



# International Journal of Research Publication and Reviews

Journal homepage: [www.ijrpr.com](http://www.ijrpr.com) ISSN 2582-7421

## Unveiling the bright and dark sides of Quick commerce in India

*Shrishti Jain*

Srastijain85@gmail.com

### ABSTRACT :

Quick commerce, known for the instantaneous delivery of goods within minutes, has emerged as a transformative force in India's retail landscape. These platforms have gained enough popularity in India. With a wide range of offerings, it has become an integral part of the life of Indian consumers. Limited research has been done uncovering both the advantages and disadvantages of using it. Therefore, This paper aims to explore the dual aspects of quick commerce in Indian markets, highlighting both its bright and dark sides concerning Indian consumers and retailers. By analyzing data collected through a structured questionnaire from Indian consumers and secondary data collected from various quick commerce companies, the paper provides insights into the consumer and retailers' opinions on quick commerce.

**Keywords:** Environmental sustainability, Impulsive buying, Instantaneous delivery, Quick commerce, Traditional market.

### INTRODUCTION

According to a report by Forbes India 2025, India ranks 5th in the top economies of the world with a GDP of 4.27 trillion dollars. India is a developing country, which is leading in its technological advancement. Technological advancement also brings ease of life to the society at large. One such technological advancement is a revolution in the buying process. There has been a shift in the buying methods from traditional markets to digital markets and now the revolution is all time high with Quick commerce entering the segment.

Quick commerce platforms include major players such as Blinkit, Zepto, Swiggy Instamart, Bigbasket Now, Flipkart Minutes, Amazon Fresh, and Dunzo Daily. These big players have been competing with each other to capture the entire market. The industry has seen the rapid growth since the covid pandemic. Urban consumers have been shifting immensely towards quick commerce. However, rural consumers still rely on local kirana stores for groceries and retail stores for other needs. With a widespread availability of high-speed internet and smartphones has led to the shift in the e-commerce industry. The instantaneous model is catering the demand of the Indian consumers very efficiently which is equally helpful in gaining brand loyalty towards the buying process.

### OBJECTIVE OF THE STUDY

The objective defines the primary purpose of any research. It defines the possible reasons for conducting any research. The objective of the study is as follows:

1. To understand the concept of quick commerce and its evolution in India
2. To study the advantages or bright sides of quick commerce in India
3. To study the disadvantages or dark sides of quick commerce in India

### LITERATURE REVIEW

#### Meaning of Quick Commerce

Quick commerce or Q-commerce is an evolved form of electronic commerce where goods are delivered to doorsteps quickly or within an hour. After the occurrence of Covid19 pandemic, people were forced to stay at home and maintain social distance. Working professionals faced the most challenges as they were the responsible members of the family. The biggest challenge occurred with respect to buying groceries which was tackled by the emergence of quick commerce (Gauri Ranjekar and Debjit Roy,2023). Quick commerce is the type of business model that guarantees instantaneous delivery of goods in a secure manner which has led to the rapid expansion of quick commerce (Mayukh Mukhopadhyay,2023). It allows buyers and sellers to interact on a web platform where buyers can purchase commodities and sellers can sell it. The unique selling point of quick commerce is fast delivery (Niranjanamurthy et al.,2013).

Quick commerce operates with the help of dark stores. Dark stores refer to a warehouse or a shop located within a city that holds all the perishable goods facilitating seamless deliveries in minutes. Customers are not allowed to visit these stores directly (Manas Sarkar,2024). Dark stores help in facilitating

trade between buyers and sellers. It not only reduces trip to physical stores but also reduces environmental pollution. These platforms operate on hyper-local markets using dark stores which they establish in areas with large populations because these dark stores can hold inventories (Nagarathinam et al.,2025).

Q-Commerce highly relies on time because maximum utility or satisfaction can be created when demands are fulfilled early and this process becomes consistent. This also creates repetitive buying. Accuracy also plays a crucial and equal role in the success (Alice et al.,2024).

### ***Advantages of Quick Commerce***

Quick commerce platforms have come as a savior for Indian consumers which has facilitated an ease of life. It is packed with a lot of benefits which are as follows:

#### **1. Saves time**

Delivery time plays a crucial role in the life of a consumer. Faster and instantaneous delivery saves time further enhancing productivity. Since the Indian family population is decreasing, consumers are buying goods in smaller quantities rather than bulk. It is the change in lifestyle and a shift in consumer behavior towards convenience money that has led to the expansion of quick commerce. Another factor includes a geographical location that allows frictionless deliveries. Such as Delivery Hero has partnered with more than 15,000 stores to deliver goods fast. (Niklas,2020).

