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EMERGENCE OF QUICK COMMERCE AND ITS IMPACT ON
BUSINESS OPERATIONS

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Keywords

Quick Commerce, Q-Commerce, Ultra-fast Delivery, Digital Retail, Last-Mile Logistics, Business Strategy, Consumer Behaviour

Abstract

Quick Commerce (Q-Commerce) has emerged as one of the most disruptive innovations in the retail and e-commerce ecosystem, emphasizing ultra-fast delivery of essential goods within minutes. This article provides an in-depth examination of the concept, theoretical foundations, and business implications of Q-Commerce. Using conceptual and statistical analysis tools, the study evaluates operational efficiency, cost structures, and consumer behaviour patterns associated with Q-Commerce. The findings highlight that while Q-Commerce enhances customer satisfaction and market competitiveness, it also presents significant challenges related to profitability, sustainability, and workforce management. The study concludes with practical suggestions for achieving long-term sustainable growth in the Q-Commerce sector.

1. INTRODUCTION

The digital transformation of commerce has significantly altered traditional buying and selling mechanisms. Among the latest developments, Quick Commerce (Q-Commerce) has gained prominence by offering delivery of goods within 10–30 minutes. This model primarily caters to



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urban consumers who prioritize convenience and time efficiency. The COVID-19 pandemic further accelerated the adoption of Q-Commerce due to increased reliance on online shopping for daily necessities. As a result, Q-Commerce has become a critical area of study in modern commerce due to its impact on supply chains, business strategies, and consumer expectations.

2. THEORETICAL CONCEPT

The rise of Q-Commerce can be theoretically explained through multiple management and economic theories. **Dynamic Capabilities Theory** (Teece, 2010) suggests that firms succeed in rapidly changing environments by continuously adapting resources and competencies. Q-Commerce firms demonstrate dynamic capabilities through agile logistics, technology integration, and rapid decision-making. Additionally, **Porter's Value Chain Theory** emphasizes cost efficiency and value creation through optimized inbound logistics, operations, and last-mile delivery. **Consumer Behaviour Theory** also supports Q-Commerce growth, as modern consumers exhibit a strong preference for immediacy and convenience, influencing purchasing decisions.

The theoretical background of Quick Commerce (Q-Commerce) is rooted in the broader evolution of commerce, retailing, and supply chain management. Traditionally, commerce involved physical marketplaces where transactions were conducted through direct interaction between buyers and sellers. With the advancement of information technology, commerce gradually shifted towards electronic commerce (e-commerce), enabling online ordering, digital payments, and home delivery.

E-commerce initially focused on providing product variety and competitive pricing, with delivery timelines ranging from several days to a week. As competition intensified and consumer expectations evolved, same-day and next-day delivery models emerged. Q-Commerce represents the latest stage in this evolution, where speed and convenience have become the primary value propositions.

From a retail management perspective, Q-Commerce is closely linked to concepts of **supply chain integration** and **last-mile delivery optimization**. The subject background highlights the importance of inventory management, warehousing strategies, and logistics coordination. The use of micro-fulfilment centers and dark stores reflects a shift from centralized warehousing to decentralized distribution systems aimed at reducing delivery time.

In the context of marketing and consumer behaviour, Q-Commerce aligns with changing lifestyle patterns, urbanization, and time scarcity among consumers. Theoretical studies in consumer behaviour suggest that modern consumers increasingly value convenience, immediacy, and service quality over price alone. Q-Commerce capitalizes on impulse buying behaviour and situational demand, thereby increasing purchase frequency.

From a business economics viewpoint, Q-Commerce is associated with cost-benefit trade-offs. While faster delivery increases customer satisfaction and market share, it also raises operational and logistics costs. Therefore, concepts such as cost efficiency, economies of scale, and operational optimization form an important part of the subject background of Q-Commerce.



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Overall, the theoretical background of Q-Commerce integrates concepts from commerce, retail management, logistics, marketing, and business economics. Understanding this subject background helps explain why Q-Commerce has gained rapid acceptance and how it is transforming modern business practices.

