

## Original Research

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Quick Commerce, Consumer Perception, Delivery Speed, Digital Retail.

## Consumers' Perception Towards Q-Commerce Applications in Chennai District

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**ABSTRACT: Background:** The rapid evolution of retail e-commerce has led to the emergence of Quick Commerce (q-commerce), characterized by micro-fulfillment centers and sub-30-minute deliveries. In highly urbanized environments like Chennai, platforms such as Blinkit, Zepto, and Swiggy Instamart are reshaping daily shopping routines.

**Objectives:** This study aims to evaluate consumer perception towards q-commerce applications in the Chennai district by assessing the influence of demographic characteristics on usage frequency and examining the impact of core service attributes on consumer satisfaction.

**Methodology:** A descriptive research design was adopted for this study. Primary data was gathered through a structured online and offline questionnaire from a cross-sectional sample of consumers residing across various zones of Chennai.

**Sample Design:** A convenience sampling technique was utilized to select 250 active users of q-commerce applications within the district boundaries.

**Statistical Tools:** Data analysis was performed using descriptive statistics, Chi-Square Test of Independence (to check demographic associations), and Multiple Linear Regression Analysis (to determine drivers of satisfaction).

**Results:** The findings indicate that delivery speed, product availability, and user-interface convenience significantly dictate positive consumer perception. A strong association was observed between younger age demographics and higher weekly application engagement. **Conclusion:** The study concludes that while delivery speed remains the primary driver of consumer acquisition, consistent order accuracy and hassle-free return policies are essential for sustained consumer retention in Chennai's highly competitive quick-commerce landscape.

## INTRODUCTION

The global retail sector has transitioned from traditional brick-and-mortar storefronts to organized e-commerce and now to the high-velocity domain of Quick Commerce (q-commerce). Q-commerce represents the third generation of digital commerce, focusing on delivering small quantities of goods—ranging from fresh groceries and household essentials to electronics—within minutes, typically under half an hour. This hyper-local operational model relies heavily on dark stores (micro-fulfillment hubs strategically placed within residential clusters) and robust automated inventory management software. In a metropolitan city like Chennai, the influx of working professionals, expanding dual-income households, and high smartphone penetration have created a fertile consumer base for quick commerce players like Zepto, Blinkit, and Swiggy Instamart. Consumer perception towards these applications is shaped by an intersection of perceived convenience, delivery speed, product quality, and platform trust. While the value proposition of saving time appeals heavily to modern urbanites, structural challenges such as surge pricing,

occasional stockouts, and traffic-induced delivery delays create variance in consumer satisfaction. Understanding how urban consumers evaluate these platforms is essential for service optimization.

## IMPORTANCE OF THE STUDY

The significance of the study, “Consumer Perception Towards Q-Commerce Applications in Chennai District” is to understand how the consumers are perceiving and using quick commerce applications such as Blinkit, Zepto, and Swiggy Instamart for purchasing daily essential items. With growing consumer demand for convenience, faster delivery and online shopping, q-commerce applications have become an important part of consumers’ lives on a daily basis. The study is useful to identify the major drivers of consumer perception like delivery speed, product availability, ease of use, pricing, payment facilities and service quality. It also investigates the level of satisfaction of the consumers and the problems they face in using these applications. By understanding consumer expectations and preferences, q-commerce companies can improve their services, maintain consumer satisfaction and build long-term relationships with consumers. The study results could also help businesses in developing suitable marketing plans, improving delivery services and giving a better shopping experience.

## NEED FOR THE STUDY

The rapid growth of Quick Commerce (Q-Commerce) applications that have changed the way consumers purchase groceries, household essentials, personal care products and other daily necessities necessitates this study. In Chennai District, applications like Blinkit, Zepto, Swiggy Instamart are getting more preferred by the consumers due to convenience, fast delivery, simple payment modes and availability of products at their door step. But the consumers can face some issues like delivery delays, unavailability of products, higher delivery charges, poor consumer support, payment related problems and variation between the expected and actual service quality. These factors may have an impact on their perception, satisfaction, and intention to continue to use Q-Commerce applications. Hence, it is important to understand the consumer expectations, preferences, experiences and satisfaction levels regarding these applications. The study also aims to find out major factors that influence consumer perception and how service attributes like delivery speed, product availability, application usability, pricing and consumer service affect purchase decisions. The findings of this study may help Q-Commerce companies understand consumer needs, improve service quality, address consumer complaints, and develop suitable strategies to enhance consumer satisfaction and loyalty in Chennai District.

