

A Study On Consumers' Perception Towards Q-Commerce Services In Tenkasi City

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Abstract: This study aims to examine consumers' perception towards Quick Commerce (Q-commerce) services in Tenkasi City, Tamil Nadu. With the rapid growth of digital platforms and increasing demand for instant delivery, Q-commerce has emerged as a transformative model in the retail sector, offering goods especially groceries, food, and essentials within a short time frame. The research explores consumer awareness, satisfaction, usage patterns, and key factors influencing their preferences such as delivery speed, product quality, pricing, and platform reliability. A structured questionnaire was used to collect data from 23 respondents across the Tenkasi City. The findings reveal a high level of satisfaction with delivery speed and convenience, although concerns remain regarding high shipping charges, incorrect deliveries, and product quality control. Q-commerce services such as Blinkit, Zepto, Dunzo, BigBasket and Swiggy are transforming the dynamics of last-mile delivery and consumer perception. This study investigates the level of Consumer Perception towards Q-commerce Services, particularly among Tenkasi City consumers who are at the forefront of digital retail adoption

Keywords: Quick commerce; Consumer perception; Online delivery services; Purchase behavior; Technology adoption; Instant delivery; Convenience shopping.

I. INTRODUCTION

A. CONSUMER PERCEPTION

- ✓ Consumer perception plays a vital role in determining the success of any emerging service, especially in the fast-evolving retail landscape. Quick Commerce (Q-Commerce), which promises rapid delivery of groceries and daily essentials within 10 to 30 minutes, is gaining traction across India. While its growth has been significant in metropolitan cities, smaller towns like Tenkasi are now witnessing the gradual entry of these services.
- ✓ In Tenkasi, traditional shopping habits are still dominant, with consumers relying heavily on local stores and markets. However, increasing smartphone usage, internet access, and awareness of digital platforms are slowly influencing purchasing behavior. This study explores consumer perceptions regarding Q-Commerce in terms of

convenience, reliability, delivery speed, ease of use, and satisfaction. It also examines factors such as trust in digital payments, service affordability, and product availability.

- ✓ With rising consumer expectations and the growing demand for convenience, Q-commerce services are gaining popularity in tenkasi, a developing city in Tamil Nadu. Research aims to provide insights into the opportunities and challenges faced by Q-Commerce Services in such regions. Understanding consumer perception is key to improving service quality, building trust, and expanding market reach in tenkasi city.

B. Q-COMMERCE SERVICES

- ✓ Quick Commerce (Q-Commerce) services offer faster delivery of essential items such as groceries, personal care products, and daily necessities, usually within 10 to 30

minutes. These services aim to provide maximum convenience through mobile apps and online platforms.

- ✓ While Q-Commerce has grown rapidly in metropolitan cities, it is now entering smaller towns like Tenkasi. The success of such services depends on how consumers perceive their speed, reliability, pricing, and ease of use. This study focuses on understanding the perception of Tenkasi residents toward Q-Commerce services and the factors influencing their adoption and satisfaction.
- ✓ In recent times, Q-commerce services like Blinkit, Zepto, Dunzo, BigBasket and Swiggy have started expanding their reach to tier-2 and tier-3 cities, including tenkasi. Traditionally, consumers in Tenkasi rely on physical stores and local markets for daily needs . However, as digital literacy improves and lifestyle patterns change, there is a growing curiosity and gradual acceptance of Q-commerce Services.

II. STATEMENT OF PROBLEM

- ✓ The Aim of this study is to examine the challenges faced by consumer perception in adopting Quick Commerce (Q-Commerce) has emerged as a fast-growing segment within the e-commerce landscape, promising ultra-fast deliveries and enhanced convenience. Despite its rising popularity, the actual perception of consumers towards these services remains varied and underexplored, especially in smaller cities.
- ✓ The rise of Quick Commerce (Q-Commerce) has revolutionized the retail landscape by promising delivery of products within minutes. While this model has gained popularity in urban areas, there is limited understanding of how consumers perceive Q-Commerce in general, especially in emerging markets and less urbanized regions.
- ✓ Despite its growing presence, several concerns remain unaddressed such as trust in the service, quality of products delivered, delivery reliability, pricing, ease of use, and overall customer satisfaction. Moreover, consumer awareness and adoption levels may vary significantly based on demographic and regional factors.
- ✓ This study seeks to examine the perception of consumers towards Q-Commerce services, focusing on the factors that influence their attitudes, usage patterns, and satisfaction levels. Understanding these perceptions is vital for Q-Commerce providers to improve service offerings, address consumer concerns, and expand effectively into new markets.

