



# Role Of Quick Commerce In Supporting Work Life Balance Among Working Professionals In Virar City Of Palghar District In Maharashtra.

Author's name - Jinal Nilesh Chohan

Designation - Lecturer, Research Scholar

Affiliation - VIVA college of Arts, Commerce and Science, Virar

Research guide- Dr. Shaili Gala

Affiliation - Smt. P.N Doshi women's college, Ghatkopar

- Abstract

Today the world is becoming very competitive and fast paced. In growing suburban areas like Virar, working professionals face a lot of pressure to balance demanding careers with personal life responsibilities. Nowadays working professionals have to balance between their work and personal life. Quick commerce has helped them by saving much of the time. Quick commerce offers ultra fast delivery of groceries, essentials and daily use products. It saves time and it is also convenient. Quick commerce provides goods delivered at your doorstep in a 10-20 minutes time period. It promises ultra fast delivery. This study explores the extent to which Q commerce contributes to achieve work life synergy among Virar's working population.

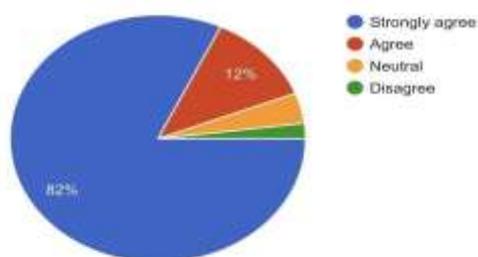
- Introduction

In recent years, suburbs of Mumbai, like Virar, have seen significant growth of working professionals. They are juggling between their careers and personal responsibilities. Commuting to and from the workplace takes the maximum time of these professionals. The emergence of Quick commerce that focuses on rapid delivery, promising goods within minutes has transformed Traditional E-commerce. Quick commerce delivers goods at your doorstep in a 10-20 minutes timeframe. Q- Commerce is changing the daily routines by minimising time spent on errands and improving access to goods and services.

Virar's working professionals most of the time travel long distances for their workplace. They represent a unique demographic where the impact on work life dynamics is under explored. As the working professionals depend on quick commerce platforms for household items, groceries, etc it is important to study this. This research aims to examine the role of Q- Commerce in supporting the work -life balance of Virar's working population. The study looks after digital consumer behavior, urban lifestyle changes, socio-economic impact of Quick commerce.

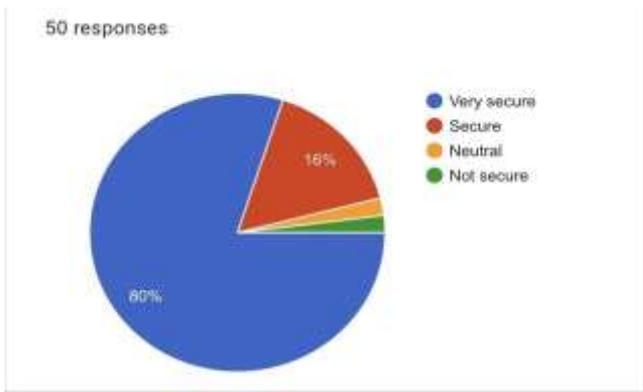
- Objectives of the study.
  1. To study the usage patterns of Q-commerce platforms among working professionals in virar.
  2. To evaluate the contribution of Quick commerce in reducing work life imbalance and increasing overall lifestyle satisfaction.
  3. To explore users' views regarding convenience, reliability of Q-commerce in their daily lives.
- Literature Review
  - I. Kocak (2023) studied the work life balance of employees across Europe. The findings showed that e-commerce is an important instrument in daily tasks, as it saves time and reduces the need to go for physical shopping. This leads to improved work life balance. It has studied e-commerce broadly and has not focused on quick commerce.
  - II. Gupta and Singh (2022) studied the factors influencing online grocery shopping in Urban areas of India. Their findings showed that various parameters, particularly time saving features, attract people, especially working professionals. Consumers do not have to waste time waiting in long queues, which helps in managing household work more efficiently.
  - III. Sharma & Verma (2021) published in International Journal of Management and Social Sciences Studied that digital technologies help in reducing work load. E-commerce helps a person to manage household chores but can contribute to digital fatigue.
  - IV. Bain & Company (2023) published in Bain & Company (Bain Insights Report) shows that quick commerce has various convenience benefits like instant delivery, reduction in efforts, and time saving. This helps working individuals a lot.
  - V. NITI Aayog (2022) – Gig Economy & Time Allocation in Government of India (NITI Aayog Report) explains that digital platforms like quick commerce reduces the household workload as it is outsourcing various tasks like grocery and meal deliveries.
- Research Gap
  1. While present literature highlights the macro level benefits of Quick commerce and the general problems of work life balance among urban professionals, there is a very limited study on how Q-commerce supports work life synergy in suburban cities like Virar.
  2. There has been no psychological or wellbeing analysis.
  3. There is a very limited study that has concentrated on only quick commerce.
- Data analysis and Interpretation
  1. Affordability Compared to Traditional Shopping