## SCOPE OF THE STUDY

The present study focuses on understanding consumer perception towards Q-Commerce applications in Chennai District. It covers consumers who use Q-Commerce applications such as Blinkit, Zepto, Swiggy Instamart and other similar platforms for purchasing groceries, household items, personal care products and other daily necessities. The study examines consumers’ perceptions regarding important aspects such as delivery speed, product availability, convenience, application usability, delivery person behaviour, payment facilities, consumer service and overall service quality. It also considers the factors that influence consumer satisfaction and continued use of Q-Commerce applications. The study is limited to selected consumers of Chennai District and aims at providing a clear understanding of their experiences, expectations and opinions on Q-Commerce services. The findings useful to Q-Commerce companies in improving their delivery services, consumer support and overall service experience.

## REVIEW OF LITERATURE

Kumar et.al., (2022) ,the study examined changing consumer purchasing patterns in urban centers following the pandemic, identifying an accelerated demand for instant delivery infrastructure. The author highlighted that traditional e-commerce timeframes are increasingly rejected by modern metropolitan consumers, who prefer platforms that fulfill orders within an hour. This shift highlights that immediate availability has become a primary factor in retail choice.

Singh et.al., (2023) The study explains the critical role of platform trust and user interface design in shaping consumer retention across quick commerce applications. Their empirical research concluded that while fast deliveries attract initial app installations, clean user navigation, transparent pricing strategies, and responsive consumer service channels are the actual drivers that secure long-term consumer retention.

Abubecker et.al., (2026) ,Form the research article a study focusing on consumer expectations within the sub-districts of Chennai, revealing that service quality indicators directly influence perceived usefulness. The study noted that urban consumers show high price sensitivity regarding delivery premiums, but are willing to pay moderate surcharges if order accuracy and product quality remain consistently high.

Bala et.al., (2026), The study explains analysed brand performance differentials between competing services like Blinkit and Zepto in modern urban markets. Their comparative analysis established that delivery speed and consistent product availability form the core criteria determining positive consumer perception. They also noted that managing product stockouts effectively remains a key challenge for local micro-fulfillment dark stores.

## STATEMENT OF THE PROBLEM

Quick Commerce (Q-Commerce) applications have emerged and are rapidly proliferating, transforming how consumers buy groceries, household products, food items, and other daily needs by providing fast delivery and convenience. Consumers in Chennai District are increasingly depending on applications such as Blinkit, Zepto, Swiggy Instamart and BigBasket, which promise fast delivery, availability of products, ease of navigating through the app, secure payment, correct information about the order and good service. However, consumers may have different perceptions depending upon their experience with the speed of delivery, quality of product, availability, pricing, app performance, consumer support and behavior of delivery persons. Other issues like late delivery, out-of-stock items, wrong orders, technical issues, extra charges and difficulty in complaint resolution also affect consumer satisfaction. As consumer expectations and experiences may vary with age, occupation, income and usage patterns, it is essential to understand how consumers perceive Q-Commerce applications and the determinants of their satisfaction and continued usage. Hence the present study is focused on Consumer Perception Towards Q-Commerce Applications in Chennai District. Moreover, the study tries to understand the consumer experiences, perception, satisfaction and the major service-related factors related to the usage of Q-Commerce applications.

## RESEARCH QUESTION

1. What factors influence consumers' perception and satisfaction towards Q-Commerce applications in Chennai District?

## OBJECTIVE OF THE STUDY

1. To understand consumer perception and satisfaction towards Q-commerce application based on delivery, product quality, price and service.

## HYPOTHESES OF THE STUDY

*H<sub>01</sub> There is no significant difference between demographic variables and Consumer Perception and satisfaction related to Q-Commerce Application*

- *H<sub>01(a)</sub> There is no significant difference between Frequency of Usage and Consumer Perception and satisfaction related to Q-Commerce Application*
- *H<sub>01(b)</sub> There is no significant difference between Application and Consumer Perception and satisfaction related to Q-Commerce Application*
- *H<sub>01(C)</sub> There is no significant difference between Purpose of Purchase and Consumer Perception and satisfaction related to Q-Commerce Application*

## RESEARCH METHODOLOGY

This study utilise a descriptive and analytical research design to evaluate consumer attitudes and patterns. Both primary and secondary sources were used to build a comprehensive data foundation. Secondary data was gathered from academic journals, industry reports, and digital retail studies to establish the theoretical framework. Primary data was collected via a structured questionnaire containing demographic profiles, usage characteristics, and 5-point Likert scale statements ranging from "Strongly Agree" to "Strongly Disagree".

