An Analytical Study of Consumer Behaviour Shifts towards Q-Commerce in India

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***Abstract*—When each and every Indian is vocal for local; it does not take long for the local to become global"- Narendra Modi (Prime Minister of India).**
"It is no longer the big beating the small, but the fast beating the slow"- CIO, International Hotel Group.
These two quotations emphasize the importance of local vocation as well as the fast delivery of the things to the consumers. Consumer Behaviour has been changing from conventional buying to e-commerce and also it shifted to today quick commerce. It shows us the Consumer Behaviour is more dynamic. Consumer Behaviour depends on so many factors. Emerging Technological changes are showing their impact on consumer behavior. Consumers have been shifting from local retail stores to organized retail stores to E-commerce and today they are moving towards quick commerce.
This is the right time to mention the internet revolution and the usage of mobile phones by all over the world especially today in the rural India it means that most of the rural Indians are also using mobile phones which are having the facility to use internet. With this the quick commerce is playing vital role in the commerce. Mobile Applications (Apps) are using for purchase the goods and services with in short time.
The Indian Macro Economic conditions, infrastructure development has influenced the growth of Q Commerce in terms of providing employment to the youth as Gig workers. It provided an opportunity to the youth in Lakhs directly and indirectly.

***Index Terms*—E-Commerce, Q-Commerce, Gig workers.**

I. REVIEW OF LITERATURE

Manju Bala (2025): - This study brings together what we know so far to offer actionable insights for businesses and policymakers. Key takeaways include the need to simplify regulations, upgrade delivery infrastructure, and reach beyond big cities. These insights aim to guide all those involved in India's surging and exciting Q-commerce scene.
Smith&Lee(2023): _ Around the world, Q-commerce is reshaping retail by combining mobile apps, real-time tracking, and lightning-fast delivery, turning logistics into a science of precision

and speed. Johnson (2023): -Research shows consumers love the convenience and businesses see growth by optimizing last-mile delivery.

Patel & Singh, (2023): -. Theories like TAM and UTAUT explain why consumers adopt new tech but don't fully capture the challenges in a country as vast and varied as India. This study helps fill those gaps by looking closely at real data, highlighting socio-economic impacts, and focusing on how the logistics ecosystem is changing.

II. OBJECTIVES

1. To understand the consumer behavior.
2. To analyse the growth of quick commerce in India.
3. To have an understanding of different models of Q Commerce
4. To know the major players of Q Commerce in India

III. MAJOR Q-COMMERCE PLAYERS

Blinkit: - One of the oldest players, Blinkit pioneered India's 10-minute grocery delivery. It was acquired by Zomato in 2022 for Rs. 5,038.73 crore (US$ 568 million), reflecting its strong foothold. By early 2025, Blinkit was processing well over 100,000 orders per day, reporting Q1 FY25 revenue of about Rs. 1,002.42 crore (US$ 113 million) (up 2.4× YoY). It is estimated to hold roughly 46% of India's quick-commerce market as of 2024, making it the largest player

Zepto: - A Mumbai-based startup founded in 2021, Zepto has grown explosively. It operates more than 250 dark stores across major cities, offering around 45,000 stock keeping units (SKUs) and promising 10-minute delivery. Zepto claims about 29% market share as of 2024, raising over Rs. 8,871.00 crore (US$ 1 billion) in funding within 2022 (pegging its valuation at Rs. 44,355.00 crore (US$ 5 billion)). It reported roughly Rs. 4,816.95 crore (US$ 543 million) in revenue in FY24. Zepto's rapid hiring (about 5,000 employees (2024)) and deep pockets have kept it at the forefront of the boom.

Swiggy Instamart: - Launched by the food-delivery giant Swiggy in 2020, Instamart uses Swiggy's logistics network for groceries. It reportedly holds around 26% share as of 2024 in India's quick 3 commerce market. Unlike standalone startups, Swiggy's quick commerce is funded by its parent (which raised Rs. 12,419.40 crore (US$ 1.4 billion) in an IPO in late 2023).

