

**A
FIELD PROJECT REPORT
ON**

**“Consumer Behaviour and Market Dynamics in Q-Commerce: A Strategic
Analysis with Advanced Excel and Power Bi”**

SUBMITTED TO



**“SAVITRIBAI PHULE PUNE UNIVERSITY”
IN PARTIAL FULFILLMENT OF THE REQUIREMENT
FOR THE AWARD OF THE DEGREE OF
MASTER OF BUSINESS ADMINISTRATION (MBA).**

UNDER THE GUIDENCE OF

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SUBMITTED BY

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THROUGH



**DR. MOONJE INSTITUTE OF MANAGEMENT AND
COMPUTER STUDIES, NASHIK
(2024-2025)**

DECLARATION

I undersigned hereby declare that, the field project titled “Consumer Behaviour and Market Dynamics in Q-Commerce: A Strategic Analysis with Advanced Excel and Power Bi” is executed as per the course requirement of a two-year full-time MBA Program of Savitribai Phule Pune University.

This project is the result of my own efforts and has not been submitted to any other university or institution for the award of any degree, diploma, or certificate. All the information and data presented in this project has been collected and analysed by me in an ethical and responsible manner. The findings, interpretations, and conclusions are based on the data collected through primary and/or secondary sources and have been duly acknowledged wherever necessary.

This report has not been submitted by me or any other person to any other University or Institution for a degree or diploma course. This is my own and original work.

Place: Nashik

MR. Mrunmay Nilesh Kanade
MBA-I (Business Analytics)

Date:

ACKNOWLEDGEMENT

It is my pleasure to thank all who helped us directly or indirectly in the preparation of this project report. It is a great privilege to record our deep sense of gratitude to all the faculties who stood by us throughout the making of this field project report. It was very exciting for us to work on the project “Consumer Behaviour and Market Dynamics in Q-Commerce: A Strategic Analysis with Advanced Excel and Power Bi”

During this work, I am gaining both practical as well as theoretical knowledge regarding it. My first thanks go to Dr. Moonje Institute of Management and Computer Studies, Nashik for providing us with an excellent environment like computer centre, library as well as providing us excellent faculty guiding for the completion of my field project, I am greatly obliged to my field project guide Mrs. Anamika Dixit for his benevolent guidance, suggestions, and help for preparing this project.

Place: Nashik

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Date:

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EXECUTIVE SUMMARY

This field project delves into the rapidly evolving landscape of Q-Commerce (Quick Commerce), focusing on consumer behaviour and market dynamics shaping this innovative retail segment. Q-Commerce refers to ultra-fast delivery services—typically within 10 to 30 minutes—primarily used for groceries, snacks, and daily essentials. With increasing urbanization, digital penetration, and demand for convenience, Q-Commerce has seen a significant surge, especially among younger, tech-savvy consumers.

The objective of this study was to analyse consumer preferences, buying patterns, and key factors influencing adoption of Q-Commerce platforms like Blinkit, Zepto, Instamart, and Dunzo. The research employed a mixed-method approach combining surveys (with 200+ respondents) and interviews with industry professionals to gather both quantitative and qualitative insights.

Findings reveal that consumers value speed, convenience, and discounts, with most users falling in the 18–35 age group. Frequent purchases include groceries and personal care products, with a noticeable preference for evening orders. Despite positive sentiments around speed and ease of use, challenges such as delivery delays, higher pricing, and limited product range were highlighted by users.

From a market perspective, aggressive competition, high operational costs, and pressure on supply chains present challenges for sustainability. However, opportunities lie in AI-driven personalization, micro-fulfilment centers, diversified product offerings, and loyalty programs.

This study concludes that for Q-Commerce companies to thrive, they must focus on operational efficiency, customer experience, and strategic marketing. The report offers actionable recommendations for businesses looking to strengthen their position in this fast-paced sector.

CHAPTER NO .1

INTRODUCTION

INTRODUCTION

Quick commerce (Q-commerce) has emerged as a game-changer in the retail industry, offering consumers the convenience of ultra-fast deliveries within minutes. This rapid evolution is driven by shifting consumer preferences, technological advancements, and intense competition among service providers. Understanding consumer behaviour and market dynamics in Q-commerce is crucial for businesses aiming to optimize operations, enhance customer satisfaction, and achieve sustainable growth. This study explores key factors influencing consumer decisions, including pricing, convenience, brand loyalty, and service quality. Additionally, it examines market trends, competitive strategies, and operational efficiencies that shape the Q-commerce landscape. Using Advanced Excel and Power BI, we employ data-driven techniques to analyse consumer purchasing patterns, demand fluctuations, and business performance metrics. By leveraging analytical tools, this research aims to provide strategic insights for Q-commerce firms to refine their marketing, supply chain, and customer engagement strategies.

The study highlights the importance of real-time data analysis in making informed decisions that enhance customer experience and operational efficiency. Ultimately, this research offers a comprehensive understanding of how consumer behaviour and market forces interact in Q-commerce, enabling businesses to stay competitive in this fast-paced industry.

The scope of the study spans across various Q-commerce players — including major platforms like Blinkit, Zepto, Swiggy Instamart, and Dunzo — with a special emphasis on urban consumer behavior in metropolitan regions. This demographic is not only the early adopter of digital trends but also the primary target market for Q-commerce services. The research captures variables such as delivery time expectations, willingness to pay for convenience, preferred product categories (e.g., groceries, personal care, ready-to-eat items), and responsiveness to promotions or discounts.

This field project serves as a valuable academic and practical contribution to the domain of marketing and strategic management. It bridges the gap between consumer psychology and data-driven decision-making, offering stakeholders — from entrepreneurs to marketing professionals — a roadmap to navigate the evolving Q-commerce terrain. With the potential to revolutionize retail, Q-commerce demands continuous monitoring and agile strategies, and this project provides a timely lens into its present realities and future possibilities.

PROBLEM STATEMENT

The rapid rise of Quick Commerce (Q-Commerce) has transformed consumer shopping habits, emphasizing speed, convenience, and digital accessibility. However, businesses operating in this space face significant challenges in understanding consumer behavior, predicting demand fluctuations, and optimizing operational efficiency. Despite the vast amount of data available, many Q-commerce companies struggle to extract meaningful insights that drive strategic decision-making. Key issues include inconsistent customer retention, fluctuating demand patterns, high operational costs, and intense competition. Consumers expect seamless, ultra-fast deliveries, but businesses often struggle with supply chain constraints, pricing optimization, and effective marketing strategies. Traditional analytical methods are insufficient to navigate these complexities, necessitating data-driven approaches for better decision-making.

The rapid rise of Q-commerce (Quick Commerce) has disrupted traditional retail and e-commerce models by offering ultra-fast deliveries, often within 10 to 30 minutes. While this innovation meets modern consumers' growing demand for speed and convenience, there remains limited understanding of the underlying consumer behaviours driving Q-commerce adoption and the dynamic market forces shaping its growth. Businesses operating in this space face challenges such as identifying key consumer preferences, maintaining operational efficiency, managing high logistics costs, and differentiating themselves in a highly competitive landscape.

Despite the sector's exponential growth, there is a lack of strategic, data-driven analysis on how consumer behaviour interacts with pricing, product assortment, delivery time, and promotional strategies in the Q-commerce environment. Furthermore, traditional business intelligence tools are often underutilized in analyzing real-time consumer trends and operational performance in this fast-paced sector.

This project seeks to address these gaps by leveraging **Advanced Excel and Power BI** to conduct a detailed strategic analysis of consumer behaviour and market dynamics in Q-commerce. The goal is to generate actionable insights that help businesses optimize customer experience, enhance decision-making, and improve competitive positioning in a rapidly evolving digital marketplace.

SCOPE OF THE STUDY

1. Understanding Consumer Behaviour

Analyse consumer preferences, buying patterns, frequency of purchases, and sensitivity to price, delivery speed, and promotions in the Q-commerce space.

2. Demographic Profiling

Study key demographic segments (age, gender, income, location) to determine which consumer groups are most actively using Q-commerce services.

3. Platform Comparison

Evaluate major Q-commerce platforms (e.g., Blinkit, Zepto, Swiggy Instamart, Dunzo) in terms of service offerings, customer satisfaction, pricing models, and delivery efficiency.

4. Market Trends and Dynamics

Identify current trends, growth drivers, and challenges within the Q-commerce sector, including technological advancements and competitive pressures.

5. Operational and Strategic Insights

Analyse backend operations such as supply chain logistics, inventory management, and order fulfilment strategies impacting customer experience.