## SAMPLE DESIGN

The target population for this study comprises individuals residing within the geographical boundaries of the Chennai district who have placed at least three orders on any q-commerce platform within the last six months. Due to the lack of a defined,

exhaustive sampling frame of all q-commerce users in the region, a non-probability convenience sampling technique was employed. The final sample size settled upon for data evaluation is exactly 250 respondents, ensuring sufficient statistical validity for the planned quantitative tests.

## STATISTICAL TOOLS

Simple percentage analysis, mean, standard deviation and ANOVA and Reliability analysis is used

## DATA COLLECTION

Primary data were collected directly from consumers using Q-Commerce applications in the Chennai District. A structured questionnaire was prepared to collect information about the respondents' usage patterns, perception, service quality, delivery speed, product availability, application features, and overall satisfaction. Secondary data were collected from already available sources such as research journals, books, research articles, newspapers, company websites, reports, government publications, and reliable online sources.

## DATA ANALYSIS

Data analysis is an essential part of the research process. It involves the systematic examination, classification, comparison and interpretation of the data collected from the respondents. In the present study, the collected primary data are analyzed using appropriate statistical techniques to achieve the objectives of the study and to test the formulated hypotheses.

**Table 1** Frequency Using of Q-Commerce Applications

| S. No. | Frequency of Usage   | No of Respondent | Percentage  |
|--------|----------------------|------------------|-------------|
| 1      | Daily                | 60               | 24.0%       |
| 2      | Several times a week | 75               | 30.0%       |
| 3      | Once a week          | 55               | 22.0%       |
| 4      | Occasionally         | 40               | 16.0%       |
| 5      | Rarely               | 20               | 8.0%        |
|        | <b>Total</b>         | <b>250</b>       | <b>100%</b> |

Source: Primary Data

The table 1, shows the frequency of usage of Q-Commerce applications among 250 respondents. It is found that 30.0 per cent of the respondents use Q-Commerce applications several times a week, followed by 24.0 per cent who use them daily. 22.0 per cent use them once a week, while 16.0 per cent use them occasionally. Only 8.0 per cent of the respondents use Q-Commerce applications rarely.

**Table 2** Preferred Q-Commerce Application

| S. No. | Application      | Frequency  | Percentage  |
|--------|------------------|------------|-------------|
| 1      | Blinkit          | 65         | 26.0%       |
| 2      | Zepto            | 70         | 28.0%       |
| 3      | Swiggy Instamart | 60         | 24.0%       |
| 4      | BigBasket        | 35         | 14.0%       |
| 5      | Dunzo            | 20         | 8.0%        |
|        | <b>Total</b>     | <b>250</b> | <b>100%</b> |

Source: Primary Data

The table 2, shows the Q-Commerce applications used by the respondents. It is found that 28.0 per cent of the respondents use Zepto, followed by 26.0 per cent who use Blinkit. 24.0 per cent of the respondents use Swiggy Instamart, while 14.0 per cent use BigBasket. Only 8.0 per cent of the respondents use Dunzo. Thus, Zepto is the most frequently used Q-Commerce application among the respondents, while Dunzo has the lowest usage.

**Table 3** Main Purpose of Using Q-Commerce Applications

| S. No. | Purpose of Purchase   | Frequency  | Percentage  |
|--------|-----------------------|------------|-------------|
| 1      | Grocery               | 95         | 38.0%       |
| 2      | Household essentials  | 55         | 22.0%       |
| 3      | Fruits and vegetables | 45         | 18.0%       |
| 4      | Snacks and beverages  | 35         | 14.0%       |
| 5      | Personal Care Product | 20         | 8.0%        |
|        | <b>Total</b>          | <b>250</b> | <b>100%</b> |

Source: Primary Data

The table 3, shows the purpose of purchasing through Q-Commerce applications among the respondents. It is found that 38.0 per cent of the respondents use Q-Commerce applications mainly for purchasing groceries, followed by 22.0 per cent for household essentials. 18.0 per cent purchase fruits and vegetables, while 14.0 per cent purchase snacks and beverages. Only 8.0 per cent use Q-Commerce applications for personal care products. Thus, grocery items are the most common purpose of purchase among the respondents.