50 responses :



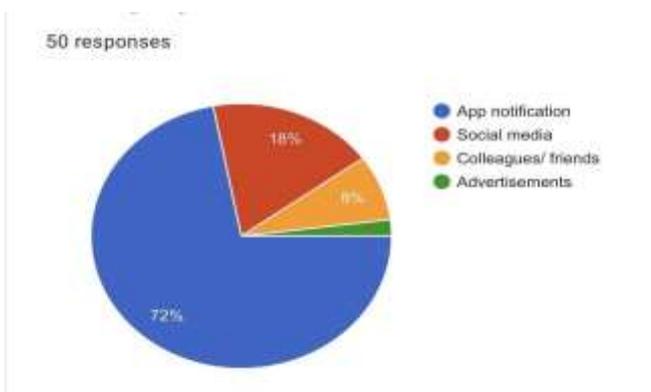
- Strongly Agree (82%) and Agree (12%) dominate.
- Interpretation- A vast majority perceive Quick Commerce as more affordable than traditional shopping, suggesting strong value-for-money appeal.

## 2. Payment Security Perception



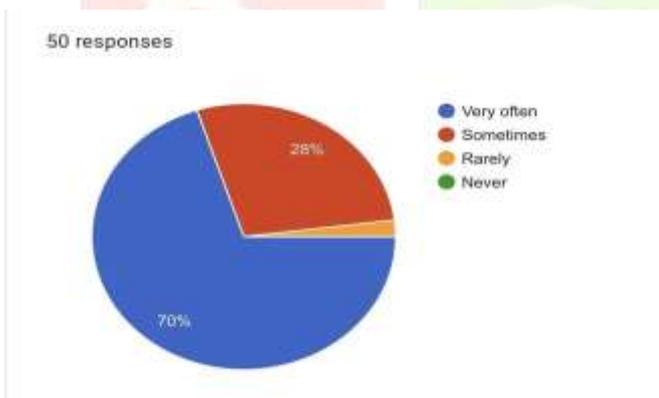
- Very Secure (80%) and Secure (16%) responses show high trust.
- Interpretation- Users feel confident about payment safety, which is crucial for digital commerce adoption.

## 3. Awareness of Offers During Workdays



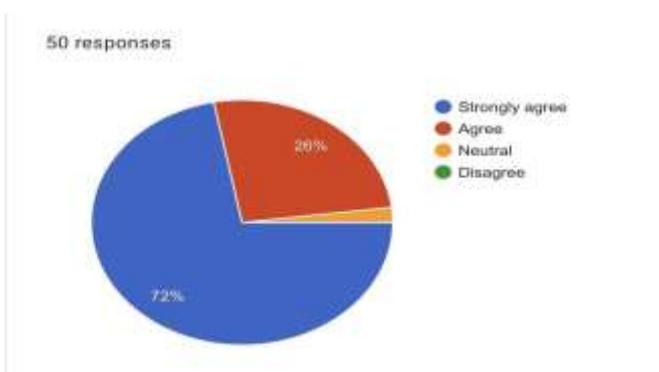
- App Notifications (72%) are the top source.
- Followed by Social Media (18%), Friends/Colleagues (8%), and Advertisements (2%).
- Interpretation- Push notifications are the most effective channel for offering visibility.

## 4. Usage for Urgent or Last-Minute Needs



- Very Often (70%) and Sometimes (28%).
- Interpretation- Quick Commerce is a go-to solution for time-sensitive purchases, reinforcing its utility-driven nature.

## 5. Impact on Work-Life Balance



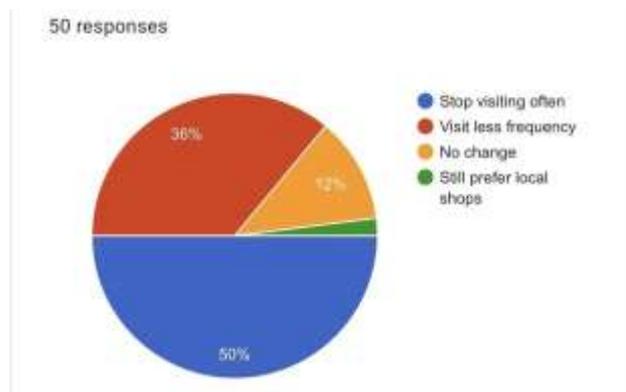
- Strongly Agree (72%) and Agree (26%).
- Interpretation-: Users believe Quick Commerce helps them juggle work and personal life more effectively.