6. Use of Analytical Tools

Leverage **Advanced Excel** for data cleaning, modelling, and statistical analysis; use **Power BI** to build interactive dashboards for data visualization and trend analysis.

7. Consumer Feedback Analysis

Incorporate survey data and reviews to gauge customer satisfaction and areas for improvement.

8. Recommendations for Business Strategy

Develop actionable strategies for Q-commerce businesses to enhance customer engagement, retention, and operational efficiency.

LIMITATIONS OF THE STUDY

- **Sample Size and Diversity**

The primary data collected through surveys may have a limited sample size, which may not capture the full diversity of consumer preferences.

- **Time Constraints**

Due to the limited duration of the project, long-term trends and seasonal variations in consumer behaviour might not be fully captured.

- **Rapidly Evolving Market**

Q-commerce is a dynamic and rapidly changing industry, so findings may become outdated quickly as platforms and strategies evolve.

- **Response Bias**

Survey respondents may provide socially desirable answers or may not accurately recall their purchasing behaviour, impacting the accuracy of the data.

SIGNIFICANCE OF THE STUDY

This study provides valuable insights into consumer behavior and market dynamics in the rapidly growing Q-commerce industry. By leveraging Advanced Excel and Power BI, businesses can analyze demand patterns, purchasing behavior, and operational efficiencies, leading to data-driven decision-making.

The findings will help Q-commerce firms optimize marketing strategies, improve supply chain management, and enhance customer satisfaction. Additionally, the study offers a strategic framework for businesses to stay competitive in an evolving market. Policymakers, investors, and industry stakeholders can also benefit from these insights to drive sustainable growth and innovation in the Q-commerce sector.

OBJECTIVES

The study aims to:

1. To analyses consumer behavior patterns in Q-commerce.
2. To examine market dynamics and competitive strategies in Q-commerce.
3. To leverage Advanced Excel and Power BI for data analysis and strategic decision-making.
4. To use Advanced Excel and Power BI for data analysis and visualization, enabling data-driven insights through dashboards, charts, and trend analysis.
5. To provide strategic recommendations for Q-commerce businesses aimed at improving customer engagement, operational efficiency, and market positioning.

CHAPTER NO .2
LITERATURE REVIEW

LITERATURE REVIEW

The emergence of Quick Commerce (Q-Commerce) has transformed the landscape of urban retail by delivering goods, especially daily essentials, within 10 to 30 minutes. As a subset of e-commerce and a successor to traditional hyperlocal delivery models, Q-Commerce is primarily driven by evolving consumer behaviour, technological advancements, and changing market dynamics.

1. Evolution of Q-Commerce

According to Sharma & Singh (2021), Q-Commerce emerged as a response to growing consumer expectations for speed and convenience, particularly during the COVID-19 pandemic. Companies like Blinkit, Zepto, and Instamart capitalized on this shift by creating micro-warehouses (dark stores) close to consumer clusters to ensure quick turnaround times.

2. Consumer Behaviour in Digital Commerce

Kotler and Keller (2016) emphasize that consumer behaviour in online retail is shaped by psychological, social, and personal factors. In the Q-Commerce context, convenience, time-saving, and impulse buying tendencies have been identified as key drivers (Verma et al., 2022). A report by McKinsey (2022) found that younger consumers (ages 18–35) are more inclined toward Q-Commerce due to tech affinity and fast-paced lifestyles.

3. Market Trends and Competitive Landscape

Research by Bain & Company (2022) indicates that the Q-Commerce market in India is expected to grow at a CAGR of over 45% in the next five years. The competitive landscape is highly dynamic, with major players leveraging aggressive pricing, app-based engagement, and AI-powered logistics. However, the high cost of last-mile delivery and low margins remain critical challenges.

4. Technological Influence

Technology plays a pivotal role in the efficiency of Q-Commerce. According to a study by Deloitte (2021), the use of AI, data analytics, and GPS-based delivery tracking has enhanced service quality and operational speed. Predictive analytics is also being used to optimize inventory management and personalize consumer experience.

CHAPTER NO .3
RESEARCH METHODOLOGY

1. Research Design

The research adopts a **mixed-method design**, combining **descriptive research** (to understand consumer behaviour patterns) and **exploratory research** (to analyses market dynamics and emerging trends in Q-Commerce).

The design is structured to:

- Quantify consumer preferences, satisfaction levels, and usage patterns.
- Identify key drivers and barriers influencing Q-Commerce adoption.
- Map out the competitive and operational environment of the Q-Commerce industry.

2. Data Collection Methods

a. Primary Data Collection

- **Online Survey (Google Forms):**

A structured questionnaire was distributed digitally to collect responses from Q-Commerce users. The questionnaire consisted of **15 questions** across four sections: demographics, user behavior, satisfaction level, and expectations.

b. Secondary Data Collection

- **Sampling Technique and Sample Size**
- **Sampling Method:**
non-probability convenience sampling was used due to ease of access via social media platforms, WhatsApp, and academic networks.
- **Sample Size:**
 - **Consumers surveyed:** 150-200

Research Instruments

- **Questionnaire:**

Structured with multiple-choice, Likert scale, and short-answer questions to measure frequency, motivation, satisfaction, and future intent to use Q-Commerce.

3.Data Analysis Techniques

The study employed a two-step data analysis process:

a. Advanced Excel

- Use of **Pivot Tables** to analyses segmented trends (age, frequency of use, average spending)
- Statistical summaries: Mean, Median, Mode, Standard Deviation
- Correlation analysis (e.g., relationship between age group and frequency of use)

b. Power BI

- Creation of interactive dashboards to visualize:
 - Platform usage distribution
 - Demographic consumption trends
 - Satisfaction levels and net promoter scores
 - Heat maps of order timings and product categories

4.Key Variables Studied

- **Independent Variables:** Age, Occupation, City, Frequency of Orders
- **Dependent Variables:** Platform Preference, Spending Behavior, Satisfaction Level, Brand Loyalty
- **Control Variables:** Access to internet, awareness of platforms, promotional influence

5. Ethical Considerations

- Participants were informed about the purpose of the study.
- Anonymity and confidentiality were assured.

6. Limitations of the Study

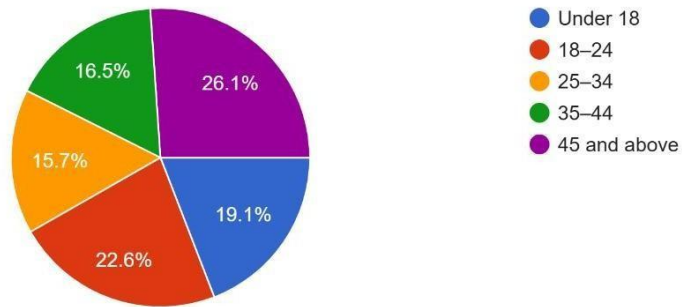
- Limited geographic scope: Primarily urban consumers.
- Time-bound responses: Rapid market changes may affect data relevance.
- Sample size constraints may not fully capture all demographic categories.
- Possible bias due to self-reported data.

CHAPTER NO .4
Data Analysis and Interpretation

1.What is your age group?

What is your age group?

