



## QUICK COMMERCE (Q-COMMERCE) IN CHENNAI REDEFINING CONVENIENCE FOR URBAN SHOPPERS

**Dr. Huma Maryam**

Assistant Professor, Department of Corporate Secretaryship, Ethiraj College for Women,  
Chennai, India.

### **Abstract**

The study explores the rapid rise of Quick Commerce (Q-Commerce) in Chennai, a growing retail model characterized by ultra-fast delivery services, often within minutes. With the increasing demand for speed and convenience, Q-Commerce is redefining the way urban consumers shop, particularly in a fast-paced city like Chennai. This research aims to assess the impact of Q-Commerce on consumer behaviour, market dynamics, and the traditional retail landscape. It highlights how Q-Commerce platforms are altering shopping preferences, offering an in-depth analysis of consumer satisfaction, technological integration, and business adaptations. The study adopts a quantitative approach, using a survey with 220 randomly selected respondents from Chennai to gather data. Findings suggest that Q-Commerce has gained significant traction among urban shoppers, driven by convenience, speed, and ease of access. However, challenges like infrastructure limitations and competition with traditional retail models remain. The study concludes that Q-Commerce is not only a trend but a lasting change in Chennai's retail ecosystem, requiring businesses to adapt rapidly to consumer expectations for fast, efficient delivery services.

**Keywords:** *Quick Commerce, Q-Commerce, Urban Shoppers, Chennai, Convenience, Consumer Behaviour, Retail Disruption, Fast Delivery, E-commerce, Logistics, Technology Integration, Market Trends, Consumer Preferences, Traditional Retail, Last-Mile Delivery.*

### **Introduction**

In recent years, Chennai has witnessed a transformative shift in the way its urban population shops for everyday essentials. Quick Commerce, often called Q-Commerce, is at the forefront of this revolution, bridging the gap between consumer demand for speed and the convenience of doorstep delivery. Unlike traditional e-commerce, which operates on delivery timelines spanning days, Q-Commerce promises ultra-fast deliveries, often within minutes, redefining what convenience means for urban shoppers.

The bustling city of Chennai, with its mix of modern infrastructure and traditional lifestyles, presents a unique landscape for Q-Commerce to thrive. As a hub for technology and innovation, Chennai's residents increasingly embrace digital solutions to meet their daily needs. This adoption is fuelled by factors such as a growing middle class, a tech-savvy young population, and the pressing need for efficiency in a fast-paced urban environment.

Q-Commerce platforms in Chennai cater to a diverse range of consumer needs, from groceries and fresh produce to medicines and last-minute household essentials. Leveraging strategically located dark stores and advanced logistics networks, these platforms are reshaping the retail ecosystem. Companies like Blinkit, Zepto, and Dunzo have become household names, offering unparalleled speed and convenience.

This article delves into how Q-Commerce is reshaping the shopping experience in Chennai, the factors driving its rapid adoption, the challenges it faces, and its potential to redefine urban retail in the coming years. As Chennai continues to evolve, Q-Commerce is not just meeting consumer expectations but also setting new standards for what urban convenience can look like.

### **Background of the Study**

In the digital age, consumer expectations have shifted dramatically, especially in urban centers like Chennai. The demand for instant gratification, fuelled by technological advancements, has given rise to Quick Commerce (Q-Commerce), an innovative approach to retail. Chennai, known for its dynamic mix of tradition and modernity, offers fertile ground for Q-Commerce platforms to flourish.

Historically, shopping in Chennai revolved around local markets, family-owned stores, and large retail chains. However, with the advent of e-commerce, consumer habits began to change. The pandemic further accelerated this shift, as people sought safer, contactless, and faster shopping solutions. Q-Commerce emerged as a game-changer, offering delivery times as short as 10 to 20 minutes for essential goods.

Advancements in technology, urban infrastructure, and a growing reliance on smartphones support the rapid evolution in retail. Q-Commerce leverages hyper-local logistics, strategically placed dark stores, and data-driven operations to meet the immediate needs of consumers. As a result, it has disrupted traditional retail models and reshaped consumer expectations.