III. OBJECTIVES OF THE STUDY

- ✓ To examine the level of satisfaction towards Q-Commerce Services.
- ✓ To Analysis the Factors influencing about Q-Commerce Services in Tenkasi City.

- ✓ To Study about service Quality of Q-Commerce in Tenkasi City
- ✓ To identify the consumers' awareness about Q-Commerce Services.

IV. SCOPE OF THE STUDY

The present study aims to explore and analyze consumer perception towards Quick Commerce (Q-Commerce) services, focusing on how consumers view the speed, convenience, pricing, product range, and overall satisfaction offered by these Services. The research examines the behavioral patterns, preferences, and expectations of consumers who actively use Q-Commerce Services for their daily needs, such as groceries, food, and household essentials.

This study is geographically limited to a specific areas targets a diverse group of respondents to gather varied insights. It covers both users and non-users of Q-Commerce to understand the factors influencing adoption and the barriers faced. The study also assesses the role of technology, digital literacy, delivery time, and promotional strategies in shaping consumer attitudes towards Q-Commerce Services.

V. SIGNIFICANCE OF THE STUDY

This study is significant as it provides valuable insights into how consumers perceive and respond to the rapidly growing Quick Commerce (Q-Commerce) services. As Q-Commerce platforms aim to deliver products within a short time frame, understanding consumer preferences, satisfaction levels, and concerns is crucial for improving service quality and user experience. The research helps businesses identify key factors that influence customer loyalty, such as delivery speed, pricing, product availability, and digital convenience. The findings of this study will be valuable for Q-Commerce companies and marketers to improve service offerings, enhance customer perception and promote digital commerce practices in Tenkasi city.

VI. RESEARCH METHODOLOGY

RESEARCH DESIGN

It is a well- established fact that any research has to be validated based on the systematic collection and analyzing the data. For this study survey method is adopted to collect the primary information from the people residing in Tenkasi City using a set of questionnaire. The primary Data is collected from 27 people residing in Tenkasi City and the secondary data is collected from internet and books.

COLLECTION OF DATA

- ✓ Primary Data
- ✓ Secondary Data

SOURCES OF DATA

PRIMARY DATA

The Primary Data collection is the process of gathering data directly from a first-hand source. In order words, it's data that's collected by the organization that expects to use it. It is collected for the first time. It is original and more reliable. The primary source of data is through Google from.

SECONDARY DATA

The secondary data refers to second- hand information. It is not originally collected and rather obtained from already published or unpublished sources. The secondary data is collected by referring the journals namely Journal of Consumer Perception & Buying Behavior and Consumer rights in the area of Q-Commerce.

A comparative Analysis, "A Study on Consumers' Perception towards Q-Commerce Services: A Case Study" Website: ResearchGate.net, IJSSER.com, ijnrd.org, IJFMR.com.

VII. SAMPLE DESIGN

A sample design is a definite plan for obtaining a sample from a given population. It refers to the technique or the procedure adopted in selecting items for the sampling design.

METHOD OF SAMPLING

The method used for sampling here is Judgement Sampling. The data is collected through Google from. Samples are selected from people residing in Tenkasi District.

SIZE OF SAMPLE

A total sample of 23 people were surveyed among the residents of Tenkasi City. 23respondents were considered for this study.

TOOLS FOR ANALYSIS

The details of statistical tools and its relevance of application are summarized below:

PERCENTAGES

Percentages refers to a special king of ratio. Percentages are used in marketing comparisons between two or more series of data. Percentages are used to describe relationships. Percentages are largely used for analyzing Primary Data.

MEAN

The sum of all the items divided by the number of items is the average. It is used to Street Vendors Migration digital payment system.