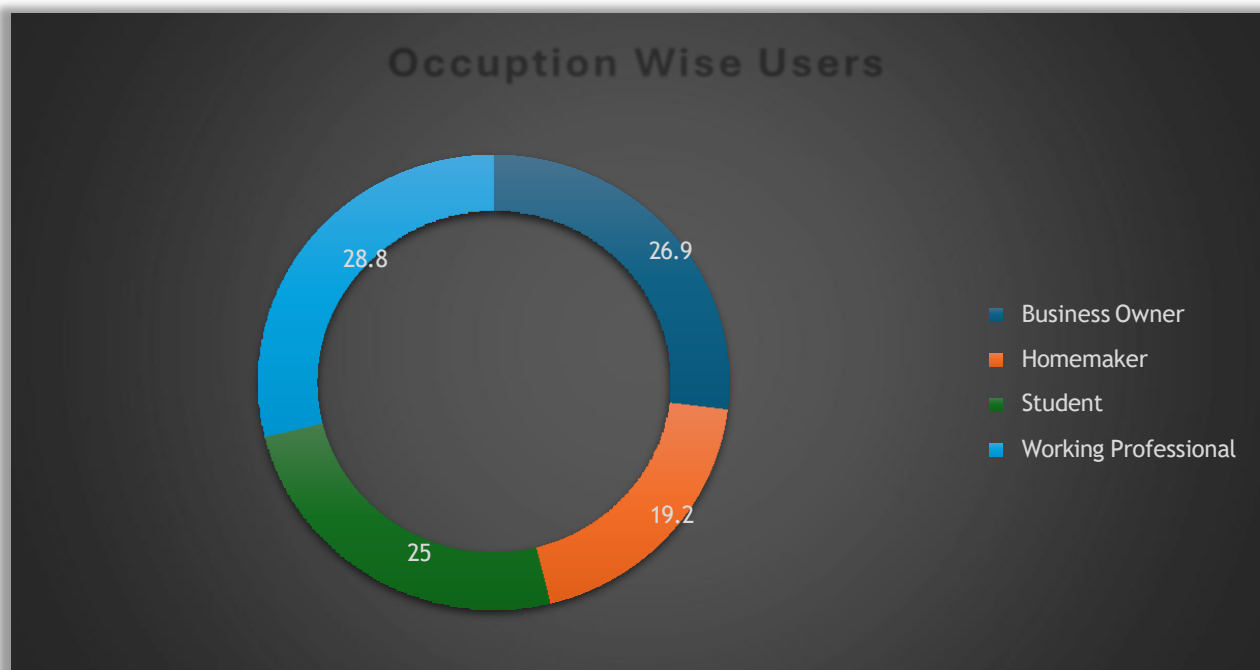
115 responses



- The biggest group is 45 and above — about 26% of the people.
- The next biggest is 18–24 years old — around 22.6%.
- Then comes Under 18 — 19.1%.
- 35–44 years old make up 16.5%.
- The smallest group is 25–34 years old — 15.7%.

2. What is your occupation?

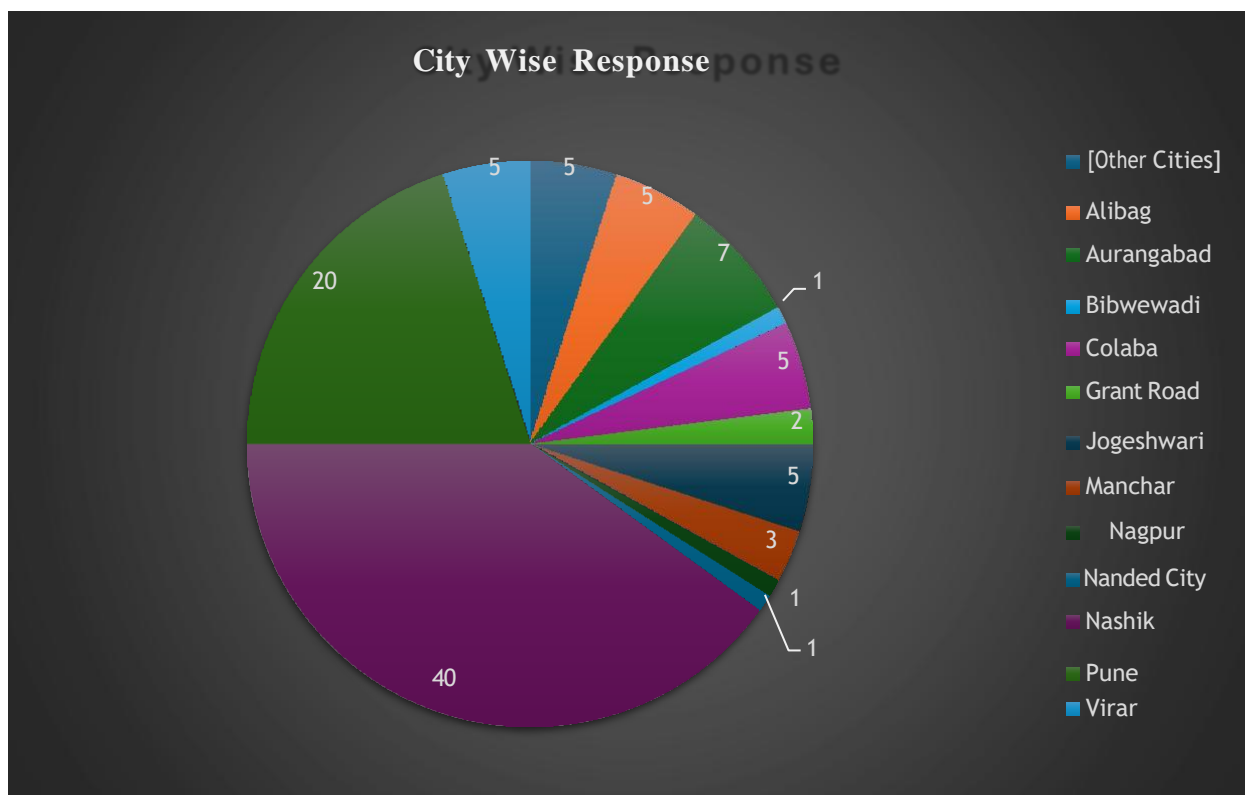
<u>Occupation Group</u>	<u>Percentage</u>
Working Professionals	28.8%
Business Owners	26.9%
Students	25.0%
Homemakers	19.2%



- 28.8% are Working Professionals – This is the largest group, showing that people with jobs are the most active users of Q-Commerce services.
- 26.9% are Business Owners – They are also a big user group, likely using Q-Commerce to save time in their busy schedules.
- 25% are Students – Many students use Q-Commerce for quick access to food, groceries, and other essentials.
- 19.2% are Homemakers – Though the smallest group, homemakers still use these services for convenience in managing household needs.

3. In which city/locality do you currently reside?

City	Number of Respondents	Percentage (%)
Nashik	40	—
(City Missing)	4	7.8
Colaba	3	5.9
Nanded City	3	5.9
Bibwewadi	2	3.9
Jogeshwari	2	3.9
Manchar	2	3.9
Alibag	1	2.0
Aurangabad	1	2.0
Swargate	1	2.0
Nagpur	1	2.0
Others (1 each)	—	2.0 each

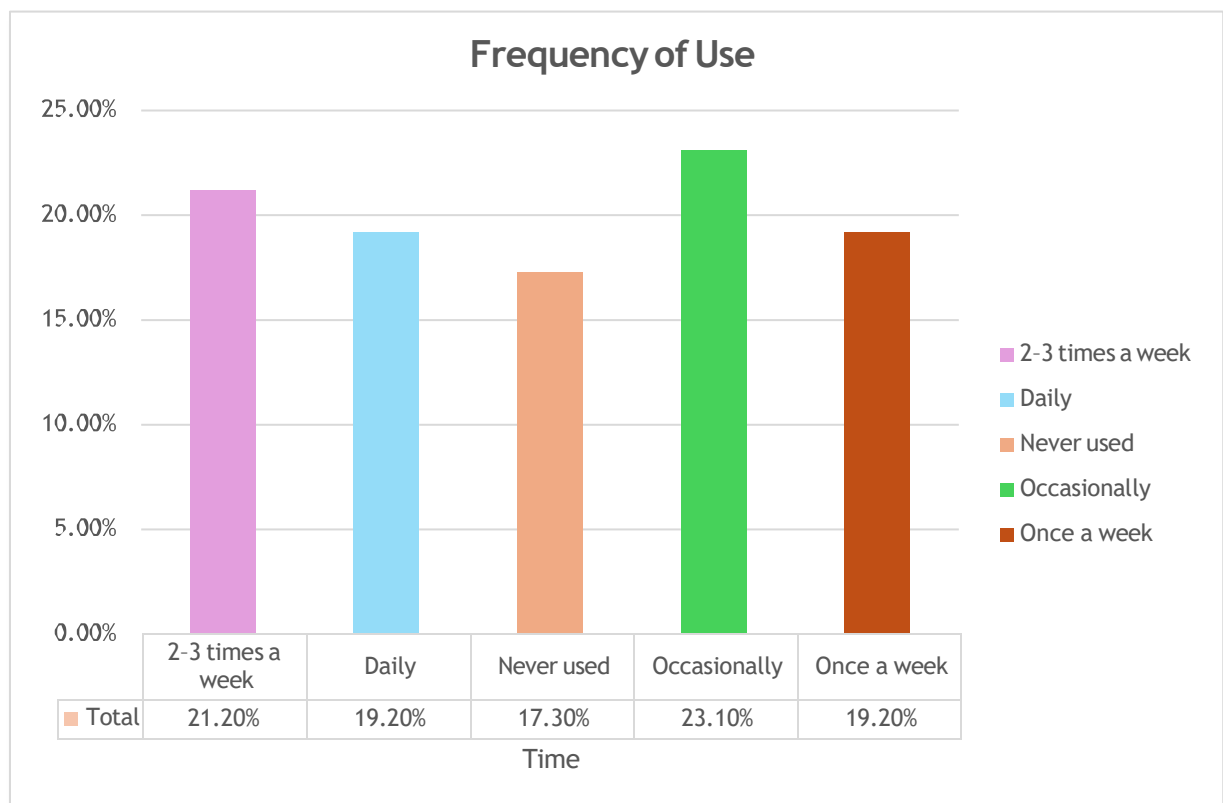


- The highest number of respondents (40 people) are from Nashik.
- follows with 4 people (7.8%).
- Colaba and Nanded City each have 3 people (5.9%).
- Bibwewadi, Jogeshwari, and Manchar each have 2 people (3.9%).
- All other locations, like Alibag, Aurangabad, Swargate, Nagpur, etc., have 1 respondent

each (2%).