The background of this study explores the socio-economic and technological factors that have catalysed the rise of Q-Commerce in Chennai, analysing how it integrates into the city's urban fabric and addresses the needs of its diverse population. Understanding this context is essential to appreciate the profound impact Q-Commerce has on redefining convenience for modern shoppers.

### **Importance of the Study**

The rise of quick commerce (Q-Commerce) in Chennai is revolutionizing urban shopping by offering ultra-fast delivery of essentials, groceries, and more, often within 10 to 30 minutes. This study is significant as it delves into how Q-Commerce addresses the evolving needs of Chennai's time-pressed urban population, redefining convenience and accessibility in retail. It offers insights into consumer behaviour, exploring why speed, digital integration, and flexibility are becoming top priorities for shoppers. Moreover, the study highlights the economic and technological implications of Q-Commerce, such as its reliance on AI, data

analytics, and streamlined logistics networks, which enable its efficiency. Additionally, it assesses the challenges Q-Commerce presents to traditional retail formats, analysing how these businesses must adapt to retain relevance in a rapidly changing market. By understanding the dynamics of Q-Commerce in Chennai, this study provides valuable information for stakeholders—retailers, entrepreneurs, and policymakers—seeking to thrive in this innovative ecosystem.

### **Significance of the Study**

The significance of this study lies in its ability to explore and understand the growing influence of Quick Commerce (Q-Commerce) in Chennai, a city where fast-paced living demands a new kind of shopping experience. Q-Commerce, with its promise of rapid delivery within minutes, is transforming the way urban consumer's access products, making convenience a central factor in consumer behaviour. This study is important because it examines how Q-Commerce meets the expectations of urban shoppers who are increasingly seeking efficiency and immediacy in their retail experiences. Additionally, the research provides valuable insights into the economic implications of Q-Commerce, shedding light on the technological advancements, logistics strategies, and business models that drive this industry. By exploring the impact of Q-Commerce on traditional retail, the study also offers a comprehensive view of how the retail landscape is evolving in Chennai, providing valuable information for businesses, entrepreneurs, and policymakers aiming to navigate the future of urban commerce.

### **Growth of the Q-Commerce Industry**

The rise of Quick Commerce (Q-Commerce) in Chennai is revolutionizing the way urban consumers shop, offering an unmatched level of convenience and transforming the retail landscape. Q-Commerce refers to the rapid delivery of goods, often within an hour of placing an order, catering to the growing demand for instant gratification and time-saving solutions. The industry's growth is driven by a combination of technological advancements, evolving consumer preferences, and the increasing penetration of smartphones and digital payments.

#### **Key Drivers of Growth:**

##### **Consumer Demand for Speed and Convenience:**

Urban consumers in Chennai are increasingly prioritizing convenience and fast delivery times when making purchasing decisions. The desire for instant access to a variety of products, ranging from groceries to personal care items, has accelerated the adoption of Q-Commerce services.

##### **Technological Advancements:**

The development of user-friendly mobile applications and advanced logistics systems has enabled Q-Commerce platforms to provide real-time tracking, quick deliveries, and a seamless shopping experience. The integration of AI and data analytics has further optimized inventory management and order fulfillment.

**Urbanization and Changing Lifestyles:**

Chennai, like other urban centers, is witnessing a shift in lifestyle as consumers seek more time-efficient solutions. With hectic work schedules and a preference for minimal in-store shopping, Q-Commerce services are becoming a preferred alternative for busy city dwellers.

**Expansion of Product Offerings:**

Initially focused on food delivery, Q-Commerce platforms in Chennai have expanded their range to include a variety of product categories, such as groceries, personal care products, electronics, and over-the-counter medicines. This diversification has attracted a broader consumer base and solidified Q-Commerce as a mainstream retail model.

**Rise of Dark Stores and Micro-Hubs:**

The establishment of dark stores (small, local warehouses designed for fast order fulfillment) and micro-hubs has significantly contributed to the growth of Q-Commerce. These facilities are strategically located within urban areas to ensure quick deliveries, thereby reducing the time and cost associated with last-mile logistics.