SI. No	Variables	Categories	No. of Respondents	% of Respondents
1	Gender	Male	10	43.5
		Female	13	56.5
2	Marital Status	Married	12	52.2
		Unmarried	11	47.8
3	Age	Above 20 years	1	4.3
		21- 30 years	12	52.2
		31- 40 years	6	26.1
		41-50 years	2	8.7
		51- 60 years	1	4.3
4	Edu cational Quali fication	Literate	22	95.7
		Illiterate	1	4.3
5	Location	Rural	5	21.7
		Semi Rural	15	65.2
		Urban	2	8.7
		Semi Urban	1	4.3
6	Occu pation	Government Employee	1	4.3
		Private Employee	19	82.7
		Agriculture	1	4.3
		Business Man	1	4.3
		Home Maker	1	4.3
7	Monthly Income	Below Rs.10,000	4	17.4
		Rs.10,001 to 30,000	10	43.5
		Rs.30,001 to 50,000	8	34.8
		Above Rs.50,001	1	4.3
8	Type of Family	Joint Family	8	34.8
		Nuclear Family	15	65.2
9	Family Size	2- 4 members	12	52.2
		4- 6 members	10	43.5
		Above 6 members	1	4.3

Sources: Primary Data

Table 1: Demographic Information Wise Classification

The above table shows that (56.5%) majority of the respondents were female Q-Commerce Services users & 43.5% of the respondents were female, and (52.2%) majority

of the respondents were married than (47.8%) of the respondents were unmarried users to Q-Commerce Services, Most respondents are (52.2%) of 21-30 years in the age group were using Q-Commerce Services, followed by (26.1%) of the respondents in 31-40 years, and A large majority are Literate (95.7%) adopting Q-Commerce Services, and Majority of the respondents (65.2%) Semi-Rural areas using Q-Commerce Services, (21.7%) Rural area its convenience to using Q-Commerce Services, and (82.7%) majority of the respondents were Private employees likely due to busy schedules and needs to Q-Commerce Services, and Majority of users fall in the Rs.10,001-30,000 (43.5%) and Rs.30,001-50,000 (34.8%) range, indicated that middle-income earners are the main users, and Nuclear families (65.2%) are the predominant users likely due to smaller households preferring convenient Q-Commerce Services, and Majority users have 2-4 members (52.2%) showing that Q-Commerce Services is suitable for smaller families with limited time for shopping.

SI. No	Particulars	Number of Respondents	Percentage of Respondents
1.	Yes	22	95.7
2.	No	1	4.3
	Total	23	100

Sources: Primary Data

Table 2: Usage of Q-Commerce Services

This Indicated that Q-Commerce has a very high adoption rate among the surveyed respondents. The overwhelming Majority (95.7%) are users reflecting strong acceptance and popularity of Q-Commerce Services in the studied population.

SI. No	Particulars	Number of Respondents	Percentage of Respondents
1.	Swiggy	19	78.3
2.	Zepto	1	4.3
3.	Blinkit	1	4.3
4.	Dunzo	2	8.7
5.	BigBasket	1	4.3
	Total	23	100

Sources: Primary Data

Table 3: Q-Commerce Services Application wise Classification

The above table shows that (78.3%) of the respondents were using Swiggy's dominant presence and popularity in the Q-Commerce Services, Dunzo is slightly more popular than (8.7%) of the respondents, other Services Zepto, Blinkit and BigBasket have a significantly lower usage rate, with each being used by only 1 respondent (4.3%).

Q-COMMERCE SERVICES APPLICATIONS

SwiggyZeptoBlinkit



SI. No	Particulars	Number of Respondents	Percentage of Respondents
1.	Social Media	5	21.7
2.	Friends	4	17.4
3.	Family	9	39.2
4.	Advertisement	3	13
5.	Newspaper	1	4.3
6.	Media	1	4.3
	Total	23	100

Sources: Primary Data

Table 4: First Learn about Q-Commerce Service wise classification

The above table presents as the majority of sources, with 9 respondents (39.2%) indicated that they learned about Q-Commerce Services through their family members, and than second most common source, accounting for 5 respondents (21.7%), highlighting the growing role of digital platforms in spreading awareness, and the same time friends influenced 4 respondents (17.4%), showing that peer recommendations are also a relevant factor. Advertisement were cited by 3 respondents (13%), suggesting that marketing campaigns play a moderate role in promoting Q-Commerce Services.