**Table 4** Consumer Perception and Satisfaction related to Q-Commerce Applications

| S.No | Statement                                                                                        | SA   | A    | N    | DA   | SDA  | Total |
|------|--------------------------------------------------------------------------------------------------|------|------|------|------|------|-------|
| 1    | Q-Commerce applications offer faster delivery than traditional online shopping in reliable time. | 68   | 47   | 40   | 71   | 24   | 250   |
|      |                                                                                                  | 27   | 19   | 16   | 28   | 10   | 100   |
| 2    | Q-Commerce applications have products for daily needs available at your fingertips.              | 36   | 59   | 34   | 46   | 75   | 250   |
|      |                                                                                                  | 14   | 24   | 14   | 18   | 30   | 100   |
| 3    | Q-Commerce apps are easy to use and navigate.                                                    | 68   | 70   | 39   | 33   | 40   | 250   |
|      |                                                                                                  | 27   | 28   | 16   | 13   | 16   | 100   |
| 4    | Tracking orders in real time provides confidence in delivery.                                    | 47   | 62   | 34   | 57   | 50   | 250   |
|      |                                                                                                  | 19   | 24   | 14   | 23   | 20   | 100   |
| 5    | The products delivered are generally the items ordered with good Quality                         | 65   | 43   | 51   | 52   | 39   | 250   |
|      |                                                                                                  | 26   | 17   | 20   | 21   | 16   | 100   |
| 6    | Consumer support is responsive when there are issues with delivery or orders.                    | 38   | 46   | 62   | 64   | 40   | 250   |
|      |                                                                                                  | 15.2 | 18.4 | 24.8 | 25.6 | 16   | 100   |
| 7    | The prices and additional delivery charges are fair.                                             | 34   | 40   | 58   | 66   | 52   | 250   |
|      |                                                                                                  | 13.6 | 16   | 23.2 | 26.4 | 20.8 | 100   |

Source: Primary Data

Table 4, shows the consumer perception towards Q-Commerce applications among 250 respondents. It is found that 27.2 percent strongly agree and 18.8 percent agree that Q-Commerce applications provide faster delivery than traditional online shopping and 16.0 percent are neutral. Regarding product availability, 14.4 per cent strongly agree and 23.6 per cent agree that daily-use products are easily available. Further, 27.2 per cent strongly agree and 28.0 per cent agree that Q-Commerce applications are easy to use and navigate. In terms of real-time tracking, 18.8 per cent strongly agree and 24.8 per cent agree that it provides confidence in delivery. With regard to product quality and accuracy, 26.0 per cent strongly agree and 17.2 per cent agree that the delivered products are generally the items ordered with good quality. But consumer support received a slightly less positive response, with 15.2 per cent strongly agreeing and 18.4 per cent agreeing that consumer support is responsive. Likewise, only 13.6 per cent strongly agree and 16.0 per cent agree that prices and additional delivery charges are fair. In general, the respondents have a fairly positive perception of the delivery speed, ease of use, product availability and order tracking, whereas consumer support and delivery charges show relatively lower levels of agreement.

**One way ANOVA has been used to test the significant difference between Frequency of Usage and Consumer Perception and satisfaction related to Q-Commerce Application**

**Table 5** Frequency of Usage and Consumer Perception and satisfaction related to Q-Commerce Application

| Variables                                                                                        | Frequency of Usage   | N   | Mean | S.D. | F Value | Sig.   |
|--------------------------------------------------------------------------------------------------|----------------------|-----|------|------|---------|--------|
| Q-Commerce applications offer faster delivery than traditional online shopping in reliable time. | Daily                | 60  | 1.00 | 0.00 | 110.644 | 0.001* |
|                                                                                                  | Several times a week | 75  | 1.97 | 1.28 |         |        |
|                                                                                                  | Once a week          | 55  | 2.81 | 0.72 |         |        |
|                                                                                                  | Occasionally         | 40  | 4.37 | 0.49 |         |        |
|                                                                                                  | Rarely               | 20  | 3.45 | 0.94 |         |        |
|                                                                                                  | Total                | 250 | 2.42 | 1.41 |         |        |
| Q-Commerce applications have products for daily needs available at your fingertips.              | Daily                | 60  | 1.00 | 0.00 | 99.589  | 0.001* |
|                                                                                                  | Several times a week | 75  | 2.04 | 1.35 |         |        |
|                                                                                                  | Once a week          | 55  | 2.81 | 0.72 |         |        |
|                                                                                                  | Occasionally         | 40  | 4.37 | 0.4  |         |        |
|                                                                                                  | Rarely               | 20  | 3.45 | 0.94 |         |        |
|                                                                                                  | Total                | 250 | 2.44 | 1.42 |         |        |
| Q-Commerce apps are easy to use and navigate.                                                    | Daily                | 60  | 1.00 | 0.00 | 228.967 | 0.001* |
|                                                                                                  | Several times a week | 75  | 1.61 | 0.63 |         |        |
|                                                                                                  | Once a week          | 55  | 3.52 | 0.99 |         |        |
|                                                                                                  | Occasionally         | 40  | 4.37 | 0.49 |         |        |
|                                                                                                  | Rarely               | 20  | 3.45 | 0.91 |         |        |
|                                                                                                  | Total                | 250 | 2.47 | 1.41 |         |        |
| Tracking orders in real time provides confidence in                                              | Daily                | 60  | 1.00 | 0.00 | 101.242 | 0.001* |
|                                                                                                  | Several times a week | 75  | 1.97 | 1.34 |         |        |