**Impact on Traditional Retail:**

Q-Commerce is disrupting traditional retail models by offering customers the option to purchase goods online and have them delivered almost instantly. This has forced traditional retailers to rethink their business strategies, with many now exploring online-to-offline (O2O) models, setting up their own delivery networks, or partnering with third-party Q-Commerce platforms to remain competitive.

The speed and convenience offered by Q-Commerce have also reshaped consumer shopping behaviour, leading to a shift away from physical stores toward online platforms that prioritize quick and easy transactions.

**Challenges and Opportunities:**

While the growth of Q-Commerce presents significant opportunities, it also comes with its own set of challenges. High delivery costs, ensuring product availability, and maintaining the reliability of delivery during peak hours are some of the key hurdles businesses need to overcome. However, these challenges also present opportunities for innovation in logistics, pricing strategies, and operational efficiency.

Businesses that can adapt to the changing landscape and leverage the growing demand for fast and convenient shopping experiences will be well-positioned to thrive in the expanding Q-Commerce market in Chennai.

The Q-Commerce industry in Chennai is redefining convenience for urban shoppers, providing them with quick and easy access to a wide range of products. With its rapid growth, driven by technological innovations, evolving consumer preferences, and urban lifestyle changes, Q-Commerce is poised to become a dominant force in the retail sector. As businesses adapt to this

new model, Q-Commerce has the potential to reshape the way urban consumers approach shopping in Chennai and beyond.

### **Objectives of the Study**

1. To examine the growth and impact of Quick Commerce (Q-Commerce) on urban retail in Chennai, focusing on consumer preferences and shopping behaviours.
2. To explore the role of technology and logistics in driving the efficiency and speed of Q-Commerce services in the city.
3. To identify the opportunities and challenges for businesses in adapting to the rise of Q-Commerce and its disruption of traditional retail models.
4. To provide actionable insights and recommendations for businesses and policymakers to capitalize on the growth of Q-Commerce in Chennai.

### **Statement of the Problem**

The rapid growth of Quick Commerce (Q-Commerce) in Chennai has significantly reshaped the retail landscape, providing urban consumers with faster, more convenient access to a wide range of products. However, the rise of Q-Commerce presents several challenges and questions that need to be addressed. While consumers increasingly demand on-demand delivery services, there is a gap in understanding the full scope of how Q-Commerce influences consumer behaviour, business strategies, and the broader retail ecosystem. Additionally, traditional retail models are being disrupted, and businesses face challenges in adapting to the growing demand for speed and convenience. This study aims to investigate the factors driving the success of Q-Commerce in Chennai, assess its impact on urban shopping habits, and explore the opportunities and challenges it presents to both consumers and retailers.

### **Hypotheses of the Study**

**Set 1: Null Hypothesis ( $H_0$ ):** The rise of Quick Commerce (Q-Commerce) in Chennai has no significant impact on the shopping behaviour and preferences of urban consumers.

**Alternate Hypothesis ( $H_1$ ):** The rise of Quick Commerce (Q-Commerce) in Chennai has a significant impact on the shopping behaviour and preferences of urban consumers, driving a preference for speed and convenience.

**Set 2: Null Hypothesis ( $H_0$ ):** Quick Commerce (Q-Commerce) does not significantly disrupt traditional retail business models in Chennai.

**Alternate Hypothesis ( $H_1$ ):** Quick Commerce (Q-Commerce) significantly disrupts traditional retail business models in Chennai, forcing them to adapt to new consumer demands for fast delivery and convenience.

### **Review of the Literature**

**Matthieu Schorung (2024)** The transition to food e-commerce has been facilitated by advancements in technology, the emergence of new market players, and the evolution of innovative logistics solutions, such as dark stores and micro-hubs. Quick commerce represents a significant leap forward in the realm of instant deliveries, now encompassing the entire spectrum of food and online retail. This study examines the structure of the quick commerce

supply chain, which incorporates logistics micro-hubs (dark stores), collaborations with large-scale retailers, third-party logistics providers, and last-mile delivery strategies. Additionally, it emphasizes the transport-intensive nature of dark stores, characterized by high volumes of vehicle movements and delivery operations.

