



A Study on the Emerging Growth Trends of Quick Commerce in Hyderabad

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Abstract

Quick commerce (Q-commerce), characterized by ultra-fast delivery of goods within a short time frame, has rapidly transformed the retail landscape in India. Hyderabad, as a major metropolitan and IT hub, has emerged as a significant market for Q-commerce expansion. This study examines the growth trends, key drivers, challenges, and future opportunities of Q-commerce in Hyderabad. Using secondary data and a structured questionnaire, the research identifies consumer preferences, usage patterns, and satisfaction levels. The findings reveal that convenience, speed, and digital accessibility are major factors driving adoption, while profitability concerns and operational challenges remain key issues. The study concludes that Q-commerce has strong growth potential, with scope for diversification and technological integration.

Key words: Quick Commerce (Q-commerce), Consumer Behavior ,Digital Transformation, Diversification,

1. Introduction

The retail industry has experienced a paradigm shift with the emergence of digital commerce. Q-commerce represents an advanced form of e-commerce focused on instant delivery, typically within 10–30 minutes. It caters to the growing demand for speed and convenience among urban consumers.

Hyderabad, known for its thriving IT sector and urban population, provides a favorable ecosystem for Q-commerce growth. Increasing Smartphone penetration, digital payments, and changing lifestyles have accelerated adoption. Platforms such as Blinkit, Zepto, and Swiggy Instamart have expanded aggressively in the city, leveraging dark stores and hyper local logistics networks.

2. Need for the Study

- To understand the rapid expansion of Q-commerce in urban markets like Hyderabad
- To analyze changing consumer behavior and preferences
- To evaluate the sustainability and challenges of the Q-commerce model
- To provide insights for businesses, policymakers, and researchers
- To bridge the research gap in city-specific Q-commerce studies

3. Objectives of the Study

- To analyze the growth trends of Q-commerce in Hyderabad.
- To identify factors influencing consumer adoption.
- To examine challenges faced by Q-commerce platforms.
- To assess customer satisfaction and future usage intentions.

4. Scope of the study

This study examines the growth trends of quick commerce (Q-commerce) in Hyderabad based on responses from 100 participants. It focuses on consumer behavior, preferences, and factors such as convenience, delivery speed, and customer satisfaction influencing adoption. The study is limited to Hyderabad and may not represent other regions.

5. Research Methodology

6.1 Research Design

Descriptive research design is used to analyze consumer behavior and growth trends.

6.2 Data Collection

- **Primary Data:** Structured questionnaire
- **Secondary Data:** Journals, reports and articles.

6.3 Sampling Method

- Convenience sampling

6.4 Sample Size

- 100 respondents

6.5 Data Analysis Tools

- Percentage analysis
- Graphs and charts

6.6 Hypotheses

- **H1:** There is a significant increase in the usage of Q-commerce services in Hyderabad.
- **H2:** Convenience and delivery speed significantly influence consumer adoption.
- **H3:** Digital payment systems positively impact Q-commerce usage.
- **H4:** High delivery costs negatively affect customer satisfaction.
- **H5:** Product availability issues significantly influence repeat purchases.
- **H6:** Consumers are willing to expand Q-commerce usage beyond groceries.

7. Review of Literature

Recent studies highlight the rapid growth of Q-commerce in India due to urbanization and digital transformation. Researchers have found that convenience and time-saving are primary drivers of adoption. Studies also indicate that younger consumers prefer Q-commerce due to its ease of use and instant gratification.

Other research emphasizes the role of technology, such as AI and data analytics, in optimizing delivery and inventory management. However, concerns regarding profitability, high operational costs, and workforce challenges persist. Literature also suggests that Q-commerce complements rather than completely replaces traditional retail.

Despite growing interest, limited research focuses specifically on Hyderabad, creating a need for localized analysis.

8. Findings

- A majority of respondents belong to the 18–35 age group, indicating that young consumers are the primary users of Q-commerce.
- Most users are students and employed individuals, showing higher adoption among busy and tech-savvy groups.
- The majority of respondents use Q-commerce weekly or occasionally, rather than daily.
- Popular platforms include Zepto, Blinkit, and Swiggy Instamart, indicating strong competition in the market.
- Groceries, snacks, and personal care items are the most frequently purchased products.
- Convenience and delivery speed are rated as the most influential factors driving usage.
- Discounts and multiple payment options also positively influence customer decisions.

- Key challenges faced by users include high delivery charges, limited product availability, and occasional quality issues.
- Most respondents express moderate to high satisfaction with Q-commerce services.
- A significant number prefer Q-commerce for urgent needs but still rely on traditional stores for bulk purchases.
- The majority show positive future usage intention and are willing to recommend these services to others.

9. Conclusion

The study concludes that Q-commerce is rapidly gaining popularity in Hyderabad, particularly among younger consumers, due to its convenience and fast delivery services. While customers are generally satisfied, challenges such as delivery costs and product limitations still affect overall experience. Q-commerce is not replacing traditional retail but rather complementing it by fulfilling immediate and small-scale purchase needs. The future of Q-commerce appears promising with increasing consumer acceptance and technological advancements.

10. Suggestions

- Companies should focus on reducing delivery charges to attract more frequent users.
- Expanding product variety and availability can improve customer satisfaction.
- Improving quality control measures will help build customer trust.
- Offering better discounts and loyalty programs can enhance customer retention.
- Enhancing technology (AI, inventory systems) can improve efficiency and reduce operational costs.
- Companies should target older age groups through awareness and easy-to-use interfaces.
- Strengthening last-mile delivery systems can further reduce delivery time.
- Businesses should maintain a balance between speed and service quality for sustainable growth.

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Annexures

Questionnaire

Section A: Demographics

1. Age

- Below 18
- 18–25
- 26–35
- 36–45
- Above 45

2. Gender

- Male
- Female
- Other

3. Occupation

- Student
- Employed
- Self-employed
- Homemaker
- Other

4. Monthly Income

- Below ₹20,000
- ₹20,000–₹40,000
- ₹40,001–₹60,000
- ₹60,001–₹1,00,000
- Above ₹1,00,000

Section B: Usage

5. How often do you use Q-commerce platforms?

- Daily
- Weekly
- Occasionally
- Rarely
- Never

6. Which Q-commerce platforms do you prefer?

- Zepto
- Blinkit
- Swiggy Instamart
- BigBasket (BB Now)
- Others

7. What type of products do you usually purchase?

- Groceries
- Fruits & Vegetables
- Personal Care
- Snacks & Beverages
- Others

Section C: Influencing Factors (Likert Scale)

(1 = Strongly Disagree, 5 = Strongly Agree)

8. Convenience influences my usage

- 1 2 3 4 5

9. Delivery speed is important to me

- 1 2 3 4 5

10. Payment options are convenient

- 1 2 3 4 5

11. Discounts and offers influence my usage

- 1 2 3 4 5

Section D: Challenges

12. Delivery charges are high

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

13. Product availability is limited

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

14. I face quality issues with products

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

Section E: Satisfaction

15. Overall, I am satisfied with Q-commerce services

- Very Dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very Satisfied

16. I prefer Q-commerce over traditional stores

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

17. I intend to continue using Q-commerce in the future

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

Section F: Future Scope

18. I am willing to use Q-commerce for more product categories

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

19. I would recommend Q-commerce services to others

- Definitely No
- Probably No
- Not Sure
- Probably Yes
- Definitely Yes