4. How often do you use Q-Commerce platforms (e.g., Blinkit, Zepto, Instamart)?

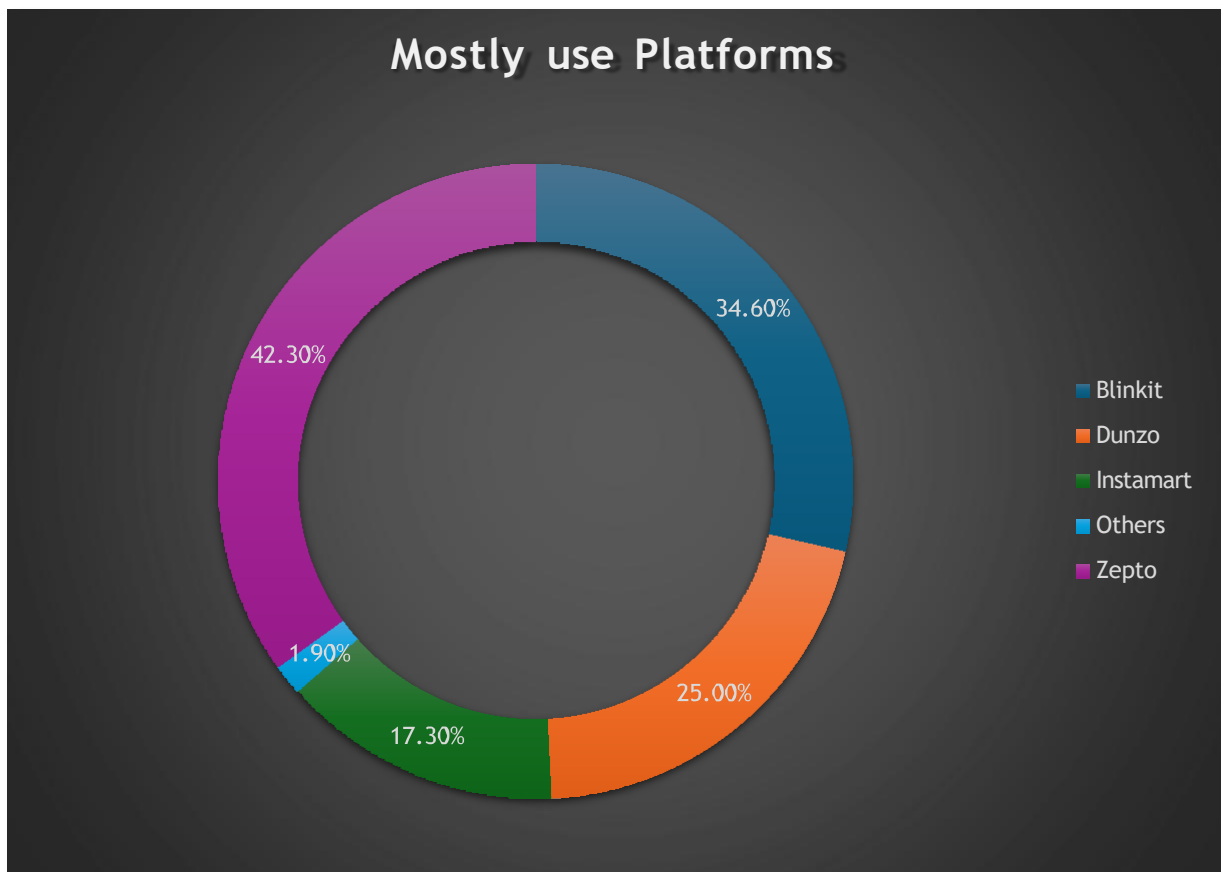
Frequency of Use	Percentage
Daily	19.2%
2–3 times a week	21.2%
Once a week	19.2%
Occasionally	23.1%
Never used	17.3%



- Occasionally (23.1%) – The largest group of people use these platforms every now and then, not regularly.
- 2–3 times a week (21.2%) – A good number of people use them a few times per week.
- Once a week (19.2%) – Some use it weekly.
- Daily (19.2%) – Another group uses them every day.
- Never used (17.3%) – A small portion has never used any of these platforms.

5. Which Q-Commerce platforms do you use most frequently? (You may select more than one)

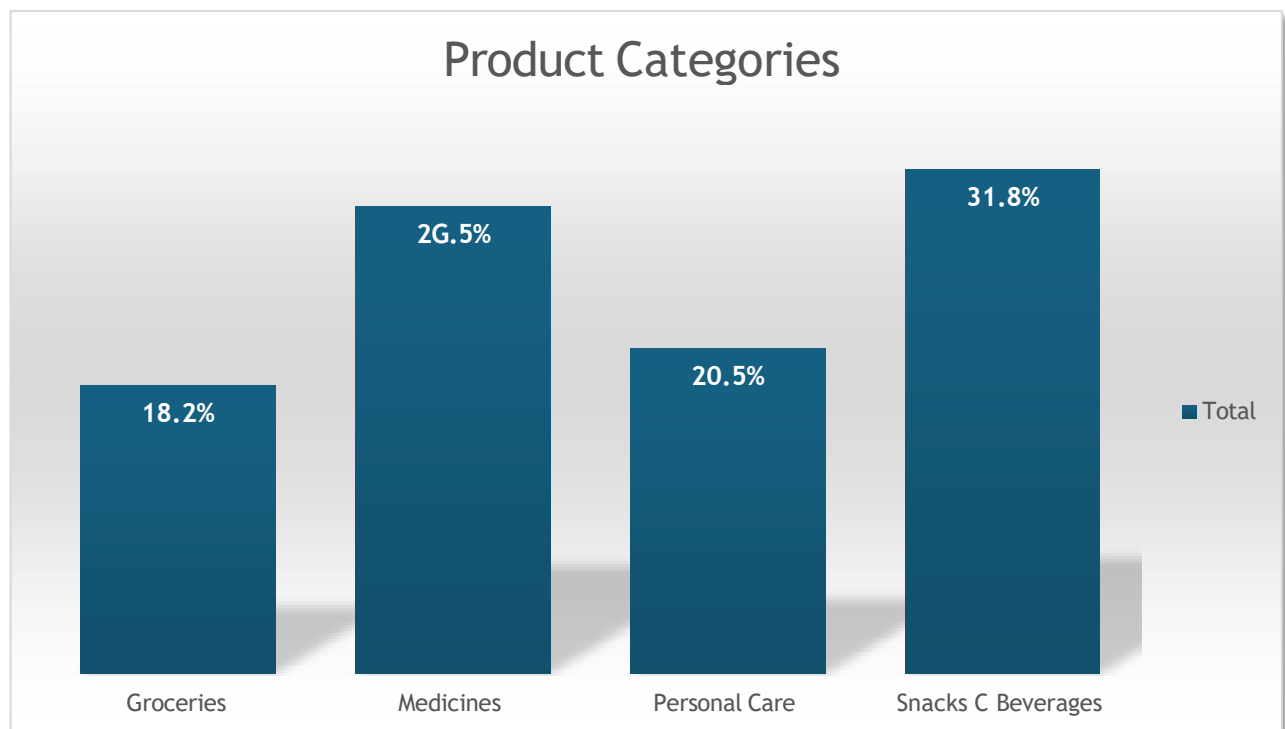
Q-Commerce Platform	Percentage
Blinkit	34.6%
Zepto	42.3%
Instamart	17.3%
Dunzo	25%
Others	1.9%



- Zepto is the most popular, with 42.3% of people using it.
- Blinkit comes next, used by 34.6% of people.
- Dunzo is used by 25%, so it's also fairly common.
- Instamart is used by 17.3%, which is less than the others.

6.What are the most common product categories you order through Q-Commerce?