### 7. Most Frequently Ordered Products

Product Category	Responses	Percentage
Snacks & Beverages	40	80%
Groceries	38	76%
Personal Care	18	36%
Household Essentials	16	32%

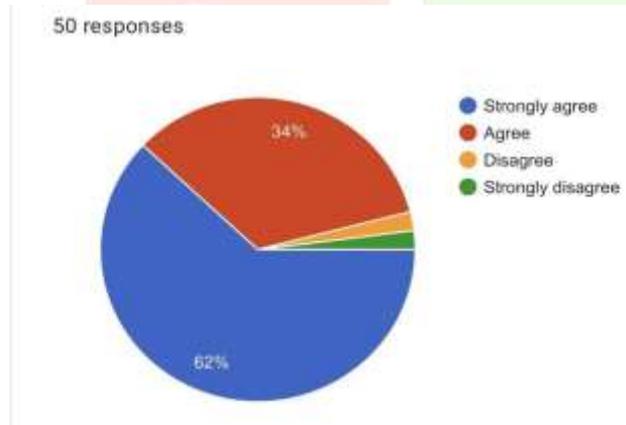
I. Interpretation- Convenience items dominate, reflecting impulse or routine purchases during workdays.

### 8. Impact on Visits to Local Shops



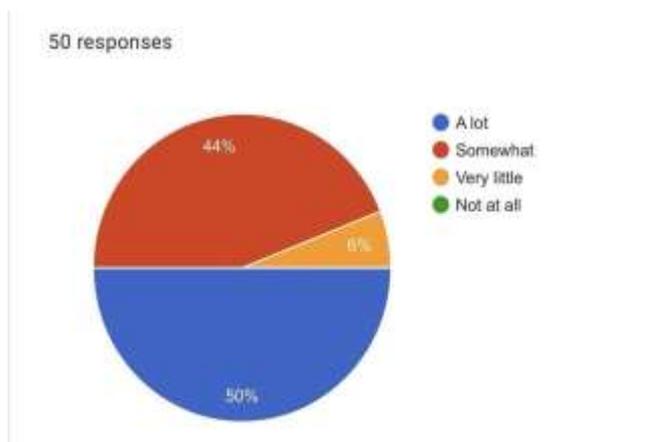
- Stop Visiting Often (50%), Visit Less Frequently (36%).
- Interpretation-: Quick Commerce is significantly reducing foot traffic to traditional retail outlets.

### 9. Time-Saving Perception



- Strongly Agree (62%), Agree (34%).
- Interpretation-: Time efficiency is a key driver for Quick Commerce adoption.

## 10. Stress Reduction in Managing Work & Household Tasks



- A Lot (50%), Somewhat (44%), Very Little (6%), Not at All (0%).
- Interpretation - Nearly all respondents feel Quick Commerce eases their multitasking stress.

## 11. Preferred Time for Placing Orders

Time of Day	Percentage
Morning	50%
Afternoon	26%
Evening	18%
Late Night	6%

- Interpretation-Morning is the peak ordering time, possibly aligning with daily planning routines.

## 12. Main Reason for Using Quick Commerce

Reason	Percentage
Save Time	56%
Convenience	24%
Emergency	16%
Discounts/Offers	4%

- Interpretation- Time-saving and convenience are the dominant motivators.

## 13. Frequency of Use While Managing Work

Frequency	Percentage
Daily	52%
Several Times a Week	24%
Occasionally	18%
Rarely	6%

- Interpretation- Over half of respondents use Quick Commerce daily, indicating deep integration into work routines.

#### 14. Employment Type

Type	Percentage
Part-Time	54%
Full-Time	22%
Freelancer	22%
Other	~2%

- Interpretation-The majority are part-time workers, possibly explaining the high reliance on time-saving services.

#### 15. Age Group Distribution

Age Group	Percentage
26–35	46%
36–45	30%
18–25	14%
46 and above	10%

- Interpretation Young professionals (26–35) are the primary users, aligning with tech-savvy and busy lifestyles.
- Quick Commerce is deeply embedded in daily routines, especially among younger, part-time professionals.
- Time-saving, convenience, and urgency are the top motivators.
- Trust in payment security is high, but delivery speed during peak hours needs improvement.
- Traditional retail is being disrupted, with reduced visits to local shops.

