliability, wide product range, and established trust in the market. Swiggy Instamart (mean: 2.5040) is placed second, indicating its growing popularity due to fast delivery and integration with the Swiggy food ecosystem. Blinkit (mean: 2.4048) secures the third rank, reflecting customer appreciation for its speed and urban reach, though it still trails behind the top two in overall preference. Finally, Zepto (mean: 2.0833) ranks fourth, suggesting that while it is emerging as a strong player in the Q-Commerce sector, it has yet to match the customer loyalty and preference enjoyed by its competitors. Overall, these rankings highlight that customers

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prioritize established platforms offering trust, convenience, and reliability, while newer entrants are gradually building their place in the competitive Q-Commerce market.

One-Way ANOVA

Table 4

Shift from Bulk Purchases to Frequent Small Buys through Q-Commerce

Demographic Profiles	Groups	Shift from Bulk Purchases to Frequent Small Buys through Q-Commerce					
		N	Mean	SD	F-value	Sig. value	S/NS
Age	Below 18	23	2.7391	.96377	.287	.835	NS
	18-25	208	2.9183	.99664	.287	.835	NS
	26-35	18	2.8889	.67640	.287	.835	NS
	36 and above	3	2.667	1.52753	.287	.835	NS
Gender	Male	61	2.9180	1.11498	.038	.846	NS
	Female	191	2.08901	.93102	.038	.846	NS
Occupation	Student	211	2.8910	.98680	.162	.922	NS
	Working Professional	22	3.0000	.87287	.162	.922	NS
	Business owner	14	2.7857	1.12171	.162	.922	NS
	Homemaker	5	3.0000	.70711	.162	.922	NS
Residential Area	Urban	139	2.9640	.96617	.820	.484	NS
	Semi- Urban	52	2.8846	.87792	.820	.484	NS

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	Rural	48	2.7083	1.09074	.820	.484	NS
	Semi- Rural	13	2.9231	1.03775	.820	.484	NS

(Source: Primary data)

The analysis on the shift from bulk purchases to frequent small buys through Q-Commerce shows that demographic factors such as age, gender, occupation, and residential area do not have a significant influence, as indicated by the non-significant (NS) values across groups. Among age groups, those between 18–25 years recorded a relatively higher mean (2.91), suggesting a stronger tendency to adopt frequent small buys compared to other age categories. Gender-wise, male respondents (mean 2.91) showed a slightly greater shift than females (mean 2.08). Occupation-wise, working professionals and homemakers reported higher mean values (3.00), reflecting more frequent adoption of this habit. In terms of residential area, urban respondents (mean 2.96) showed a stronger shift compared to rural respondents (mean 2.70). Overall, the results suggest that while the trend of shifting to frequent small purchases exists across all groups, no single demographic factor significantly influences this change.

SUGGESTIONS

To evaluate the growth dynamics of Q-Commerce, a study could simulate the expansion of a Q-Commerce platform across different Indian cities, including metro, tier-2, and tier-3 locations. The research could track metrics such as order volume, delivery time, and customer acquisition in each city. By comparing performance across regions, the study would highlight factors that drive rapid expansion, such as urban infrastructure, digital payment adoption, and local partnerships, offering insights into how Q-Commerce can strategically grow in diverse markets.

To explore the impact of Q-Commerce on consumer behaviour, a study could conduct a comparative survey between consumers using traditional e-commerce and those using Q-Commerce platforms. Metrics like purchase frequency, average spending, preference for instant delivery, and responsiveness to promotions can be measured. Additionally, real-time tracking of purchasing patterns could reveal changes in convenience-seeking behaviour and loyalty tendencies. This approach would demonstrate how Q-Commerce platforms

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are reshaping shopping habits, emphasizing speed, convenience, and personalized experiences.

CONCLUSION

The growth of Q-Commerce platforms in India is transforming the retail and consumer landscape by providing faster, more convenient, and personalized shopping experiences. Its expansion across metro and smaller cities demonstrates the increasing demand for instant delivery and seamless service, while also highlighting the strategic role of logistics, technology, and local partnerships. Simultaneously, Q-Commerce is reshaping consumer behaviour, with shoppers showing a stronger preference for speed, convenience, and real-time updates, leading to higher engagement and loyalty. Overall, the rise of Q-Commerce reflects a significant shift in how consumers interact with retail, emphasizing the importance for businesses to adapt and innovate to meet evolving expectations.

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