**Rama Naik M (2024)**, Online shopping has revolutionized consumer behaviour, enabling customers to receive desired products within a day or even hours. The introduction of online shopping apps has significantly altered traditional planning and purchasing patterns, replacing prior planning methods with instant decision-making. Delivery times, once measured in days, are now reduced to mere hours, often within 30-40 minutes through quick commerce (Q-Commerce). As a specialized form of e-commerce, Q-Commerce began with food delivery, which remains its largest segment, and has expanded to include small-scale essentials such as groceries, stationery, personal hygiene products, and over-the-counter medicines. Additionally, Q-Commerce provides a significant boost to gig employment, offering students and job seekers opportunities to earn while they learn.

**Faraz Ahmed, Najla Shafighi (2022)**, this study explores the opportunities and challenges of the quick commerce (Q-Commerce) industry in South Asia. While consumers increasingly rely on Q-Commerce for its fast delivery and convenience, they also encounter certain issues. The research focuses on identifying customer needs and addressing the challenges faced by the industry. Using a quantitative methodology, data was collected through questionnaires administered to Q-Commerce customers. Regression analysis revealed that pricing, convenience, and security are all significant factors influencing consumer decisions. The findings highlight that customers occasionally experience security concerns, particularly when stores request excessive personal information. Despite these concerns, customers continue to prefer Q-Commerce for its convenience and are often willing to pay a premium to save time.

### **Research Gap**

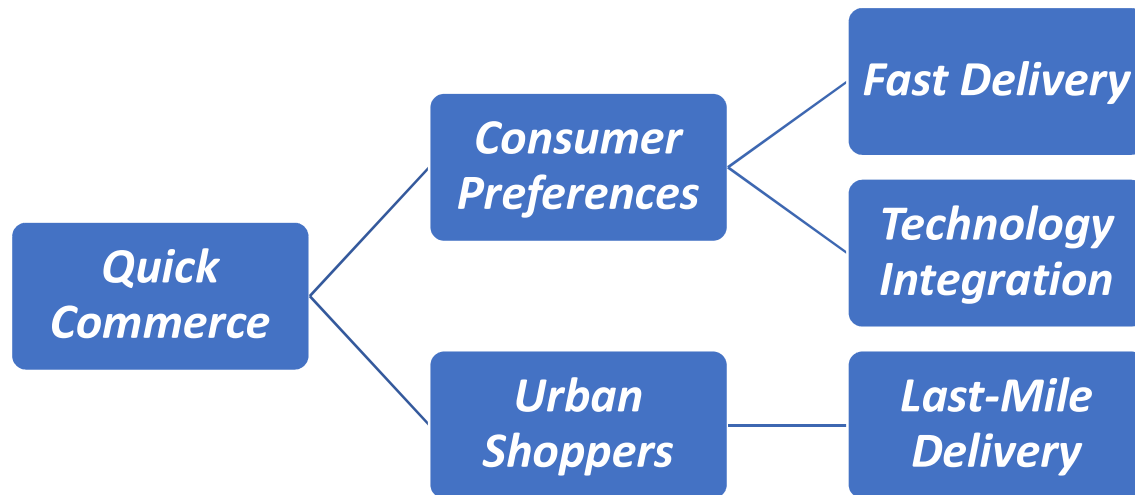
Despite the growing interest in Quick Commerce (Q-Commerce) globally, there is a limited amount of research specifically focused on how it is reshaping the retail landscape in Chennai. While studies on e-commerce and fast delivery models exist, there is a gap in understanding the unique factors driving Q-Commerce adoption in this particular urban environment. The role of local consumer behaviour, cultural nuances, infrastructure challenges, and the impact of technological advancements such as AI and real-time logistics on Q-Commerce in Chennai has not been thoroughly explored. Additionally, while there is research on how Q-Commerce is disrupting traditional retail, there is limited focus on how businesses in Chennai, including local start-ups and established retailers, are adapting to these changes. This study aims to fill this gap by offering a detailed examination of the drivers, challenges, and opportunities that Q-Commerce presents specifically in the Chennai market, providing valuable insights for both academic research and practical application in urban retail strategies.

