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## A Study On The Rise Of Quick Commerce In India

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### Abstract

Quick commerce (Q-commerce) has revolutionized urban shopping by offering rapid delivery services, typically within 10 to 20 minutes. This research paper explores the factors behind the rise of Q-commerce, the role of dark stores and distribution centers, and the impact of consumer data analytics in enhancing shopping experiences. Additionally, it examines the challenges posed to traditional retailers and regulatory concerns regarding anti-competitive practices. The study provides an in-depth analysis of the Indian Q-commerce market, its projected growth, and its implications for stakeholders.

### Keywords

Quick commerce, E-commerce, Dark stores, Consumer behavior, Retail competition, India

### 1. Introduction

The concept of quick commerce (Q-commerce) emerged during the COVID-19 pandemic, primarily catering to customers under lockdown restrictions. Over time, it evolved into a mainstream shopping model, particularly in urban India. Q-commerce platforms, such as Blinkit, Zepto, and Swiggy Instamart, leverage dark stores and advanced data analytics to fulfill orders rapidly. This paper investigates the growth of Q-commerce, its economic and operational factors, and the challenges it poses to traditional retail systems.

### 2. Literature Review

#### 2.1 Evolution of E-Commerce and Q-Commerce

E-commerce has seen significant transformation over the years, shifting from traditional online shopping to hyperlocal delivery models. Q-commerce differentiates itself by focusing on ultra-fast delivery, using strategically located dark stores to minimize lead time.

#### 2.2 Consumer Behavior and Market Demand

Studies indicate that modern consumers prioritize convenience, leading to an increased demand for instant deliveries. The availability of affordable workforce and optimized supply chains have further accelerated Q-commerce adoption.

#### 2.3 Competitive Challenges and Regulatory Concerns

Reports from industry bodies, such as the All-India Consumer Products Distribution Federation (AICPDF), highlight concerns regarding predatory pricing, deep discounting, and anti-competitive practices by Q-commerce platforms. This study assesses the implications of these allegations on market dynamics.

### 3. Research Methodology

The study employs a qualitative research approach, analyzing data from industry reports, market surveys, and regulatory findings. Key focus areas include:

- Growth trends in the Indian Q-commerce sector
- Impact of dark stores on traditional retail
- Consumer satisfaction and behavioral shifts
- Legal and regulatory interventions

Primary data is collected through consumer surveys, while secondary data is obtained from industry reports and scholarly publications.

### 4. Analysis and Discussion

#### 4.1 Growth of Quick Commerce in India

According to Grant Thornton Bharat, the Indian Q-commerce market was valued at \$3.34 billion in 2024 and is projected to reach \$9.85 billion by 2029. This growth is driven by increased urbanization, rising internet penetration, and consumer preference for instant delivery services.

#### 4.2 Role of Dark Stores and Supply Chain Optimization

Dark stores function as micro-warehouses that store frequently ordered items. Unlike traditional retail outlets, these fulfillment centers operate solely for online orders, ensuring seamless logistics and inventory management.

#### 4.3 Consumer Data Utilization and Personalized Shopping

Q-commerce platforms leverage mobile app data to analyze purchasing behavior, forecast demand, and optimize stock levels. This data-driven approach enhances efficiency and provides a customized shopping experience.

#### 4.4 Challenges Faced by Traditional Retailers

Traditional retailers struggle to compete with Q-commerce platforms due to price wars, lower operational costs, and aggressive discounting strategies. Many small and medium-sized retailers face business disruptions, prompting concerns over market monopolization.

#### 4.5 Regulatory Concerns and Policy Implications

Regulatory bodies, such as the Competition Commission of India (CCI), have raised concerns regarding anti-competitive practices in Q-commerce. Allegations include unfair pricing strategies, data-driven consumer targeting, and the use of venture capital funding to eliminate competition. Addressing these concerns requires policy interventions to ensure a level playing field.

### 5. Conclusion and Future Scope

The rapid expansion of Q-commerce in India highlights its transformative impact on the retail landscape. While it offers enhanced convenience and efficiency, concerns regarding fair competition and regulatory compliance must be addressed. Future research should focus on sustainable business models, ethical pricing strategies, and the integration of Q-commerce with traditional retail ecosystems.

### References

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