SI. No	Particulars	Number of Respondents	Percentage of Respondents
1.	Groceries	1	4.3
2.	Medicines	1	4.3
3.	Snacks	2	4.4
4.	Household Essentials	3	13.1
5.	Food	15	65.3
6.	Personal Care	1	4.3
	Total	23	100

Sources: Primary Data

Table 5: Purchase of Product wise classification

The above table shows that (65.3%) of majority of the respondents in Food ordered category, it as their primary use of Q-Commerce Services. This shows a Strong consumer demand for quick meal delivery, second most preferred category, with 3 respondents(13.1%) using Q-Commerce for items such as cleaning supplies, toiletries, or daily home needs, third category was chosen by 2 respondents (4.4%) indicated a moderate demand for quick snack deliveries, other than Groceries, medicines and personal care products are each selected by 1 respondent (4.3%) respectively, showing that while these categories are used they are less popular compared to food delivery.

SI. No	Particulars	Number of Respondents	Percentage of Respondents
1.	Highly Agree	3	13
2.	Agree	17	74
3.	No Opinion	1	4.3
4.	Disagree	1	4.3
5.	Highly Disagree	1	4.3
	Total	23	100

Sources: Primary Data

Table 6: Speed of Delivery wise classification

A large majority (74%) 17 of respondents agree that Q-Commerce Services provide fast delivery, indicating general satisfaction, (13%) of the respondents highly agree showing strong support for the speed of delivery, otherwise (4.3%,4.3% and 4.3%) expressed No Opinion, Disagree and Highly Disagree.

Majority of the respondents have a positive perception of the delivery speed, suggesting that speed is a major strength of Q-Commerce Services.

SI. No	Particulars	Number of Respondents	Percentage of Respondents
1.	Lower Delivery Charges	6	26.1
2.	Wider Product Variety	2	8.7
3.	Better Product Quality Control	7	30.4
4.	Loyalty Rewards & Offers	7	30.4
5.	Eco-friendly Packaging	1	4.3
	Total	23	100

Sources: Primary Data

Table 7: Improvements of Q-Commerce Services wise classification

The above table shows majority of respondents (30.4%) are top two area where consumers believe improvement is most needed. This indicates that customers expect higher quality assurance in the products delivered and value-added benefits like discounts and loyalty programs.

Second stage of improvement of (26.1%) Lower Delivery Charges, A significant portion or users are looking for more

cost-effective delivery options, suggesting that current fees may be perceived as too high. Otherwise (8.7%) of the respondents received some attention, implying that while improvement, variety in product options is a relatively lesser priority compared to quality, offers, and charges. Finally (4.3%) was the eco-friendly packaging least mentioned, indicating that environmental concerns, though important, are currently not the main focus for most users when it comes to Q-Commerce Services.

SI. NO	STATEMENT	1	2	3	4	5	6	7	8	9	10	TOTAL	Mean Score	Rank
1	Easy to order	120	9	8	7	12	10	4	3	2	1	176	7.65	I
2	Time saving	20	81	16	7	18	5	4	8	4	1	164	7.13	II
3	Faster Delivery	10	27	88	14	6	5	4	3	2	1	160	6.96	III
4	Track Delivery Status	10	27	16	63	12	5	8	3	2	1	147	6.39	IV
5	Discount on coupons	10	27	16	7	48	15	8	3	2	1	137	5.95	V
6	Festival offer	30	9	16	14	12	40	8	3	2	1	135	5.86	VI
7	Customer satisfaction	10	9	8	14	6	15	40	6	2	1	81	3.52	IX
8	Payment options easily	10	9	8	7	6	5	4	42	2	1	94	4.08	VI I
9	Availability of Product	10	9	8	7	6	5	8	3	26	1	83	3.60	VI II
10	Rewards & Offers	10	9	8	7	6	5	4	3	2	14	68	2.95	X

Sources: Primary Data

Table 8: Main Benefits of Q-Commerce wise classification

From the above table shows that majority of the respondents were First rank was Easy to order(7.65), the Second rank time saving (7.13), Third rank was Faster delivery(6.96), Fourth rank Track delivery status (6.39), Fifth rank was Discount on coupons (5.95), Sixth rank was Festival offer(5.86), Seventh rank was Payment options easily (4.08), Eighth rank was (3.60) Availability of product, Ninth rank was (3.52) Customer satisfaction, Tenth rank was (2.95) Rewards & offers.

SI. No	Particulars	Number of Respondents	Percentage of Respondents
1.	Yes	21	91.4
2.	No	2	8.6
	Total	23	100

Sources: Primary Data

Table 9: Any Issues you faced in Q-Commerce Services

The above table shows that (91.4%) of the respondents reported that they faced some issues while using Q-Commerce Services. Only (8.6%) of respondents stated that they did not face any issues.

