

CONSUMER BEHAVIOUR PRACTICES TOWARDS Q-COMMERCE – A STUDY WITH REFERENCE TO CHENNAI CITY

Mrs. PARIMALAKANTHI.T¹

¹Research Scholar, Department of Commerce, Dhanraj Baid Jain College (Autonomous),
Thuraipakkam, Chennai- 600 097.
Mail ID: parimalak1980@gmail.com
Mobile No. 7299483949.

Dr. E. VISWANATHAN²

²Associate Professor- Guide & Supervisor, Department of Commerce, Dhanraj Baid Jain College
(Autonomous), Thuraipakkam, Chennai- 600 097.

ABSTRACT

The purpose of this study is to investigate how people in the city of Chennai use Q-commerce. Quick commerce services are the subject of this study, which aims to shed light on customer tastes, habits, and the variables that drive their uptake. The research takes a quantitative tack by utilising primary data gathered from 150 participants chosen at random from a structured questionnaire. Factors including ease of use, speed of delivery, cost, and quality of service are extracted from the data. This descriptive study examines Chennai customer Q-commerce behaviour. Analysis uses primary and secondary data. A systematic questionnaire collects primary data from 150 respondents, while Q-commerce publications, websites, and reports provide secondary data. Basic statistical tools like percentage analysis and ANOVA are used to interpret the data. To evaluate Q-commerce consumer behaviour, the study examines convenience, delivery speed, cost, and service quality. The results show that customers prefer Q-commerce due to its convenience and quick delivery, but that problems like high delivery prices and a lack of product diversity are still there. Among urban customers in Chennai, Q-commerce is becoming more accepted, according to the survey.

KEYWORDS: E-commerce trends, Q-commerce, consumer behaviour, quick delivery, customer satisfaction.

INTRODUCTION

The manner in which customers acquire goods and services has been drastically altered as a result of the rapid development of digital technology and the widespread adoption of the internet. Quick commerce, often known as Q-commerce, is a relatively new trend that has evolved in recent years as an extension of e-commerce. Its primary focus is on the delivery of products in a very rapid manner, frequently within minutes. This particular model was developed in order to fulfil the ever-increasing need for speed, convenience, and effectiveness among suburban consumers. Q-commerce sites generally deal with things that are considered to be necessities for daily life, including as groceries, personal care items, and product for the home. Consumers are increasingly relying on these services to save them time and effort as a result of their busy lifestyles, particularly in metropolitan places such as Chennai. The popularity of Q-commerce has been further hastened by the proliferation of mobile devices, the development of digital payment methods, and the enhancement of the infrastructure for logistics.

When it comes to determining the performance of Q-commerce services, the conduct of customers is an extremely important factor. The preferences and patterns of usage of consumers are influenced by a variety of factors, including but not limited to: convenience, delivery speed, pricing, product availability, and service reliability. Businesses must have a solid understanding of these behavioural factors in order to develop successful strategies and improve the level of pleasure

experienced by their customers. The primary objective of this study is to investigate the consumer behaviour practices that pertain to Q-commerce in the city of Chennai. This research intends to provide insights into the growing acceptance of Q-commerce and its impact on urban buying behaviour by evaluating the preferences, expectations, and issues experienced by consumers. Specifically, the research will focus on the challenges that customers confront.

STATEMENT OF THE PROBLEM

The rapid growth of quick commerce (Q-commerce) has altered the retail scene by providing ultra-fast delivery and increased convenience to consumers. While these services are becoming increasingly popular in major cities like as Chennai, there is little understanding of how customers perceive and use Q-commerce platforms in their daily life. Despite the expansion of Q-commerce, some concerns remain unknown, including the variables driving consumer adoption, service satisfaction, and user challenges such as delivery costs, product availability, and service reliability. Furthermore, customer preferences may differ depending on demographic and lifestyle characteristics, which must be rigorously investigated.

As a result, the challenge addressed in this study is to analyse customer behaviour towards Q-commerce in Chennai, determine the important factors influencing their usage, and assess their satisfaction levels. This understanding will enable service providers to improve their offerings and better match consumer expectations.

OBJECTIVE OF THE STUDY

To ascertain the influence of demographic factors on satisfaction of consumer and behaviour towards Q-commerce in Chennai city.

HYPOTHESIS:

H01: Spending of money towards Q-commerce and satisfaction of consumer and behaviour has no significant difference.