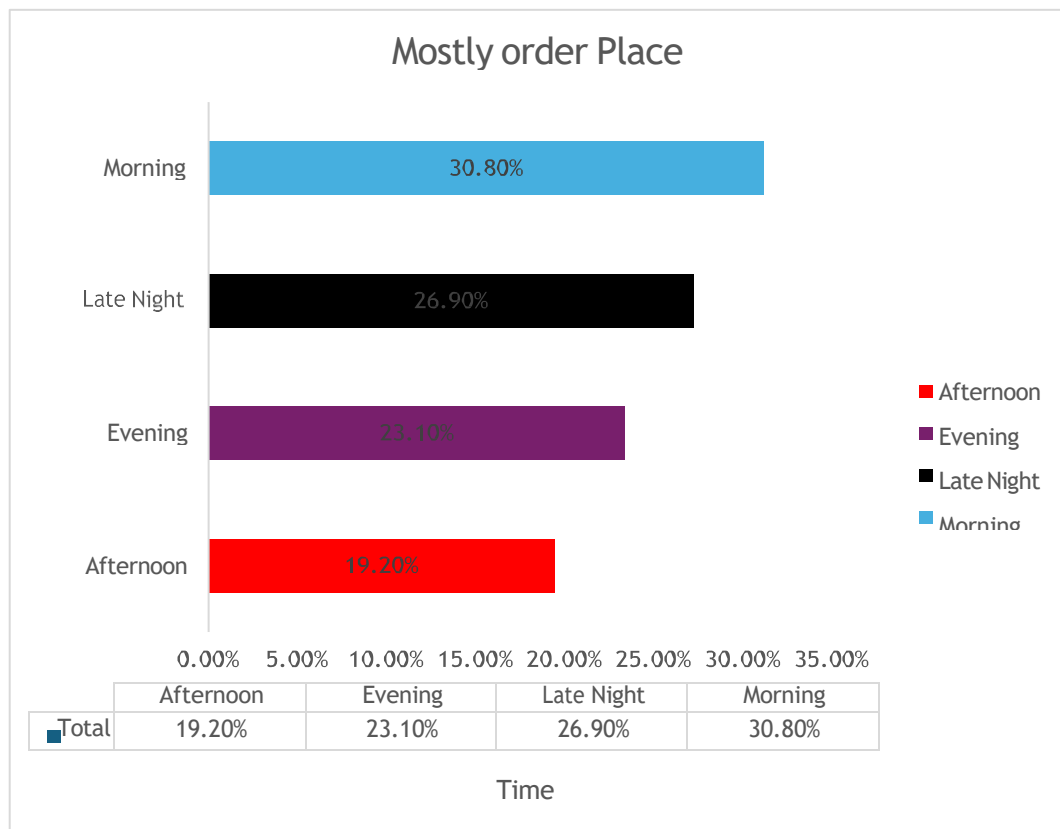
<u>Product Category</u>	<u>Percentage</u>
<u>Groceries</u>	<u>18.2%</u>
<u>Snacks & Beverages</u>	<u>31.8%</u>
<u>Personal Care</u>	<u>20.5%</u>
<u>Medicines</u>	<u>29.5%</u>



- **Snacks & Beverages (31.8%)** are the most popular category — most people order these the most.
- **Medicines (29.5%)** come next, showing that many also use Q-Commerce for health needs.
- **Personal Care (20.5%)** items are also fairly commonly ordered.
- **Groceries (18.2%)** are the least ordered among these categories, but still used by some.

7. What time of the day do you usually place your Q-Commerce orders?

Time of Day	Percentage
Morning	30.8%
Afternoon	19.2%
Evening	23.1%
Late Night	26.9%

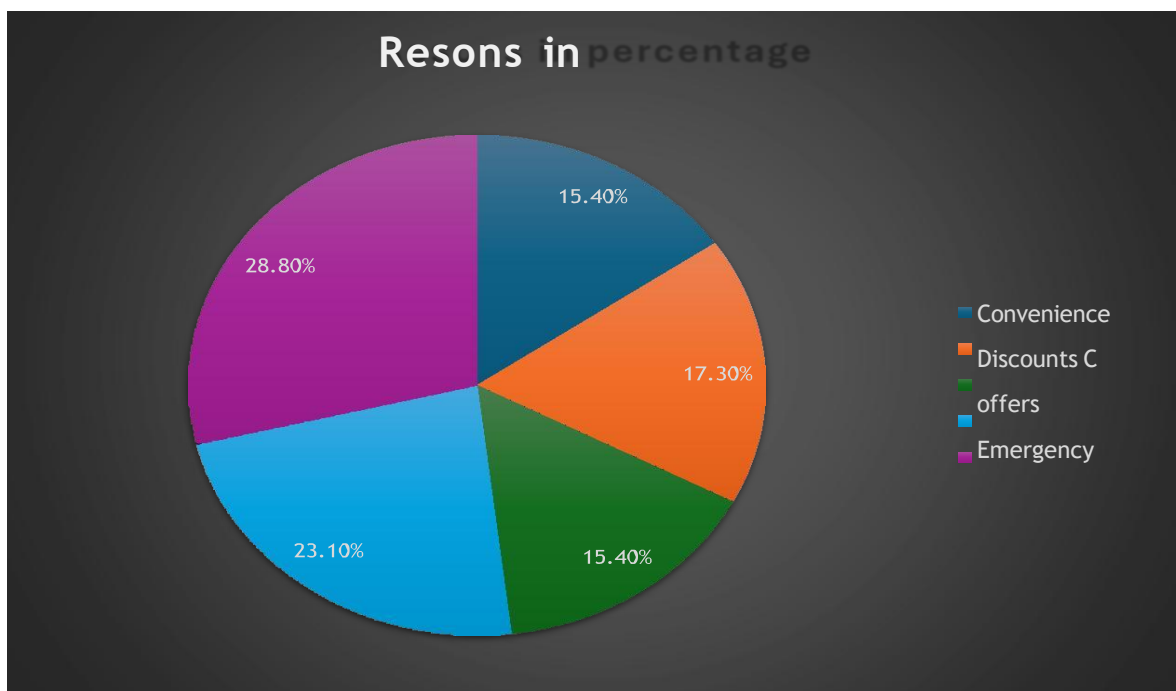


- Morning (30.8%) is the most common time for placing orders.
- Late Night (26.9%) comes next — a lot of people prefer ordering late at night.
- Evening (23.1%) is also a popular choice.
- Afternoon (19.2%) is the least preferred time.

In short: Most people order in the morning, but a good number also place orders late at night. Fewer people do it in the afternoon.

8.What is your primary reason for using Q-Commerce platforms?

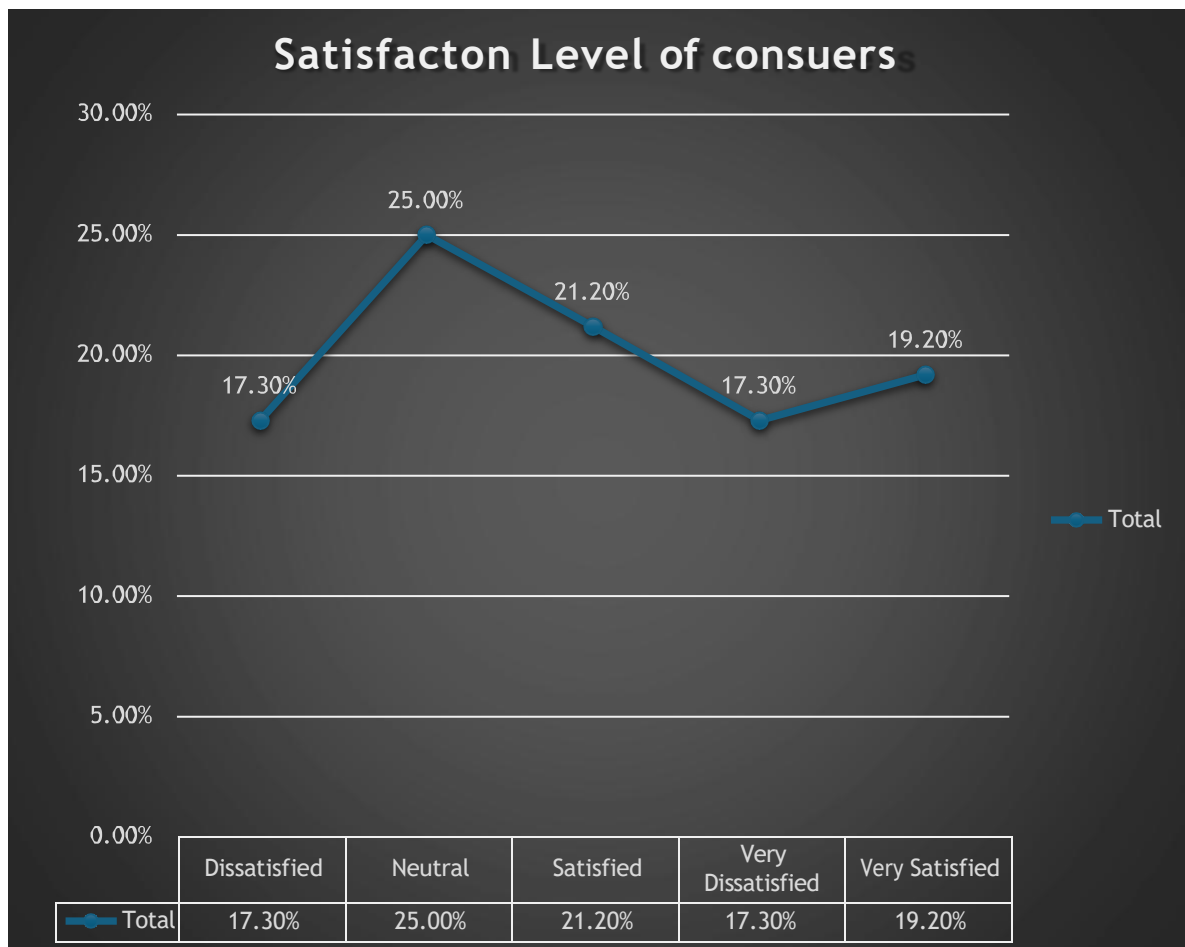
<u>Reason</u>	<u>Percentage</u>
<u>Speed of delivery</u>	<u>28.8%</u>
<u>Product availability</u>	<u>23.1%</u>
<u>Discounts & offers</u>	<u>17.3%</u>
<u>Convenience</u>	<u>15.4%</u>
<u>Emergency needs</u>	<u>15.4%</u>



