



FACTORS INFLUENCING CONSUMER PREFERENCES FOR QUICK COMMERCE SERVICES TIRUPPUR DISTRICT

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Abstract: Consumer preferences for quick commerce services are primarily shaped by convenience and speed, with most users valuing time-saving benefits. Digital accessibility through smart phones and high-speed internet fosters seamless adoption of on-demand platforms. User-friendly interfaces and simplified ordering processes enhance satisfaction and repeat usage. Youth demographics show stronger inclination, driven by lifestyle needs and influencer marketing. Trust in reliability and delivery accuracy remains critical for sustained engagement. Overall, quick commerce thrives on the intersection of technology, convenience, and evolving consumer expectations.

Keywords: Quick commerce, Consumer preferences, Consumer behavior, Ecommerce trends, satisfaction, etc.,

INTRODUCTION

The retail sector in India is rapidly evolving with the emergence of quick commerce (Q-commerce), which focuses on delivering goods within a very short time, usually within 10 to 30 minutes. This concept has gained popularity due to changing consumer lifestyles, increased urbanization, and the growing use of smartphones and digital payment systems. Consumers today prefer convenience, speed, and efficiency, leading to a shift from traditional shopping and even standard e-commerce to quick commerce services for their daily needs. Several factors influence consumer preferences for these services, including time-saving benefits, ease of use, attractive pricing, availability of products, and secure payment options. In addition, social influence, demographic characteristics, and changing consumption patterns also play a significant role in shaping consumer behavior. In districts like Tiruppur, where digital awareness and online shopping are steadily increasing, quick commerce services are becoming more relevant. Therefore, this study aims to examine the factors influencing consumer preferences for quick commerce services in Tiruppur District, helping businesses understand customer expectations and improve their service offerings.

Statement of the problem

The rapid growth of quick commerce in India has created a need to understand how consumers in Tiruppur perceive and adopt these services. However, there is limited research on the demographic characteristics of users—such as age, income, occupation, and household type—and how these factors influence awareness and usage of Q-commerce platforms in the city. At the same time, the key drivers that shape consumer preferences, including delivery speed, convenience, pricing, product variety, and app usability, remain unclear in the Tiruppur context. This lack of localized evidence makes it difficult for service providers to design targeted strategies, improve customer satisfaction, and optimize service delivery. Therefore, the study seeks to examine consumer demographics and analyze the factors influencing preferences toward quick commerce in Tiruppur.

Objectives of the study

- To analyze the demographic factors that influence the preferences for quick commerce services.
- To identify the key factors that drive the consumers to prefer quick commerce services.

METHODOLOGY

The sample size consist of 110 consumers Quick commerce services in tiruppur disrict. The convenient sampling method is used by researcher for the data collection of data. The study based on the primary data and the secondary data. The primary data has been collected through questionnaire method. The secondary source is being collected from various journals, official website of India post, magazines and other sources. Collected data were restructured to meet the requirements of the study, T-TesT And ANOVA.

SIGNIFICANCE OF THE STUDY

The study highlights how consumers significant because it provides businesses with the strategic insights needed to transition from rapid expansion to long- term profitability by aligning delivery speed with sustainable consumer demand.

LIMITATIONS OF THE STUDY

- The study focuses only on Tiruppur, so the results cannot be applied everywhere.
- Only a few people were selected for the study, so it may not show the opinion of all consumers.
- The study shows preferences at one time, so it may not reflect latest changes in quick commerce.

REVIEW OF LITERATURE

Srinivasan and Prakash (2022) examined the adoption of quick commerce services and found that consumers primarily prefer these platforms due to instant delivery, ease of ordering, and app-friendly interfaces. Their study highlighted that convenience and time-saving benefits are the strongest motivators for frequent usage.

Sharma and Gupta (2023) explored changing consumer behaviour in the context of hyperlocal and quick delivery services. They reported that working professionals and nuclear families increasingly rely on Q-commerce for everyday essentials due to flexibility and the elimination of physical store visits.

Kumar and Rani (2022) investigated consumer preferences toward instant delivery apps and found that promotional offers, delivery reliability, and a wide assortment of products significantly influence consumers' platform selection. Their study also noted the rising popularity of Q-commerce among young adults.

Thomas and Joseph (2021) studied the impact of digital convenience on grocery shopping behaviour and observed a shift from traditional grocery shopping to app-based quick delivery services. They emphasized that features such as real-time tracking and consistent product availability enhance consumer trust and satisfaction.