- Findings

Fig. 1. High Perceived Affordability: 94% of the total respondents have responded strongly agree and agree. They believe quick commerce is more affordable than the traditional shopping

Fig. 2. Strong Trust in Payment Security: 96% of the respondents feel payments systems are secure in Quick commerce

Fig. 3. Push Notifications Drive Offer Awareness: 72% of the respondent 72% rely on app notifications, making it the most influential communication channel.

Fig. 4. Frequent Use for Urgent Needs: 98% use Quick commerce for urgent or last-minute purchases.

Fig. 5. Positive Impact on Work-Life Balance: 98% agree Q-COMMERCE improves their work-life balance by saving time.

Fig. 6. High Demand for Convenience Items: Snacks, beverages, and groceries dominate purchase categories (76–80%).

Fig. 7. Decline in Visits to Local Shops: 86% reduced their frequency of visiting local retail stores from the time they have started ordering through quick commerce.

- Fig. 8. Time-Saving as the Top Motivation: 56% of the respondents use Quick commerce primarily to save time, followed by convenience (24%).
- Fig. 9. Morning is the Peak Ordering Time: 50% of the respondents prefer placing orders in the morning, which helps in aligning with daily planning.
- Fig. 10. High Adoption Among Younger Age Groups: Individuals aged 26–35 account for the largest user segment (46%) of Quick commerce.

### ● Conclusions

1. Quick Commerce has become an important part of the working population . It makes life a little simple for busy professionals.
2. Affordability and perceived value-for-money significantly influence adoption of Quick commerce services.
3. Secured payment has gained high trust among users. It has attracted more users to use quick commerce services.
4. Push notifications are the most effective marketing tool, outperforming social media and ads.
5. Quick commerce is primarily used as a problem-solving tool, especially for urgent needs.
6. Work-life balance is positively influenced, indicating Quick commerce role in lifestyle optimization.
7. Traditional retail outlets face a clear decline in foot traffic due to Quick commerce penetration.
8. The product mix indicates routine, low-involvement purchases, supporting Quick Commerce's role in everyday consumption.
9. Quick Commerce platforms are deeply embedded in daily routines, with more than half using them daily.
10. Young, part-time professionals form the core user segment, showing higher dependency on time-saving services.

### ● Recommendations

- I. Morning delivery - As per the study, 50% of the respondents ordered food in the morning. So quick commerce should optimize fleets and inventory in early hours.
- II. Enhance Personalised Push Notifications- Target customers should be given customised offers for promotional tools.
- III. Introduce Express Urgent-Order Plans: Although quick commerce promises ultra fast delivery , the high urgent frequent user should be given top priority to boost customer satisfaction
- IV. Expand Low-Cost and Value Packs: If we keep affordability as a key factor , then discount packs can increase demand for the customers.
- V. Invest in Loyalty and Subscription Programs: Daily customers can buy subscription based delivery benefits if some extra benefits are given to them.
- VI. Partner with Local Shops: Collaboration will play a key factor in increasing sales. Competition with traditional retailers will create a negative impact.
- VII. Improve Delivery Speed During Peak Hours: Users have a trust on Quick commerce but they expect a faster delivery especially during peak hours to avoid stress.
- VIII. Expand Product Categories: Users expect more options in household essentials and personal care products to meet the daily requirements.
- IX. Target Marketing Towards Young Professionals: As per the study 26-35 age group are the primary users of quick commerce . They should focus the above age group on promotional campaigns.
- X. Educational Campaigns on Safe Payments & Refund Policies: Even though the users trust payment options, they should try to gain trust of new users.

- Reference

- <sup>1</sup> Bain & Company. (2023). India quick commerce: Consumer trends, delivery preferences, and market evolution. Bain Insights Report.
- <sup>2</sup> Gupta, R., & Singh, A. (2022). Factors influencing online grocery adoption among urban consumers: A technology acceptance model approach. *Journal of Retail and Consumer Behaviour*, 14(2), 45–58.
- <sup>3</sup> NITI Aayog. (2022). India's gig and platform economy: The future of work, workforce and workplace. Government of India.
- <sup>4</sup> Sharma, P., & Verma, S. (2021). Digitalisation and its impact on work–life balance: A review of contemporary research. *International Journal of Management and Social Sciences*, 9(4), 112–125.