- Speed of delivery is the top reason (28.8%).
- Product availability is the second most common reason (23.1%).
- Discounts & offers, Convenience, and Emergency needs are all tied with lower percentages (around 15–17%).

9. How satisfied are you with your overall Q-Commerce experience?

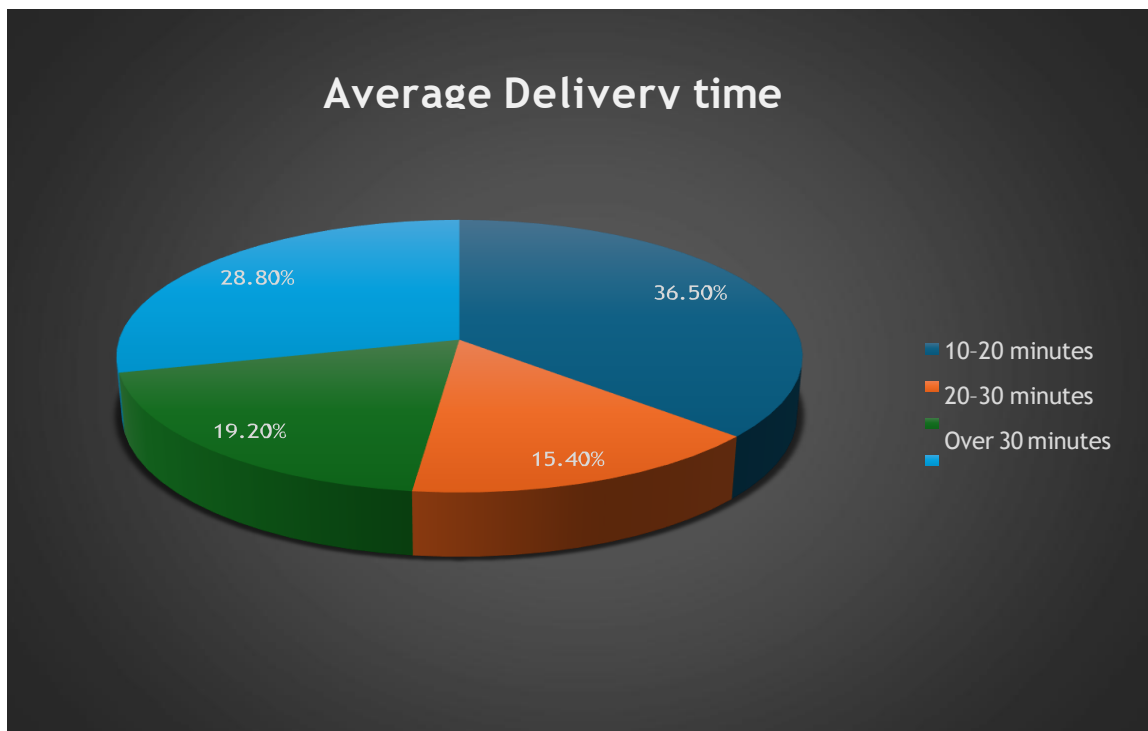
Satisfaction Level	Percentage
Neutral	25%
Satisfied	21.2%
Very Satisfied	19.2%
Dissatisfied	17.3%
Very Dissatisfied	17.3%



- Neutral was the most selected option (25%).
- Satisfied and Very Satisfied are close behind (21.2% and 19.2%).
- Some users were Dissatisfied or Very Dissatisfied (both at 17.3%).

10. What is the average delivery time you experience?

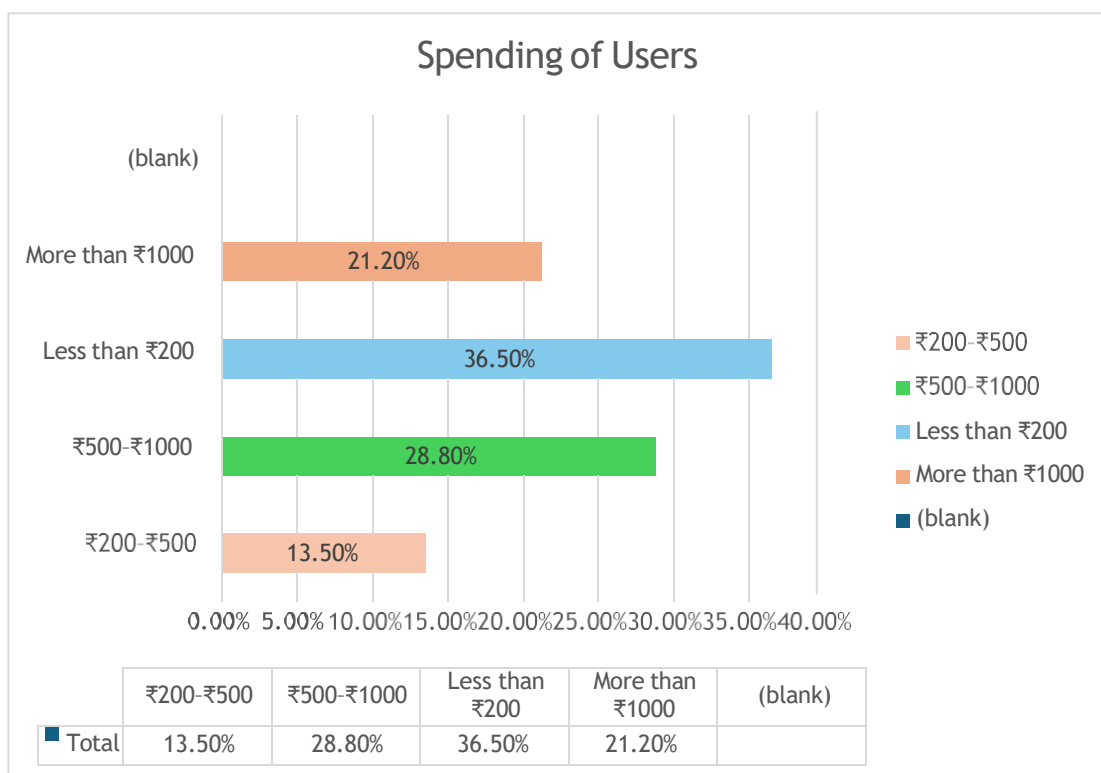
Average Delivery Time	Percentage
10–20 minutes	36.5%
Under 10 minutes	28.8%
Over 30 minutes	19.2%
20–30 minutes	15.4%



- Most deliveries (36.5%) take 10–20 minutes – this is the most common delivery window.
- Under 10 minutes is next (28.8%), showing that fast delivery is still happening for some.
- Over 30 minutes accounts for 19.2% – not super common, but it does happen.
- 20–30 minutes is the least common (15.4%).

Overall, most people receive deliveries within 10–20 minutes, with some even faster.