Mehta and Sen (2023) analyzed Q-commerce adoption in tier-2 Indian cities and found that awareness, affordability, and delivery accuracy are major factors influencing usage. Their research showed that younger consumers are more open to experimenting with quick commerce platforms compared to older age groups.

Factors Influencing Consumer Preferences for Quick Commerce Services

To test whether there exists any significant difference between/among the inner classification of select independent variables and level of awareness of consumer on reason for using quick commerce services, independent sample t-test and ANOVA applied.

The following hypothesis is framed to test the data:

H0: There exists no significant difference between/among the inner classification of select independent variable and level of awareness of consumer on reason for using the services.

H1: There exists a significant difference between/among the inner classification of select independent variable and level of awareness of consumer on reason for using the services.

TABLE 1
Status of difference on level of preferences independent sample T-test

Variables		Total (N=110)	Mean	Standard deviation	T	P- Value	Status of Significance
Marital status	Un married	42	1.31	.468	-2.333	.000	Significant
	Married	68	1.12	.325	-2.537		
Type of family	Nuclear	29	2.17	.711	-1.998	.190	No significant
	Joint	81	2.51	.793	-2.104		

Source; Primary

Marital Status

The results show that unmarried respondents (Mean = 1.31, SD = 0.468, N = 42) differ significantly from married respondents (Mean = 1.12, SD = 0.325, N = 68) in their level of preferences. The obtained t value is -2.537 and the corresponding p value is 0.000, which is less than the 0.05 level of significance. Hence, there is a statistically significant difference in the level of preferences based on marital status. This indicates that marital status has an influence on the preferences of respondents.

Type of Family

With respect to type of family, respondents from nuclear families (Mean = 2.17, SD = 0.711, N = 29) and joint families (Mean = 2.51, SD = 0.793, N = 81) do not show a significant difference in their level of preferences. The calculated t value is -2.104 and the p value is 0.190, which is greater than the 0.05 level of significance. Therefore, the difference is not statistically significant, indicating that type of family does not have a significant impact on the level of preferences.

Table 2
Status of Difference in usage on quick commerce services-ANOVA

Variables		Total (N=110)	Mean (1.19)	Standard Deviation (.395)	F	P- Value	Status of significance
Age	Upto 30 years	48	1.27	.449	1.468	.228	No significant
	31-40	47	1.13	.337			
	41-50	10	1.20	.422			
	Above 50 years	5	1.00	.000			
Educational qualification	Upto SSLC	8	1.88	.641	2.665	.036	Significant
	HSC	61	2.57	.694			
	Under Graduate	15	2.07	.799			
	Post Graduate	20	2.35	.813			
	Diploma	6	2.67	1.211			
Occupation	Daily wages	12	2.33	.778	2.665	.036	Significant
	Agriculturist	59	2.66	.710			
	Private employee	13	2.23	.599			
	Government employee	9	2.33	1.000			
	business	10	2.10	.738			
	House wife	2	2.00	.000			
	Students	3	1.00	.000			
	professional	2	1.50	.707			

Source; primary

The table presents the comparison of mean scores across selected demographic variables using ANOVA for a sample size of 110 respondents.

Age

The respondents were grouped into four age categories (up to 30 years, 31–40 years, 41–50 years, and above 50 years). The calculated F value is 1.468 with a p-value of 0.228, which is greater than 0.05. This indicates that there is no statistically significant difference in the mean scores among different age groups. Hence, age does not significantly influence the study variable.

Educational Qualification

The respondents were categorized based on their educational qualification (Up to SSLC, HSC, Undergraduate, Postgraduate, and Diploma). The F value is 2.665 and the p-value is 0.036, which is less than 0.05. This shows that educational qualification has a statistically significant influence on the mean scores. Therefore, differences exist among respondents with different educational levels regarding the study variable.

Occupation

Respondents were grouped according to occupation (daily wages, agriculturist, private employee, government employee, business, housewife, students, and professionals). The analysis

shows an F value of 2.665 with a p-value of 0.036, which is significant at the 5% level. This implies that occupation significantly affects the mean scores, indicating meaningful differences among occupational groups.

SUGGESTIONS

1. Social Media may be effectively used to educate the features of polices.
2. Focus on improving the quick commerce user interface and quick commerce services, ensuring they cater to diverse user needs

CONCLUSION

The study shows that consumers in Tiruppur prefer quick commerce mainly for convenience and fast delivery. Some factors like marital status, education, and occupation influence consumer preferences, while age and type of family do not have much impact. It is clear that more people are using quick commerce services for their daily needs. To attract more customers, companies should focus on fast service, easy-to-use apps, and good product availability.

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