|                                                                               |                      |     |      |      |         |        |
|-------------------------------------------------------------------------------|----------------------|-----|------|------|---------|--------|
| delivery.                                                                     | Once a week          | 55  | 2.92 | 0.81 |         |        |
|                                                                               | Occasionally         | 40  | 4.37 | 0.49 |         |        |
|                                                                               | Rarely               | 20  | 3.45 | 0.94 |         |        |
|                                                                               | Total                | 250 | 2.45 | 1.44 |         |        |
| The products delivered are generally the items ordered with good Quality      | Daily                | 60  | 1.00 | 0.00 | 218.618 | 0.001* |
|                                                                               | Several times a week | 75  | 1.61 | 0.65 |         |        |
|                                                                               | Once a week          | 55  | 3.49 | 1.03 |         |        |
|                                                                               | Occasionally         | 40  | 4.37 | 0.49 |         |        |
|                                                                               | Rarely               | 20  | 3.45 | 0.94 |         |        |
|                                                                               | Total                | 250 | 2.46 | 1.44 |         |        |
| Consumer support is responsive when there are issues with delivery or orders. | Daily                | 60  | 1.00 | 0.00 | 185.143 | 0.001* |
|                                                                               | Several times a week | 75  | 1.61 | 0.63 |         |        |
|                                                                               | Once a week          | 55  | 3.18 | 1.12 |         |        |
|                                                                               | Occasionally         | 40  | 4.37 | 0.49 |         |        |
|                                                                               | Rarely               | 20  | 3.45 | 0.94 |         |        |
|                                                                               | Total                | 250 | 2.40 | 1.41 |         |        |
| The prices and additional delivery charges are fair.                          | Daily                | 60  | 1.00 | 0.00 | 70.089  | 0.001* |
|                                                                               | Several times a week | 75  | 2.37 | 1.67 |         |        |
|                                                                               | Once a week          | 55  | 2.81 | 0.72 |         |        |
|                                                                               | Occasionally         | 40  | 4.37 | 0.49 |         |        |
|                                                                               | Rarely               | 20  | 3.45 | 0.94 |         |        |
|                                                                               | Total                | 250 | 2.54 | 1.50 |         |        |

**Source:** Computed from Primary Data

The table 5, shows the result of One-Way ANOVA regarding the relationship between frequency of usage and consumer perception towards Q-Commerce applications. The results show that the F-values for faster delivery (110.64), product availability (99.58), ease of use and navigation (228.96), real-time tracking (101.24), product quality (218.61), consumer support (185.14) and fairness of prices and delivery charges (70.08) are statistically significant at 0.001 per cent level. The values of significance are less than 0.05, which means that there is a significant difference on consumer perception based on the frequency of Q-Commerce usage for all the selected variables.