11. How much do you typically spend per order?



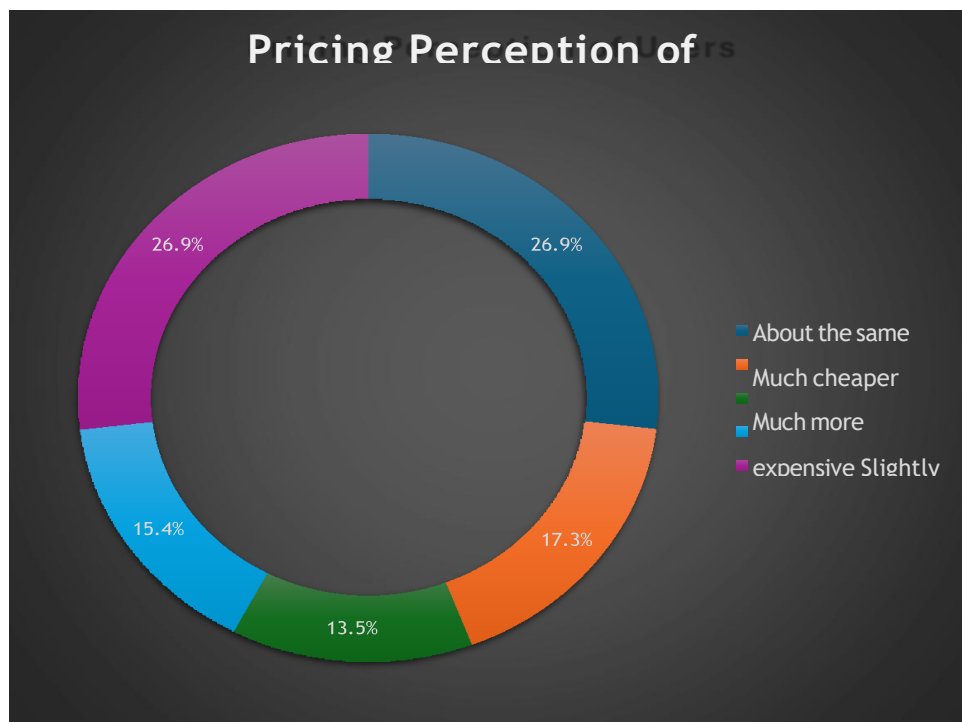
Spending Range	Percentage
Less than ₹200	36.5%
₹500-₹1000	28.8%
More than ₹1000	21.2%
₹200-₹500	13.5%

- **Most users (36.5%) spend less than ₹200** per order.
- **₹500–₹1000** is the next most common range (28.8%).
- **More than ₹1000** comes after that (21.2%).
- **₹200–₹500** is the least common, with just 13.5%.

So overall, users mostly spend **under ₹200**, but there's a good number also spending mid to high amounts.

12.How do you rate the pricing of products on Q-Commerce platforms compared to local stores?

Pricing Perception	Percentage
Slightly more expensive	26.9%
About the same	26.9%
Much cheaper	17.3%
Slightly cheaper	15.4%
Much more expensive	13.5%

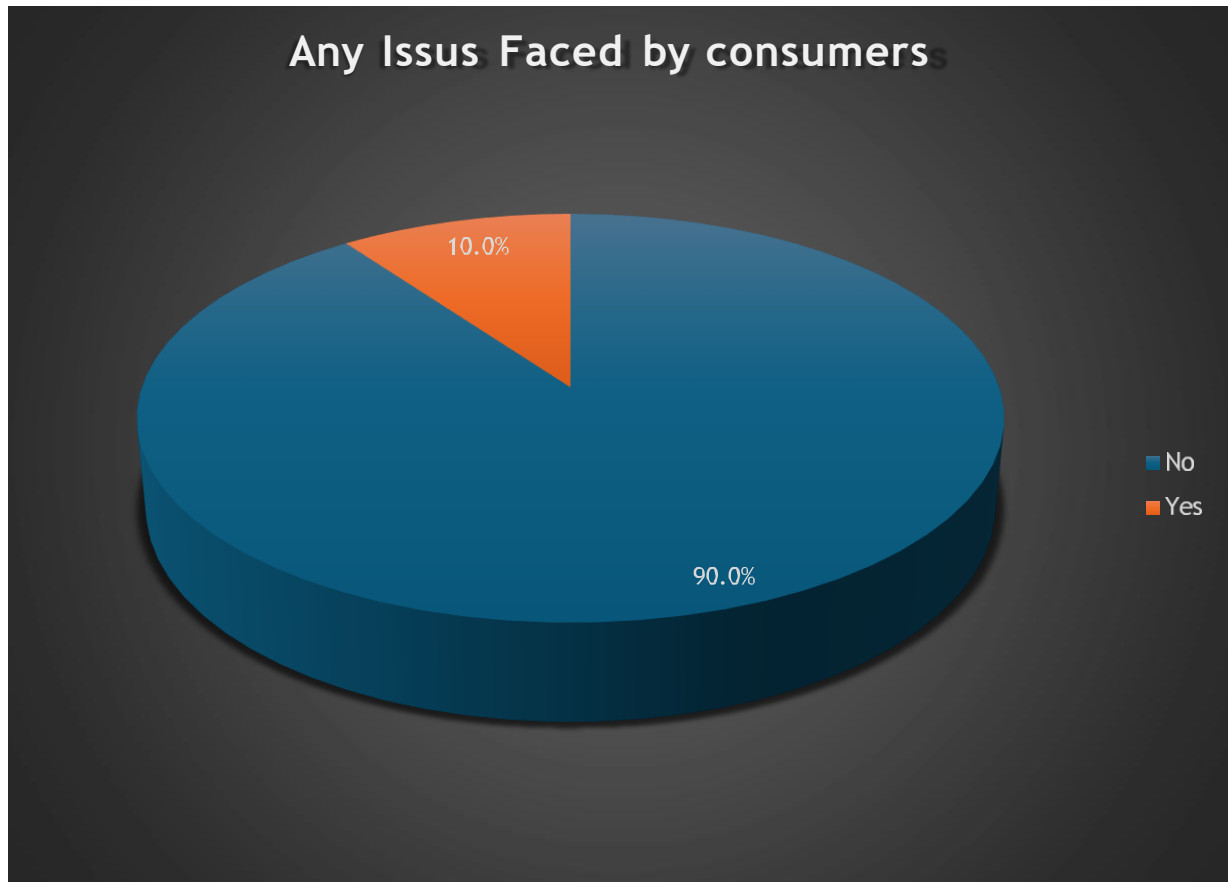


- Most people (26.9%) think prices are slightly more expensive.
- Another 26.9% say prices are about the same.
- Smaller portions feel they are:
- Slightly cheaper (15.4%)
- Much cheaper (17.3%)
- Much more expensive (13.5%)

So, the general view is that Q-Commerce pricing is either similar to or a bit more expensive than local stores, but not drastically different.

13. Have you faced any issues while using Q-Commerce platforms? (e.g., delivery delays, wrong items, etc.)

<u>Faced Issues?</u>	<u>Percentage</u>
<u>No</u>	<u>55.8%</u>
<u>Yes</u>	<u>44.2%</u>