SAMPLE DESIGN

Users of Q-commerce services in the city of Chennai are the primary subjects of the study's sampling strategy. Consumers that buy necessities on a regular basis through these platforms make up the target group, and each respondent is a unit of sample. To cut down on prejudice and make sure everyone has a fair chance to be selected, a basic random sampling method is used. A sample size of 150 responders was chosen since it was thought to be large enough to allow for meaningful analysis. Used both online and offline techniques to distribute a structured schedule and gather data. This layout guarantees that consumers are accurately represented and allows for trustworthy analysis of their behaviour in relation to Q-commerce.

Statistical Tools

The ANOVA, Descriptive, and Simple percentage analyses have been used to analyze the influence of demographic factors on consumer behaviour towards Q-commerce in Chennai city.

METHODOLOGY

This study uses a descriptive research design to investigate Chennai city consumers' attitudes on Q-commerce. Both primary and secondary data are employed. A structured questionnaire with basic random sampling was used to gather primary data from 150 respondents. The survey asks about user preferences, usage trends, and Q-commerce expenditures in addition to demographic variables like age and income. Journals, publications, and internet sites are the sources of secondary data. To

understand consumer behaviour and pinpoint important influencing factors, the gathered data is examined using fundamental statistical methods like percentage analysis and charts.

Age of the Consumers

Table 1
Age of Consumers

S. No.	Age	Number of Respondents	Percentage
1.	Up to 18	95	63.33
2.	18-30 years	35	23.33
3.	30-42 years	15	10.00
4.	Above 43 years	05	03.33
Total		150	100.00

Primary Data

The distribution of respondents by age is seen in table 1. This study reveals that a large number of Q-commerce users are younger individuals, since the bulk of respondents with 63.33 percent fall into the "Up to 18" age bracket. Among young adults, 23.33 percent fall into the 18–30 age bracket, indicating moderate involvement. Relatively low usage among older age groups is indicated by the fact that only 10 percent of respondents are in the 30-42 year old category and only 3.33 percent are over the age of 43. In general, the data indicates that younger customers in Chennai are more likely to use Q-commerce.

Spending of Money towards Q-Commerce (Per-Month)

Table 2
Spending of Money

S. No.	Spending Money	Number of Respondents	Percentage
1.	Up to 5,000	100	66.66
2.	5,001 to 10,000	15	10.00
3.	10,001 to 20,000	25	16.66
4.	Rs. 20,001 to and above	10	06.66
Total		150	100.00

Primary Data

The distribution of respondents according to how much respondents spent on Q-commerce services is displayed in Table 2. Most of respondents 66.66 percent reported spending up to ₹5,000, suggesting that most consumers choose to spend little to moderately on Q-commerce platforms. 10 percent of respondents spend between ₹5,001 and ₹10,000, and 16.66 percent spend between ₹10,001 and ₹20,000, indicating moderate expenditure among a smaller population. High spending on Q-commerce is comparatively modest, as just 6.66 percent of respondents spend more than ₹20,000. Overall, the research indicates that rather than high-value expenditure, most of Chennai consumers utilise Q-commerce for routine, low-value purchases.

Table 3
Satisfaction of Consumer and Behaviour towards Q-commerce

S.No.	Variables	Level of Satisfaction					Total
		SA	A	N	DA	SDA	
1.	I am satisfied with the delivery speed of Q-commerce services.	100	25	5	10	10	150
		47	23	16	7	7	100

2.	Q-commerce platforms are convenient for my daily purchases.	105	20	10	6	4	150
		30	29	21	9	11	100
3.	I prefer Q-commerce over traditional shopping methods.	120	11	9	5	5	150
		61	15	7	10	5	100
4.	The prices of products on Q-commerce platforms are reasonable.	10	110	10	15	5	150
		5	49	17	20	8	100
5.	I am likely to continue using Q-commerce services in the future.	6	119	11	4	10	150
		9	47	26	11	7	100

Source: Primary Data

Based on five claims, table 3 displays the degree to which customers are satisfied with Q-commerce services. In terms of delivery speed, a large percentage of respondents (100 percent to 47 percent and 25 percent respectively) are satisfied with the service, but a small percentage (10 to 7 percent) disapprove, and 10 percent strongly disagree. In terms of ease of use, 105 people came to a strong agreement and 20 gave an agree, indicating that most customers are quite satisfied with Q-commerce for their everyday transactions. There has been a marked movement towards Q-commerce, with 120 respondents (61 percent) strongly agreeing and 11 (15 percent) agreeing that it is preferable to traditional purchasing. In terms of pricing, half of the respondents (110 people) think the prices are fair, with 5 percent strongly agreeing. On the other hand, 20 percent disagree and 8 percent strongly disagree, suggesting that there is some discontent with the pricing. Finally, when asked about their plans for future use, 119 people (or 47 percent of the total) said they would agree and an even smaller percentage said they would strongly agree, indicating that most customers are happy to keep utilising Q-commerce services. Customer satisfaction with delivery speed, convenience, and preference is high according to the data, but views on cost are more divided.