**One way ANOVA has been used to test the significant difference between Application and Consumer Perception and satisfaction related to Q-Commerce Application**

**Table 6** Application and Consumer Perception and satisfaction related to Q-Commerce Application

| Variables               | Application | N  | Mean | S.D. | F Value | Sig.   |
|-------------------------|-------------|----|------|------|---------|--------|
| Q-Commerce applications | Blinkit     | 65 | 1.00 | 0.00 | 110.136 | 0.001* |

|                                                                                     |                  |     |      |      |         |        |
|-------------------------------------------------------------------------------------|------------------|-----|------|------|---------|--------|
| offer faster delivery than traditional online shopping in reliable time.            | Zepto            | 70  | 2.04 | 1.30 |         |        |
|                                                                                     | Swiggy Instamart | 60  | 2.91 | 0.76 |         |        |
|                                                                                     | BigBasket        | 35  | 4.42 | 0.50 |         |        |
|                                                                                     | Dunzo            | 20  | 3.45 | 0.94 |         |        |
|                                                                                     | Total            | 250 | 2.42 | 1.41 |         |        |
| Q-Commerce applications have products for daily needs available at your fingertips. | Blinkit          | 65  | 1.00 | 0.00 | 99.753  | 0.001* |
|                                                                                     | Zepto            | 70  | 2.11 | 1.38 |         |        |
|                                                                                     | Swiggy Instamart | 60  | 2.91 | 0.76 |         |        |
|                                                                                     | BigBasket        | 35  | 4.42 | 0.50 |         |        |
|                                                                                     | Dunzo            | 20  | 3.45 | 0.94 |         |        |
|                                                                                     | Total            | 250 | 2.44 | 1.42 |         |        |
| Q-Commerce apps are easy to use and navigate.                                       | Blinkit          | 65  | 1.00 | 0.00 | 233.788 | 0.001* |
|                                                                                     | Zepto            | 70  | 1.65 | 0.63 |         |        |
|                                                                                     | Swiggy Instamart | 60  | 3.50 | 0.96 |         |        |
|                                                                                     | BigBasket        | 35  | 4.42 | 0.50 |         |        |
|                                                                                     | Dunzo            | 20  | 3.45 | 0.94 |         |        |
|                                                                                     | Total            | 250 | 2.47 | 1.44 |         |        |
| Tracking orders in real time provides confidence in delivery.                       | Blinkit          | 65  | 1.00 | 0.00 | 101.745 | 0.001* |
|                                                                                     | Zepto            | 70  | 2.04 | 1.36 |         |        |
|                                                                                     | Swiggy Instamart | 60  | 3.01 | 0.83 |         |        |
|                                                                                     | BigBasket        | 35  | 4.42 | 0.50 |         |        |
|                                                                                     | Dunzo            | 20  | 3.45 | 0.94 |         |        |
|                                                                                     | Total            | 250 | 2.45 | 1.44 |         |        |
| The products delivered are generally the items ordered with good Quality            | Blinkit          | 65  | 1.00 | 0.00 | 222.685 | 0.001* |
|                                                                                     | Zepto            | 70  | 1.65 | 0.63 |         |        |
|                                                                                     | Swiggy Instamart | 60  | 3.53 | 0.99 |         |        |
|                                                                                     | BigBasket        | 35  | 4.42 | 0.50 |         |        |
|                                                                                     | Dunzo            | 20  | 3.45 | 0.94 |         |        |
|                                                                                     | Total            | 250 | 2.46 | 1.44 |         |        |
| Consumer support is responsive when there are issues with delivery or orders.       | Blinkit          | 65  | 1.00 | 0.00 | 184.649 | 0.001* |
|                                                                                     | Zepto            | 70  | 1.65 | 0.63 |         |        |
|                                                                                     | Swiggy Instamart | 60  | 3.25 | 1.09 |         |        |
|                                                                                     | BigBasket        | 35  | 4.42 | 0.50 |         |        |

|                                                      |                  |     |      |      |        |        |
|------------------------------------------------------|------------------|-----|------|------|--------|--------|
|                                                      | Dunzo            | 20  | 3.45 | 0.94 |        |        |
|                                                      | Total            | 250 | 2.40 | 1.41 |        |        |
| The prices and additional delivery charges are fair. | Blinkit          | 65  | 1.00 | 0.00 | 72.387 | 0.001* |
|                                                      | Zepto            | 70  | 2.47 | 1.69 |        |        |
|                                                      | Swiggy Instamart | 60  | 2.91 | 0.76 |        |        |
|                                                      | BigBasket        | 35  | 4.42 | 0.50 |        |        |
|                                                      | Dunzo            | 20  | 3.45 | 0.94 |        |        |
|                                                      | Total            | 250 | 2.54 | 1.50 |        |        |

**Source:** Computed from Primary Data

The table 6, shows the results of the One-Way ANOVA to check whether consumer perception differs according to the Q-Commerce app used. The F-values for faster delivery (110.13), product availability (99.75), ease of use and navigation (233.788), real-time tracking (101.745), product quality (222.68), consumer support (184.64), and fairness of prices and delivery charges (72.387) are statistically significant at the 0.001 per cent level. Since all the significance values are less than 0.05, there is a significant difference in consumer perception among the users of different Q-Commerce applications. Therefore, the null hypothesis is rejected.