SI. No	Particulars	Number of Respondents	Percentage of Respondents
1	Payment	2	8.7

	security		
2	Incorrect Delivery	1	4.3
3	High Shipping Cost	9	39.2
4	Delay of the Product	8	34.8
5	Damaged Product	2	8.7
6	Poor Customer Services	1	4.3
	Total	23	100

Sources: Primary Data

Table 10: Type of issues faced by consumers' wise classification

The table summarizes the various issues encountered by consumers:

The above table shows that (39.2%) of the respondents were High shipping cost commonly reported issue, with 9 respondents indicating it as a concern, This suggests that cost efficiency is major expectation for users. Another one issue of delay of the product is the second major issue, faced by 8 respondents (34.8%), pointing to a significant gap in the core promise of quick delivery. Otherwise (8.7%) of respondents were payment security and damaged product are each 2 respondents indicating moderate concern in these areas.

Sl. No	Particulars	Number of Respondents	Percentage of Respondents
1.	Yes	22	95.7
2.	No	1	4.3
	Total	23	100

Sources: Primary Data

Table 11: Recommended to others in Q-Commerce Services wise classification

The table presents the majority of respondents (95.7%) stated that they would recommend Q-Commerce services in others. Only 1 respondent (4.3%) indicated that they would not recommend these services.

Sl. NO	STATE MENT	SA	A	M	D	SD	TOTAL	Mean Score	Rank
1	Quality of Services	85	12	3	1	1	102	4.43	I
2	Peak Hours Delivery	15	56	9	2	10	92	4	II
3	Price Structure	5	12	42	8	2	69	3	III
4	Customer Satisfaction	5	12	6	28	3	54	2.34	IV
5	High Reviews Ratings	5	4	6	6	16	37	1.6	V

Sources: Primary Data

Table 12: Main reasons for recommended to others wise classification

From the above table shows that majority of the respondents were *First rank* was Quality of services (4.43),

the *Second rank* Peak Hours delivery (4), *Third rank* was Price Structure (3), *Fourth rank* Customer Satisfaction (2.34) and *Fifth rank* was High Reviews ratings(1.6).

VIII. SUGGESTIONS OF THIS STUDY

- ✓ The survey data highlights a strong adoption of Q-Commerce services, particularly in food delivery, with a significant percentage of users praising the fast delivery times and the convenience of the services. However, a few areas require attention for improvement. Firstly, shipping costs and delivery delays emerged as major concerns, with nearly 40% of respondents citing high shipping fees and over 30% facing delays in delivery. To address these, Q-Commerce platforms should consider offering more cost-effective delivery options, such as tiered pricing models based on distance or order size, and enhancing logistics efficiency to ensure timely deliveries.
- ✓ Additionally, there is a clear demand for higher quality assurance in the products delivered, along with value-added benefits like loyalty programs, discounts, and better customer support. By introducing loyalty rewards and offering more consistent product quality, platforms can further boost customer satisfaction.
- ✓ Moreover, while eco-friendly packaging was a lesser concern, it's still important for companies to begin exploring sustainable packaging options, as environmental concerns may grow over time. Lastly, improving the payment security features and addressing the relatively lower-ranking areas like product availability and customer satisfaction can improve user experience. With these improvements, Q-Commerce services can enhance customer loyalty and continue their upward growth trajectory.

IX. CONCLUSION

- ✓ The survey data underscores the strong adoption and popularity of Q-Commerce services among users, particularly females, married individuals, young adults, and private employees, with a significant preference for food delivery services. Swiggy is the dominant player, with other platforms like Dunzo showing moderate usage. While the majority of users report satisfaction with fast delivery times, the survey highlights several areas for improvement. High shipping costs and delivery delays were the most significant concerns, suggesting that Q-Commerce services need to focus on offering more affordable and efficient delivery options.
- ✓ Additionally, consumers expressed a desire for higher product quality and value-added benefits such as discounts and loyalty programs, which could further enhance customer satisfaction and retention. The need for improved product availability and payment security was also noted, though to a lesser extent. Interestingly, eco-

friendly packaging, while important, was not a primary concern for most users.

- ✓ Despite these challenges, an overwhelming majority (95.7%) of respondents would recommend Q-Commerce services, indicating that the overall experience is positive. By addressing the concerns related to pricing, delivery efficiency, and product quality, Q-Commerce platforms can significantly improve their services and strengthen their market position.

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