### **Research Methodology**

This study employs a **quantitative research methodology** to examine the impact of Quick Commerce (Q-Commerce) on urban shoppers in Chennai. A **random sampling** technique is

used to select 220 respondents, ensuring that each individual in the city has an equal chance of participating, thereby minimizing bias and ensuring a diverse and representative sample. Data is collected through structured questionnaires that include both closed and open-ended questions designed to assess consumer behaviours, preferences, and satisfaction with Q-Commerce services. These questions explore speed, convenience, product availability, and the perceived impact on traditional retail models. The data collected will be analysed using **statistical tools** like SPSS or Excel to identify patterns and relationships, with descriptive statistics summarizing the responses and inferential statistics used to examine correlations between demographic factors and Q-Commerce adoption. The study is conducted within **Chennai City**, chosen for its urban diversity and varying levels of technology adoption, providing an ideal setting for understanding how Q-Commerce is reshaping consumer behaviour in metropolitan India.

### Conceptual Model



### Limitations of the study

The study on Quick Commerce in Chennai, based on responses from 220 participants, faces several limitations. First, the sample size, while substantial, may not fully represent the diverse demographic landscape of Chennai, as factors like age, income levels, or regional variations might not be adequately captured, affecting the generalizability of the results. Additionally, the study is geographically limited to Chennai, meaning the findings may not apply to other cities with different consumer behaviours, infrastructure, or economic conditions. Furthermore, access to detailed, real-time data from Q-Commerce platforms and retailers is limited, which may hinder a deeper analysis of their operations and business models. The time constraints of the study also prevent long-term trend analysis, as the rapid pace of change in Q-Commerce could lead to shifts that are not fully captured. Lastly, there is the possibility of response bias, as participants may offer skewed perceptions based on their individual experiences with Q-Commerce platforms, which could influence the accuracy of the conclusions drawn.

## Data Analysis and Interpretation

### T- TEST

To examine the growth and impact of Quick Commerce (Q-Commerce) on urban retail in Chennai, focusing on consumer preferences and shopping behaviours.

**Set 1: Null Hypothesis (H<sub>0</sub>):** The rise of Quick Commerce (Q-Commerce) in Chennai has no significant impact on the shopping behaviour and preferences of urban consumers.

**Alternate Hypothesis (H<sub>1</sub>):** The rise of Quick Commerce (Q-Commerce) in Chennai has a significant impact on the shopping behaviour and preferences of urban consumers, driving a preference for speed and convenience.

**The table showing the growth and impact of Quick Commerce (Q-Commerce) on urban retail in Chennai, focusing on consumer preferences and shopping behaviours**

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error
Frequency of Q-Commerce usage	644	2.85	1.348	.053
Purchase volume and value per transaction	644	2.91	1.175	.046
Switching behaviour from traditional retail to Q-Commerce	644	2.84	1.166	.046
Preferred product categories	644	2.98	1.269	.050
Delivery speed	644	2.81	1.149	.045
Pricing strategies	644	2.78	1.148	.045

One-Sample Test						
	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Frequency of Q-Commerce usage	53.687	643	.000	2.852	2.75	2.96
Purchase volume and value per transaction	62.874	643	.000	2.911	2.82	3.00
Switching behaviour from traditional retail to Q-Commerce	61.903	643	.000	2.845	2.75	2.93
Preferred product categories	59.612	643	.000	2.981	2.88	3.08
Delivery speed	62.018	643	.000	2.809	2.72	2.90
Pricing strategies	61.469	643	.000	2.780	2.69	2.87



The frequency of Q-Commerce usage is significantly different from the test value (0), indicating a substantial shift in consumer behaviour toward frequent Q-Commerce usage. The increase in purchase volume and transaction value highlights the growing consumer reliance on Q-Commerce platforms. The significant result indicates a strong shift in consumer behaviour, with many customers opting for Q-Commerce over traditional retail. Consumers exhibit a clear preference for specific product categories, further reflecting their alignment with Q-Commerce offerings. Delivery speed is a critical factor influencing consumer preference, showcasing the value of Q-Commerce in meeting demand for quick services. Pricing strategies are significant, underscoring the balance between cost and convenience that consumers consider when choosing Q-Commerce.