**One way ANOVA has been used to test the significant difference between Purpose of Purchase and Consumer Perception and satisfaction related to Q-Commerce Application**

**Table 7** Purpose of Purchase and Consumer Perception and satisfaction related to Q-Commerce Application

| Variables                                                                                        | Purpose of Purchase   | N   | Mean | S.D. | F Value | Sig.   |
|--------------------------------------------------------------------------------------------------|-----------------------|-----|------|------|---------|--------|
| Q-Commerce applications offer faster delivery than traditional online shopping in reliable time. | Grocery               | 85  | 1.00 | 0.00 | 134.204 | 0.001* |
|                                                                                                  | Household essentials  | 38  | 2.07 | 0.48 |         |        |
|                                                                                                  | Fruits and vegetables | 42  | 3.00 | 0.00 |         |        |
|                                                                                                  | Snacks and beverages  | 35  | 4.00 | 0.00 |         |        |
|                                                                                                  | Personal Care Product | 50  | 3.54 | 1.72 |         |        |
|                                                                                                  | Total                 | 250 | 2.42 | 1.41 |         |        |
| Q-Commerce applications have products for daily needs available at your fingertips.              | Grocery               | 85  | 1.00 | 0.00 | 151.065 | 0.001* |
|                                                                                                  | Household essentials  | 38  | 2.00 | 0.00 |         |        |
|                                                                                                  | Fruits and vegetables | 42  | 3.00 | 0.00 |         |        |
|                                                                                                  | Snacks and beverages  | 35  | 4.00 | 0.00 |         |        |
|                                                                                                  | Personal Care Product | 50  | 3.70 | 1.70 |         |        |
|                                                                                                  | Total                 | 250 | 2.44 | 1.49 |         |        |
| Q-Commerce apps are easy to use and navigate.                                                    | Grocery               | 85  | 1.00 | 0.00 | 87.827  | 0.001* |
|                                                                                                  | Household essentials  | 38  | 3.02 | 1.45 |         |        |
|                                                                                                  | Fruits and vegetables | 42  | 3.00 | 0.00 |         |        |

|                                                                               |                       |     |      |       |         |        |
|-------------------------------------------------------------------------------|-----------------------|-----|------|-------|---------|--------|
|                                                                               | Snacks and beverages  | 35  | 4.00 | 0.00  |         |        |
|                                                                               | Personal Care Product | 50  | 3.06 | 1.67  |         |        |
|                                                                               | Total                 | 250 | 2.47 | 1.44  |         |        |
| Tracking orders in real time provides confidence in delivery.                 | Grocery               | 85  | 1.00 | 0.00  | 102.166 | 0.001* |
|                                                                               | Household essentials  | 38  | 2.31 | 0.93  |         |        |
|                                                                               | Fruits and vegetables | 42  | 3.14 | 0.52  |         |        |
|                                                                               | Snacks and beverages  | 35  | 4.00 | 0.00  |         |        |
|                                                                               | Personal Care Product | 50  | 3.36 | 1.75  |         |        |
|                                                                               | Total                 | 250 | 2.45 | 1.44  |         |        |
| The products delivered are generally the items ordered with good Quality      | Grocery               | 85  | 1.00 | 0.00  | 87.110  | 0.001* |
|                                                                               | Household essentials  | 38  | 2.86 | 1.37  |         |        |
|                                                                               | Fruits and vegetables | 42  | 3.09 | 0.43  |         |        |
|                                                                               | Snacks and beverages  | 35  | 4.00 | 0.00  |         |        |
|                                                                               | Personal Care Product | 50  | 3.06 | 1.67  |         |        |
|                                                                               | Total                 | 250 | 2.46 | 1.44  |         |        |
| Consumer support is responsive when there are issues with delivery or orders. | Grocery               | 85  | 1.00 | 0.00  | 121.809 | 0.001* |
|                                                                               | Household essentials  | 38  | 2.00 | 0.00  |         |        |
|                                                                               | Fruits and vegetables | 42  | 3.47 | 0.86  |         |        |
|                                                                               | Snacks and beverages  | 35  | 4.00 | 0.00  |         |        |
|                                                                               | Personal Care Product | 50  | 3.06 | 1.671 |         |        |
|                                                                               | Total                 | 250 | 2.40 | 1.41  |         |        |
| The prices and additional delivery charges are fair.                          | Grocery               | 85  | 1.00 | 0.00  | 207.639 | 0.001* |
|                                                                               | Household essentials  | 38  | 2.00 | 0.00  |         |        |
|                                                                               | Fruits and vegetables | 42  | 3.00 | 0.00  |         |        |
|                                                                               | Snacks and beverages  | 35  | 4.00 | 0.00  |         |        |
|                                                                               | Personal Care Product | 50  | 4.20 | 1.61  |         |        |
|                                                                               | Total                 | 250 | 2.54 | 1.50  |         |        |