Table 4
ANOVA for Spending of Money and Satisfaction of Consumer and Behaviour towards Q-Commerce

Variables	Spending of Money	N	Mean	S.D.	F Value	Sig.
I am satisfied with the delivery speed of Q-commerce services.	Up to 5,000	100	4.28	1.23	4.498	0.05*
	5,001 to 10,000	15	4.52	1.53		
	10,001 to 20,000	25	2.25	0.23		
	Rs. 20,001 to and above	10	3.55	1.52		
	Total	150	3.56	1.36		
Q-commerce platforms are convenient for my daily purchases.	Up to 5,000	100	4.63	0.56	3.862	0.10*
	5,001 to 10,000	15	3.56	0.46		
	10,001 to 20,000	25	2.27	0.26		
	Rs. 20,001 to and above	10	1.35	0.13		
	Total	150	2.69	0.22		
I prefer Q-commerce over traditional shopping methods.	Up to 5,000	100	1.36	0.36	2.360	0.25*
	5,001 to 10,000	15	3.05	0.89		
	10,001 to 20,000	25	4.36	1.00		
	Rs. 20,001 to and above	10	4.36	1.03		
	Total	150	3.24	1.03		
The prices of products	Up to 5,000	100	2.36	1.06	1.692	0.44*

on Q-commerce platforms are reasonable.	5,001 to 10,000	15	3.36	1.05		
	10,001 to 20,000	25	2.69	1.22		
	Rs. 20,001 to and above	10	3.33	0.50		
	Total	150	3.25	1.48		
I am likely to continue using Q-commerce services in the future.	Up to 5,000	100	2.89	0.49	3.692	0.05*
	5,001 to 10,000	15	3.26	1.63		
	10,001 to 20,000	25	3.23	1.23		
	Rs. 20,001 to and above	10	2.36	1.11		
	Total	150	3.24	1.74		

Based on Primary Data * Sig.@5%

According to the analysis from Table 4, consumer satisfaction with Q-commerce services is influenced by spending to varied degrees. Higher mean values for delivery speed are found among respondents earning ₹5,001–10,000 (4.52) and up to ₹5,000 (4.28), and there is a significant connection with a significance value of 0.05. Similarly, the significance value (0.05) for future usage shows that consumers' intention to keep using Q-commerce is strongly influenced by their expenditure. When it comes to convenience, respondents who spend less money report higher pleasure (mean = 4.63), although the significance value of 0.10 indicates only a moderate association. However, despite differences in mean values throughout spending of money, the connection is not statistically significant for preference over traditional shopping (Sig. = 0.25) and pricing perception (Sig. = 0.44). The null hypothesis is partially rejected because only certain variables exhibit significance while others do not. This suggests that customer behaviour toward Q-commerce is partially influenced by spending, impacting all of them.

FINDINGS

1. Most of the respondents that is 63.33 percent are upto 18 years.
2. 66.66 percent of the respondents are spending of money Up to 5,000.
3. I prefer Q-commerce over traditional shopping methods as stated by 120 respondents with 61 percent stating strongly agree.
4. The F-values 4.498, 3.862, 2.360, 1.692 and 3.692 all stating the significance value which is above 0.05, which means that the stated null hypothesis is being rejected at 5% level of significance. So, there is a significance difference between spending of money and satisfaction level with Q-commerce.

SUGGESTIONS

1. In order to address consumer concerns about cost, Q-commerce platforms should concentrate on enhancing pricing tactics by providing competitive prices, discounts, and combo packages.
2. To improve consumer happiness and lessen reliance on other shopping methods, service providers should increase the variety of products they offer and guarantee steady availability.
3. Since prompt delivery is a major factor influencing customer preference and satisfaction, businesses should maintain and further improve delivery efficiency.
4. To boost adoption and promote ongoing use of Q-commerce services, awareness campaigns and promotional tactics should be directed towards various age and income groups.

CONCLUSION

The study found that Chennai shoppers like Q-commerce for its convenience and speedy delivery. Q-commerce is preferred for daily requirements by majority respondents, especially younger and moderate-spending consumers. Delivery speed and simplicity of use are dominant variables in consumer satisfaction, whereas pricing and product availability are mixed. Spending of Money partially affects consumer behaviour, including delivery satisfaction and future usage intentions. Consumers generally like Q-commerce and want to use it again. Thus, Q-commerce is becoming a key part of urban consumer lifestyle, and service providers should improve pricing

and product diversity to satisfy customers and flourish.

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