#### **2. 24\*7 Operation reducing last-minute stress**

According to a report by financial services firm Chryseum, Quick commerce growth in India is explosive, and sales increased by 280 percent in two years. 24-hour operation is another crucial factor behind this massive growth. These platforms are working tirelessly to deliver products leading to more convenience. During peak festive seasons platforms such as Swiggy and Blinkit have operated for continuous 24 hours to meet customer demand. More consumers are becoming night owls due to hectic work schedules leaving no way but to shop late at night.

#### **3. Saves money through discounts and coupons**

Rising fuel prices and aggressive online discounts through coupons are also major reasons for quick commerce growth (Vaghela,2014). Earlier, single discounts or individual discounts were mostly used to attract customers. With more intense competition and the audacity to capture large market share, quick commerce platforms are using multiple discounts, which favors both customers and sellers. Multiple discounts is the strategy in which different discounts are combined together to form a larger discount which is bigger than any individual discount (Chen and Cheng,2019).

#### **4. Brings convenience to your fingertips**

Instant home deliveries are mostly convenient for those having physical disability. People who need to take care of children have also benefitted from quick commerce platforms. Those who lack adequate transportation are among the most benefitted categories. Corporate Employees with tight schedules have also been largely impacted by quick commerce (Hays et al.,2005).

#### **5. Creating employment opportunities**

According to a report by TeamLease Services, the jobs offered in quick commerce will increase by 50% by next year and this will take the quick commerce sector to 5.5 lakh jobs under one roof. This is due to the fact that product categories are constantly increasing and the number of cities for quick commerce are also increasing.

### ***Disadvantages of quick commerce***

Although quick commerce has facilitated and ease the way of living by providing goods at the doorsteps, reducing last-minute stress, and ultimately saving time but its limitations can not be ignored which are as follows:

#### **1. Quick commerce is killing the retail business**

Quick commerce has reduced the footsteps of malls, supermarkets, and small stores. It is creating havoc for Indian retailers to sell products, especially in urban areas where most people use web markets to buy products. This puts pressure on these retail holders to bring innovation and adapt to new technologies. It has reduced sales and ultimately the profit margin is going down. Various shops in malls are vacant and investors are not willing to invest in these shops. Businesses are failing and Indian Kirana store owners are suffering (Kothari,2018).

#### **2. Perishables and groceries delivered are not always fresh**

India ranks second as the largest producer of fruits and vegetables after China. With its diverse climate, all these fruits and vegetables are available to customers and exported worldwide. Big Basket started with the delivery of groceries online with 4 slots to choose from but after intense competition,

customers now availability of 28 slots in a day (Das and Todmal,2020). Though it is convenient to buy groceries online the question arises is, Is it fresh? Groceries not only include fruits and vegetables but also include eatables such as pulses, rice, eggs, bread, dairy products, etc. It puts a danger to the health of consumers and can be life-threatening leading to various chronic diseases.

### 3. It puts a question on Environmental sustainability

Although quick commerce has tackled the problem of logistics but at what cost? The cost of Environment. The main focus is customer satisfaction through instantaneous delivery has led to the problem of environmental sustainability. They use car and gasoline-powered motorbikes which emit greenhouse gases that are five to eleven times more when compared to bicycles. Quick home deliveries has also led to the increase in trucks and lorries which further increases traffic and congestion in urban areas (Eunhye and Ki Han,2024).

### 4. It leads to frequent and impulsive buying

Impulsive buying refers to a situation where the buyer wants to acquire a product without any such planned objective. This moment is sudden and occurs after exposure to such stimuli. The decision-making has absolutely no correlation with the need for the product (Rook and Gardner,1993). Almost all quick commerce websites use cookies which track the purchasing behavior of the customer, this again leads to a display of some match-like advertisement often triggering the psychology of the customer making them buy more. Many people feel disturbed by these search suggestions and wish not to continue using these services (Yazdanifard et al. 2011). Such advertisements have also led to an increase in impulsive behavior in the customers. This however can be seen as an advantage for the sellers.