**Source:** Computed from Primary Data

The table 7, shows the results of One-Way ANOVA performed to investigate whether consumer perception differs based on the purpose of purchasing from Q-Commerce application is presented in the table below. The F-values for faster delivery (134.204), product availability (151.065), ease of use and navigation (87.827), real-time tracking (102.166), product quality (87.110), consumer support (121.809), and fairness of prices and delivery charges (207.639) are statistically significant at the 0.001 per cent level. Since all the significance values are less than 0.05, there is a significant difference in consumer perception based on the purpose of purchase. Therefore, the null hypothesis is rejected.

## FINDINGS:

1. The survey also showed that 30 per cent of respondents use Q-Commerce apps several times a week, and 24 per cent use them daily. This means that a huge percentage of consumers are regular users of Q-Commerce.
2. 28 per cent of the respondents use Zepto, followed by Blinkit at 26 per cent and Swiggy Instamart at 24 per cent. BigBasket has a 14 per cent share while Dunzo has an 8 per cent share of usage.
3. Grocery products are the main reason for Q-Commerce purchases, as 38 per cent of respondents cited, followed by household essentials at 22 per cent and fruits and vegetables at 18 per cent. Consumers generally like the faster delivery times offered by Q-Commerce apps compared to traditional online shopping.
4. Respondents had a relatively positive perception of the availability of products needed for daily needs via Q-Commerce applications. The use and navigation of the applications were met with a relatively positive response, with 27.2 per cent strongly agreeing and 28 per cent agreeing that Q-Commerce applications are easy to use and navigate.
5. Real-time order tracking received positive perception from respondents with 18.8 per cent strongly agreed and 24.8 per cent agreed that tracking is confidence in delivery.
6. The results show a generally positive perception of receiving the products ordered and their quality. Consumer support was comparatively less agreed on. Just 15.2 per cent strongly agreed and 18.4 per cent agreed that consumer support responds to problems related to delivery or orders.

## SUGGESTIONS:

1. Q-Commerce companies must keep the delivery speed constant and ensure that the delivery times they promise are met. The apps should improve product availability, particularly for the fast-moving consumer products.
2. Companies should always be improving the user interface and navigation to make it easy for consumers to place orders. Real time tracking options should be improved to give consumers more information about their orders.
3. Q-Commerce companies must enhance the quality control of products. They must ensure that consumers receive the correct products in good condition. Consumer support services need to be more responsive and faster especially when consumers complain of delayed, missing or incorrect orders.
4. Q-Commerce applications should systematically gather consumer feedback and use this information to improve the quality of the service. Consumer attitudes vary by application in use, so platforms need to determine the specific service areas for improvement and keep track of consumer feedback constantly.
5. Companies need to pay attention to the different purchase purposes of consumers, especially grocery and household-essentials purchases, which account for a large share of Q-Commerce usage. Companies can use regular consumer satisfaction surveys to track changing expectations and adjust their services accordingly.

## CONCLUSION

The article concludes that the Q-Commerce Apps have become an integral part of the shopping behavior of the respondents of Chennai District in particular for groceries and other daily needs. Results showed a positive consumer perception of delivery speed, product availability, ease of use of application, real-time tracking and product quality. Consumer support and the fairness of prices and other delivery charges received relatively lesser positive responses at the same time, which means that these are the areas to be given more attention. The results of the One-Way ANOVA also indicate significant differences in consumer perception based on frequency of usage, application used and purpose of purchase. The study suggests that the overall consumer experience and satisfaction toward Q-Commerce services in Chennai District can be improved by focusing on service factors and continuous improvement in delivery reliability, product availability, application usability, tracking, product quality, consumer support and pricing transparency.

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