The results of the one-sample t-test demonstrate that all tested variables (frequency of usage, purchase volume, switching behaviour, product preferences, delivery speed, and pricing strategies) have a statistically significant impact ( $p < 0.001$ ). This supports the alternate hypothesis ( $H_1$ ) that the rise of Q-Commerce in Chennai significantly influences urban consumer shopping behaviour and preferences.

The findings highlight that urban consumers are increasingly drawn to Q-Commerce due to its convenience, fast delivery times, and tailored product offerings. Despite pricing being a factor, its impact is outweighed by the emphasis on speed and convenience, further solidifying Q-Commerce as a transformative force in Chennai's retail landscape.

### Correlation

To identify the opportunities and challenges for businesses in adapting to the rise of Q-Commerce and its disruption of traditional retail models.

**Null Hypothesis ( $H_0$ ):** Quick Commerce (Q-Commerce) does not significantly disrupt traditional retail business models in Chennai.

**Alternate Hypothesis ( $H_1$ ):** Quick Commerce (Q-Commerce) significantly disrupts traditional retail business models in Chennai, forcing them to adapt to new consumer demands for fast delivery and convenience.

Correlations						
Control Variables			Gender	Age	Occupation	Educational Level
Opportunities and Challenges	High delivery costs	Correlation	1.000	-.006	.072	.006
		Significance (1-tailed)	.	.439	.033	.436
		df	0	641	641	641
	Penetration of smartphones and digital payments	Correlation	-.006	1.000	.036	-.027
		Significance (1-tailed)	.439	.	.180	.248
		df	641	0	641	641
		Correlation	.072	.036	1.000	.073

	Availability of capital for businesses to invest in Q-Commerce	Significance (1-tailed)	.033	.180	.	.032
		df	641	641	0	641
	Ensuring delivery reliability during peak hours	Correlation	.006	-.027	.073	1.000
		Significance (1-tailed)	.436	.248	.032	.
		df	641	641	641	0

The results reveal predominantly weak or negligible correlations between the control variables (gender, age, occupation, and educational level) and the opportunities and challenges faced by businesses adapting to Q-Commerce. However, slight positive correlations with occupation and educational level in some variables (e.g., capital availability, delivery reliability) suggest that professional and educational backgrounds may marginally influence perceptions of Q-Commerce challenges.

These findings support the Alternate Hypothesis ( $H_1$ ): Q-Commerce significantly disrupts traditional retail models, forcing businesses to adapt. However, the disruption and its related challenges appear to affect businesses more broadly, with minimal influence from demographic factors. This suggests that Q-Commerce's impact is widespread and not limited to specific consumer segments or business categories.

## Results and discussion

The analysis demonstrates that Quick Commerce (Q-Commerce) has a significant impact on urban consumer shopping behavior and preferences in Chennai. The one-sample t-test results reveal that variables such as frequency of usage, purchase volume, switching behavior, product preferences, delivery speed, and pricing strategies have statistically significant effects ( $p < 0.001$ ).

Consumers have increasingly shifted toward Q-Commerce due to its convenience and fast delivery times. The frequency of usage indicates its integration into daily shopping habits, while the rise in purchase volume and transaction value underscores growing reliance on these platforms. Moreover, switching behavior highlights a notable preference for Q-Commerce over traditional retail models, driven by its ability to cater to immediate needs efficiently.

Product preferences align with Q-Commerce offerings, such as groceries and personal care items, further emphasizing its tailored approach. Delivery speed emerged as a critical factor influencing consumer choice, showcasing the importance of quick services. While pricing strategies remain relevant, consumers prioritize convenience and are willing to pay a premium for faster delivery.