### 5. Data security concerns among customers

Quick commerce websites use latest technology to fetch and invade customers data. They do not stick with the name and contact number but acquire all other necessary information such as email, credit and debit card details, address, billing book, etc (Tamer and Maged,2021). They constantly use this information for their own purpose. This leads to phishing attacks and the customers become a victim of malicious activities by the hackers.

---

## CONCLUSION

Quick commerce has not only facilitated ease of living but has created havoc for small business owners. Using quick commerce platforms is creating a lasting impact on the economy by creating jobs and technological innovation but are also putting the consumers into a debt trap by influencing them to buy more. Consumers and businesses should use them until these platforms are used for the betterment of life, convenience, and saving time. Using them for the purchase of unnecessary products will dig the pockets of a common man in India, especially when the salary increment has been poor after covid19 pandemic. Profits should not be earned at the cost of harming mother nature as an increase in greenhouse gas from delivery bikes and cars can lead to more global warming and climate change which can have an irreversible effect. Companies should take care of the data security concerns of customers in order to avoid Phishing attacks and malicious activities.

---

## REFERENCES

- [1] Ranjekar, G., & Roy, D. (2023). Rise of quick commerce in India: Business models and infrastructure requirements. Centre for Transportation and Logistics.
- [2] Mukhopadhyay, M. (2023, December). From Click to Quick-Examining the drivers of Quick Commerce on Online Consumer Behavior Using Fuzzy Cognitive Mapping. In Paper ID ICMI/2321, International Conference on Marketing Innovation.
- [3] Niranjnamurthy, M., Kavyashree, N., Jagannath, S., & Chahar, D. (2013). Analysis of e-commerce and m-commerce: advantages, limitations and security issues. *International Journal of Advanced Research in Computer and Communication Engineering*, 2(6), 2360-2370.
- [4] Sarkar, M. (2024). Is Quick Delivery Related to Quick-Commerce Environmentally Sustainable?. *European Journal of Development Studies*, 4(6), 44-53.
- [5] Nagarathinam, A., & Chellasamy, A. The Influence of Time Pressure and Physical Effort on Quick Commerce Grocery Purchases: Exploring the Effects of Family Dynamics in Purchase Decisions.
- [6] Harter, A., Stich, L., & Spann, M. (2024). The effect of delivery time on repurchase behavior in quick commerce. *Journal of Service Research*, 10946705241236961.
- [7] Delivery Hero. (2020, April 29).Quick Commerce: Pioneering the Next Generation of Delivery. Delivery Hero.
- [8] Vaghela, P. (2014). A study on consumer perception towards online shopping. *International journal of Marketing and Technology*, 4(12), 200-210.
- [9] Chen, Y. F., & Cheng, R. C. (2019). Single discount or multiple discounts?: Effects of price promotion framing messages on online consumer purchase intention. *International Journal of Technology and Human Interaction (IJTHI)*, 15(1), 1-14.
- [10] Hays, T., Keskinocak, P., & De López, V. M. (2005). Strategies and challenges of internet grocery retailing logistics. In *Applications of supply chain management and e-commerce research* (pp. 217-252). Boston, MA: Springer US.
- [11] Kothari, S. (2018). Examining the Impact of E-Commerce on the retail industry: A comparative study of shopping malls and independent retail stores. *Information Technology in Industry*, 6(2), 64-70.

- 
- [12] Das, S. S., & Todmal, A. (2020). Change in Consumers Perception towards Online Grocery Shopping. *International Journal of Management (IJM)*, 11(8).
- [13] Son, E., & Kwon, K. H. (2024). Sustainable spatial strategies for mitigating air pollution in quick commerce environments. *Environmental Research and Technology*, 7(1), 131-139.
- [14] Rook, D. W., & Gardner, M. P. (1993). In the mood: impulse buying's affective antecedents. *Research in consumer behavior*, 6(7), 1-28.
- [15] Yazdanifard, R., Edres, N. A. H., & Seyed, A. P. (2011). Security and privacy issues as a potential risk for further ecommerce development. In *International Conference on Information Communication and Management-IPCSIT* (Vol. 16).
- [16] Al Tamer, Majed (2021) "THE ADVANTAGES AND LIMITATIONS OF E-COMMERCE TO BOTH CUSTOMERS & BUSINESSES," *BAU Journal - Creative Sustainable Development: Vol. 2: Iss. 2, Article 6*. DOI: <https://doi.org/10.54729/2789-8334.1043>