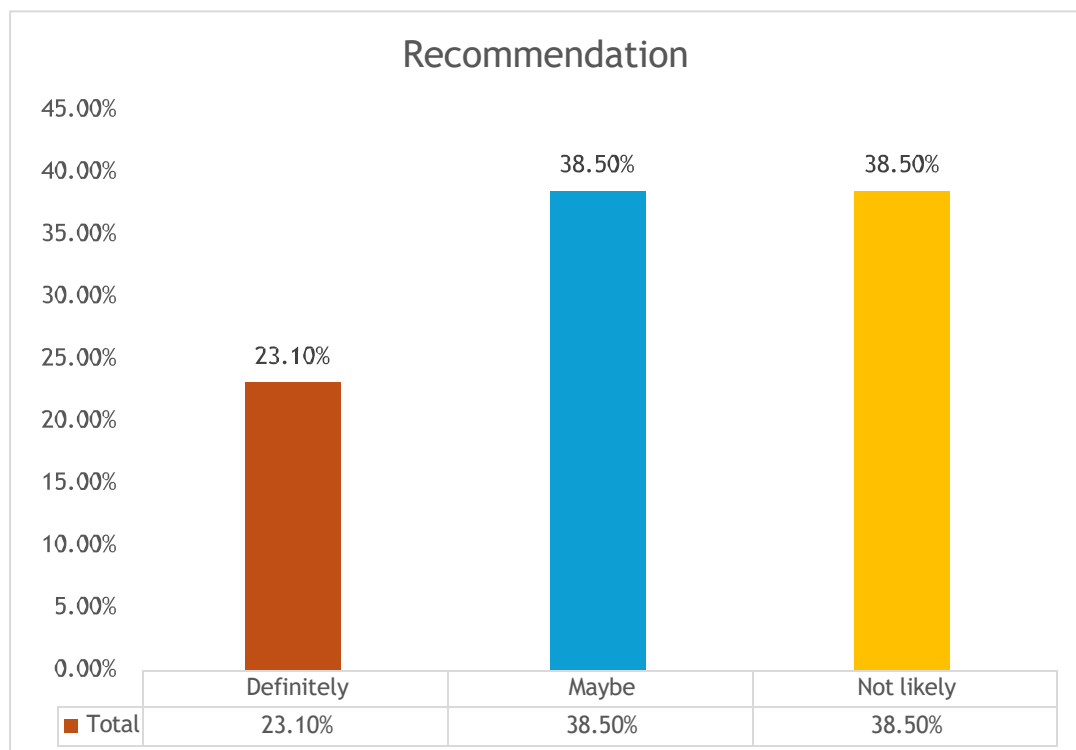


- 90.0% said "No" – they have not faced any issues.
- 10.0% said "Yes" – they did experience some issues.

So, more than half of the users had a smooth experience, but a significant number still ran into problems.

13. Would you recommend Q-Commerce services to others?

<u>Will Recommend?</u>	<u>Percentage</u>
<u>Maybe</u>	<u>38.5%</u>
<u>Not likely</u>	<u>38.5%</u>
<u>Definitely</u>	<u>23.1%</u>



- 38.5% said "Maybe" – they are unsure.
- 38.5% said "Not likely" – they probably wouldn't recommend it.
- Only 23.1% said "Definitely" – they are fully satisfied and would recommend it.

So, the majority of users are either uncertain or unlikely to recommend Q-Commerce services, indicating there's room for improvement.

CHAPTER NO .5
CONCLUSION, FINDINGS &
SUGGESTIONS

CONCLUSION

The field project aimed to explore consumer behaviour patterns and the evolving market dynamics within the Q-Commerce (Quick Commerce) industry using data-driven tools such as Power BI and Advanced Excel. Based on the survey analysis and secondary data, several key insights emerged:

1. Changing Consumer Preferences:

The study revealed a clear shift in consumer expectations toward faster delivery services. Consumers, especially working professionals and students, increasingly prefer platforms like Blinkit, Zepto, and Instamart for their convenience and speed.

2. Usage Trends:

A significant portion of respondents use Q-Commerce platforms regularly, with many using them 2–3 times a week. This indicates growing dependence on instant delivery for daily essentials and lifestyle products.

3. Occupation and Usage Correlation:

Working professionals and business owners showed higher usage frequency, likely due to their time constraints and willingness to pay for convenience.

4. City-Wise Penetration:

The usage pattern varied slightly across cities. Urban and semi-urban areas showed higher adoption of Q-Commerce services, indicating that location plays a role in consumer behaviour.

5. Awareness and Opportunity:

A small yet notable segment had never used Q-Commerce, suggesting opportunities for platforms to expand their awareness and reach through targeted marketing.

6. Data-Driven Insights:

The use of Power BI and Excel dashboards helped visualize and understand patterns, making the analysis more actionable. These tools enabled segmentation, trend forecasting, and behavioural clustering with greater accuracy.

FINDINGS

1. **Age Group:** Majority of users fall in the **18–35** age group.
2. **Occupation:**
 - **Working professionals** (28.8%) and **business owners** (26.9%) are the dominant user segments.
 - **Students** (25%) also represent a significant user base.
3. **Location:** **Nashik** has the highest response rate, indicating a strong urban consumer presence.
4. **Frequency of Use:**
 - Majority use Q-commerce **occasionally** (23.1%) or **2–3 times a week** (21.2%).
 - **Daily usage** is reported by 19.2%.
5. **Preferred Platforms:**
 - **Zepto** (42.3%) and **Blinkit** (34.6%) are the most used platforms.
6. **Order Timing:**
 - **Morning** (30.8%) and **late-night** (26.9%) are peak ordering times.
7. **Spending:**
 - Most users spend **less than ₹200** per order (36.5%).
 - A fair number spend in the **₹500–₹1000** range (28.8%).
8. Most common purchases include:
 - **Snacks & Beverages** (31.8%)
 - **Medicines** (29.5%)
 - **Personal Care** (20.5%)
 - **Groceries** (18.2%)
9. **Key Drivers:** Speed of delivery (28.8%) and product availability (23.1%) are top motivators.

10. **Delivery Time:**

- 36.5% receive orders within **10–20 minutes**.
- 28.8% report **under 10 minutes**, showing high efficiency.

11. **Pricing Perception:**

- Mixed views: most think it's **slightly more expensive (26.9%)** or **same as local prices (26.9%)**.

12. **Experience:**

- 25% are **neutral**, while 21.2% are **satisfied**, and 19.2% **very satisfied**.
- 17.3% expressed **dissatisfaction**.

13. 90% reported **no issues**, showing operational efficiency.

14. However, only **23.1%** would “definitely” recommend the service, with 38.5% uncertain.

SUGGESTIONS

1. Introduce **loyalty programs** to convert neutral or uncertain users into brand promoters.
2. Focus on **customer retention strategies**, such as exclusive deals for frequent users.
3. Continue optimizing **delivery times**, especially during peak hours like mornings and late nights.
4. Expand **product variety**, especially in underrepresented categories like groceries.
5. Work on **price competitiveness** by offering combo deals or bundling services.
6. Highlight **cost-saving options** and increase awareness of offers through in-app marketing.
7. Develop **personalized user experiences** using AI and data analytics (e.g., recommended products).
8. Strengthen app performance with real-time tracking, inventory status, and feedback systems.
9. Since Nashik dominates, there's a clear opportunity to **replicate successful models in similar urban clusters**.
10. Conduct localized marketing in cities with low penetration (e.g., Colaba, Aurangabad, etc.).
11. Continue leveraging **Power BI dashboards** and **Advanced Excel analytics** for real-time insights.
12. Use behavioral data to optimize **inventory, delivery logistics, and marketing campaigns**.

QUESTIONNAIRE

1. What is your age group?

- ☐ Under 18
- ☐ 18–24
- ☐ 25–34
- ☐ 35–44
- ☐ 45 and above

2. What is your occupation?

- ☐ Student
- ☐ Working Professional
- ☐ Business Owner
- ☐ Homemaker
- ☐ Other (Please specify)

3. In How often do you use Q-Commerce platforms (e.g., Blinkit, Zepto, Instamart)?

- ☐ Daily
- ☐ 2–3 times a week
- ☐ Once a week
- ☐ Occasionally
- ☐ Never used

5. Which Q-Commerce platforms do you use most frequently? (You may select more than one)

- ☐ Blinkit
- ☐ Zepto

- Instamart
 - Dunzo
 - Other (Please specify)
6. What are the most common product categories you order through Q-Commerce? (*Select all that apply*)
- Groceries
 - Snacks & Beverages
 - Personal Care
 - Medicines
 - Household Essentials
 - Other
7. What time of the day do you usually place your Q-Commerce orders?
- Morning
 - Afternoon
 - Evening
 - Late Night
8. What is your primary reason for using Q-Commerce platforms?
- Speed of delivery
 - Convenience
 - Discounts & offers
 - Product availability
 - Emergency needs
9. How satisfied are you with your overall Q-Commerce experience?
- Very Satisfied

- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied

10. What is the average delivery time you experience?

- Under 10 minutes
- 10–20 minutes
- 20–30 minutes
- Over 30 minutes

11. How much do you typically spend per order?

- Less than ₹200
- ₹200–₹500
- ₹500–₹1000
- More than ₹1000

12. How do you rate the pricing of products on Q-Commerce platforms compared to local stores?

- Much cheaper
- Slightly cheaper
- About the same
- Slightly more expensive
- Much more expensive

13. Have you faced any issues while using Q-Commerce platforms? (e.g., delivery delays, wrong items, etc.)

- Yes (Please specify)

- No

14. Would you recommend Q-Commerce services to others?

- Definitely
- Maybe
- Not likely

15. What improvements would you like to see in Q-Commerce services?

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6. International Journal of Consumer Studies
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Tools Used:

1. Microsoft Excel (Advanced Excel) – For data cleaning, visualization, and analysis
2. Microsoft Power BI – For dashboards and data visualization