Correlation analysis revealed minimal influence from demographic factors like gender, age, occupation, and educational level on the opportunities and challenges businesses face in adapting to Q-Commerce. However, slight positive correlations with occupation and educational level for variables like capital availability and delivery reliability suggest that

professional and educational backgrounds may modestly shape perceptions of Q-Commerce challenges.

These findings support the Alternate Hypothesis ( $H_1$ ): Q-Commerce significantly disrupts traditional retail models, compelling businesses to adapt. The disruption is widespread, affecting diverse consumer and business segments, solidifying Q-Commerce as a transformative force in Chennai's retail landscape.

### **Findings**

The analysis reveals several important findings regarding the impact of Quick Commerce (Q-Commerce) on consumer behaviour and business adaptation in Chennai. Firstly, there is a significant shift in consumer behaviour, with an increasing frequency of Q-Commerce usage and a noticeable preference for Q-Commerce over traditional retail. Consumers are also making higher-value purchases, demonstrating a growing reliance on these platforms for their shopping needs.

Delivery speed is identified as a critical factor driving consumer choice, with many opting for Q-Commerce services due to the promise of faster delivery times. While pricing strategies remain relevant, consumers are willing to pay a premium for the convenience and time savings offered by Q-Commerce. The study also highlights that specific product categories, such as groceries and personal care, are more commonly purchased through Q-Commerce, further reinforcing its role in meeting essential consumer needs.

Despite the broad appeal of Q-Commerce, the analysis shows minimal influence from demographic factors such as gender, age, occupation, and educational level on the challenges and opportunities businesses face in adapting to this model. However, slight correlations with occupation and educational level indicate that professional and educated consumers may be more attuned to challenges like capital investment and delivery reliability.

These findings support the notion that Q-Commerce is disrupting traditional retail models in Chennai, compelling businesses to adapt to the increasing demand for speed, convenience, and efficient delivery systems.

### **Conclusion**

In conclusion, the rise of Quick Commerce (Q-Commerce) in Chennai has significantly transformed the urban retail landscape by addressing the growing demand for speed, convenience, and accessibility. This study highlights how Q-Commerce platforms are reshaping consumer shopping behaviours, with shoppers increasingly prioritizing quick and hassle-free delivery options for everyday essentials. The findings suggest that consumers in Chennai are adapting to this new model, driven by the need for instant gratification and seamless shopping experiences.

Furthermore, the study underscores the challenges and opportunities businesses face in this evolving retail environment. Traditional retail models are being disrupted, and companies must innovate to remain competitive, integrating advanced technologies and optimizing logistics to

meet the expectations of modern urban consumers. However, the study also points out that while Q-Commerce offers significant potential for growth, it also requires overcoming infrastructural and operational hurdles, including managing inventory and ensuring last-mile delivery efficiency.

Overall, Q-Commerce is not just a passing trend in Chennai; it is a key factor in the future of urban retail, redefining the convenience of shopping for urban consumers. As the industry continues to grow, businesses and policymakers will need to adapt to these shifts, fostering an ecosystem that supports the growth of Q-Commerce while addressing its challenges to ensure sustainability and inclusivity in the retail sector.

### **References**

**Matthieu Schorung (2024)**, Quick Commerce (Q Commerce) In Chennai Redefining Convenience For Urban Shoppers, Science Direct, Transportation Research Procedia 79 (2024) 305–312.

**Rama Naik M (2024)**, Quick commerce -A study on evolution and challenges, International Journal of Commerce and Management Research [www.managejournal.com](http://www.managejournal.com) ISSN: 2455-1627 Received: 01-04-2024, Accepted: 22-04-2024, Published: 16-05-2024 Volume 10, Issue 3, 2024, Page No. 1-5

**Faraz Ahmed, Najla Shafighi (2022)**, Growth of Q-Commerce Industry in South Asia: Challenges and Opportunities, IOSR Journal of Business and Management 24(12):67-74 DOI: 10.9790/487X-2412016774.