Instamart's quick-commerce arm earned about Rs. Rs. 620.97 crore (US$ 70 million) in Q3 FY25 (up 113% Y-o Y) and employed over 5,500 people by 2024. It also partners with third-party vendors on its platform.

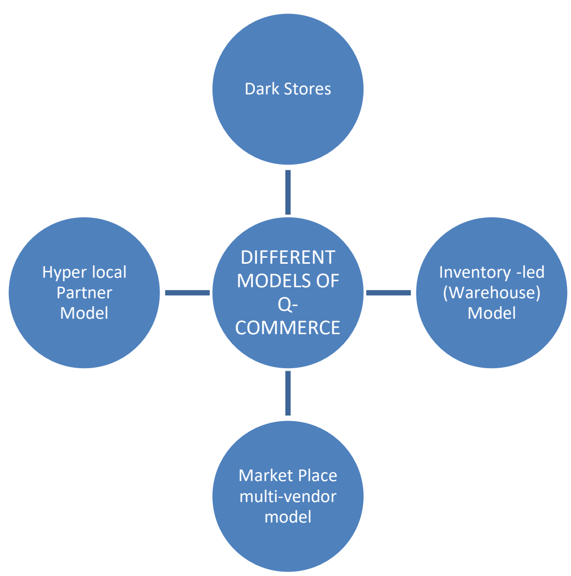
Flipkart Minutes: - Flipkart Minutes strategically scaled its 10-minute delivery promise across more than 30 new cities in 2025, with a dramatic increase in metros, tier 1 and tier 2+ regions, accelerating service availability in cities like Chennai, Hyderabad, Pune, Kanpur, Bihar Sharif, Mohali, Rohtak, Durgapur, Hajipur, Meerut, and Arrah, among several others. Gen Z consumers in the age range of 15 to 25 years old led the platform adoption, followed by the student cohort. Demonstrating strong customer loyalty, more than 6 lakhs customers became power users, placing a repeat order within 7 days. Fruits & vegetables remained one of the leading offerings accounting for an impressive 45% of every basket. Categories like home furnishing, home decor, premium electronics, and mobiles fueled growth in H2 as against H1 2025.

Big Basket (BBNow): - Online grocer BigBasket expanded into quick commerce with BigBasket Daily outlets (dark stores) for rapid grocery delivery. It uses the inventory model with its large warehouses feeding local stores. BigBasket (part of the Tata Group) leverages its nationwide supply chain in this segment

Jiomart Express- JioMart Express does not operate as an independent venture but as a strategic vertical within Reliance Retail, which itself is valued at over $100 billion as of 2025.
While there isn't a standalone public valuation for JioMart Express, analysts estimate that its contribution to Reliance Retail's digital and instant delivery segment is substantial, positioning it as one of the key growth drivers in the company's portfolio.

Dunzo Daily: - Dunzo Daily targets making grocery, medicine, and home need deliveries in 35-40 minutes. It employs AI based logistics to streamline the deliveries and channelize demand effectively. Besides, the revenue is also added through D2C brands that market on the platform.

IV. DIFFERENT MODELS OF Q-COMMERCE



Different business models of Q commerce and it's description

Sl.No.	Q-Commerce Model	Description
1.	Dark Stores	Dark stores the small godowns of the Q commerce business organization. For example, Zepto has dozens of Dark Stores in the Tier II cities.
2.	Inventory -led (Warehouse) Model	The company buys and can store products in the big warehouses and small warehouses. This model is known as Inventory led model. Swiggy Instamart and Big Basket Daily follow this model of business under Q –Commerce.
3.	Hyper local Partner Model	Local Kirana stores and retailers join with the platforms and they sold their stock. Dunzo largely uses this model for its business.
4.	Market Place multi-vendor model	Multiple sellers list items on the app and the platform handles deliverey. Swiggy instamart and Amazon Fresh use this model.

(Source: - IBEF Report).

V. CONCLUSION

The consumer behvaiour is very dynamic in nature. The conventional commerce shifted to Q Commerce. It has providing significant share in the Gross Domestic Product.

Q-Commerce provided more employment to the younger generation. Indian Infrastructural development has influenced the Q-Commerce.

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