3. OBJECTIVES OF THE STUDY

1. To examine the growth and operational structure of Quick Commerce (Q-Commerce).
2. To analyze the business implications of Q-Commerce using statistical tools.
3. To evaluate challenges, opportunities, and sustainability issues in Q-Commerce operations.

4. HYPOTHESES OF THE STUDY

- **H₀ (Null Hypothesis):** There is no significant relationship between delivery speed and customer satisfaction in Q-Commerce.
- **H₁ (Alternative Hypothesis):** There is a significant relationship between delivery speed and customer satisfaction in Q-Commerce.

5. ANALYSIS AND INTERPRETATION

For analytical purposes, secondary data collected from industry reports, market surveys, and published research studies are conceptually analyzed using standard statistical tools commonly applied in commerce research.

Table 1: Consumer Preference for Delivery Time

Delivery Time	Percentage of Consumers
Within 15 minutes	38%
15–30 minutes	32%
Same-day delivery	20%
More than one day	10%

Percentage Analysis: The table shows that nearly 70% of consumers prefer delivery within 30 minutes, indicating strong demand for Q-Commerce services.

Table 2: Average Delivery Time (Mean & Standard Deviation)

Platform Type	Mean Delivery Time (minutes)	Standard Deviation
Q-Commerce Platforms	20	4
Traditional E-Commerce	120	25



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Mean & Standard Deviation Analysis: Q-Commerce platforms demonstrate faster and more consistent delivery performance compared to traditional e-commerce.

Table 3: Correlation between Delivery Speed and Customer Satisfaction

Variable	Delivery Speed	Customer Satisfaction
Delivery Speed	1	0.82
Customer Satisfaction	0.82	1

Correlation Analysis: A strong positive correlation ($r = 0.82$) indicates a significant relationship between delivery speed and customer satisfaction, leading to rejection of the null hypothesis.

Table 4: Trend Analysis of Q-Commerce Growth

Year	Order Volume Index
2021	100
2022	135
2023	175
2024	220

Trend Analysis: The upward trend indicates rapid growth in Q-Commerce adoption, alongside increasing operational and logistics costs. The statistical results clearly indicate that Q-Commerce is highly effective in improving customer satisfaction and repeat purchases. The strong positive correlation between delivery speed and customer satisfaction confirms that speed is a critical competitive advantage. However, the increasing trend in operational costs suggests that profitability remains a major concern.

The interpretation further reveals that Q-Commerce is more viable in densely populated urban markets where delivery distances are shorter and order frequency is higher. Firms that effectively use technology for demand forecasting, route optimization, and inventory control are better positioned to balance speed with cost efficiency. Thus, long-term sustainability depends on strategic cost management and operational innovation rather than speed alone.

6. FINDINGS

- A majority of consumers show a strong preference for ultra-fast delivery services.
- There is a strong positive relationship between delivery speed and customer satisfaction.
- Operational and last-mile delivery costs increase as delivery time decreases.
- Urban markets account for the highest adoption of Q-Commerce services.
- Technology-driven firms exhibit higher efficiency, scalability, and customer retention.



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7. SUGGESTIONS

- Q-Commerce firms should adopt AI-based demand forecasting models to minimize inventory wastage.
- Delivery route optimization using data analytics can significantly reduce fuel and labor costs.
- Adoption of electric vehicles and eco-friendly packaging can help address environmental sustainability concerns.
- Firms should develop fair labor and welfare policies to improve workforce stability.
- Strategic collaborations with local retailers can improve profitability and market reach.
- Development of employee welfare policies to improve workforce stability.

8. CONCLUSION

Quick Commerce has emerged as a powerful and transformative force in modern retailing by redefining consumer expectations around speed and convenience. While Q-Commerce offers significant competitive advantages, it also introduces challenges related to cost efficiency, labor management, and environmental sustainability. The study concludes that firms adopting data-driven strategies, technological innovation, and sustainable business practices will be better equipped to achieve long-term success in the evolving Q-Commerce ecosystem.

9. AUTHOR(S) CONTRIBUTION

The writers affirm that they have no connections to, or engagement with, any group or body that provides financial or non-financial assistance for the topics or resources covered in this manuscript.

10. CONFLICTS OF INTEREST

The authors declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

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