A Study on Sustainability Practices on Quick - Commerce Delivery

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Abstract
The rapid expansion of Quick Commerce (Q-Commerce) has changed the e-commerce situation by providing ultra-fast delivery services within an hour. This improves convenience for consumers, but raises considerable environmental concerns, including carbon emissions, packaging waste and resource collapse. This study examines the sustainability practices of the Q-commerce sector and focuses on consumer perception, and willingness to adopt eco-friendly delivery options. The study results show that many consumers recognize the importance of sustainability and variance in the level of awareness, indicating that the brand's initiatives of Q commerce companies remains inconsistent with the green initiative. Regression analysis highlights a strong correlation between perceptions of sustainable practices and consumer commitment, indicating that informed consumers are more likely to support environmentally friendly initiatives. The study highlights the need for businesses to define strategies for sustainability marketing, and implement greener logistics solutions that meet consumer expectations, and ultimately Promoting a sustainable and responsible Q-commerce ecosystem.

Key Words: Sustainable Consumption, E-commerce, Recyclable Packaging, Grocery Delivery, Energy Savings

Introduction

In recent years, the rapid growth of the e-commerce industry has emerged as Quick Commerce (Q-Commerce), a section that focuses on ultra-fast delivery of goods, which is often an hour of order placement It is inside. "A study on stability practices in Quick Commerce delivery" refers to an empirical probe, which focuses on the discovery of environmental practices and strategies adopted by accelerated commerce companies to reduce their ecological effects during the delivery process. Q-commerce, characterized by ultra-fast, often within an hour, consumer has become increasingly popular due to delivery, speed and convenience of consumer. However, these services contribute significantly to carbon emissions, packaging waste and resource deficiency. The purpose of this study is to analyze that stability practices such as eco-friendly packaging, methods of carbon-neutral delivery, waste deficiency and energy-skilled operations are applied within the Q-commerce delivery system. This study suggests how consumer awareness about stability practices affects their preferences for permanent distribution options

in Q-Commerce. Understanding this relationship, the purpose of research is to highlight how an increase in consumer awareness can increase the demand for sustainable practices, cu-commerce companies push to adopt greenery strategies that reduce environmental effects Are and consumers align with preferences.

Review of Literature

Judit Olah, (2023) - One of the most important social and environmental issues of our time is sustainability. According to research, e-commerce is expanding quickly and becoming more and more popular. According to survey data, just 25% of consumers have opted to shun businesses that do not follow sustainability standards, although two-thirds of consumers believe that online merchants' adoption of such policies is significant. Research on sustainable e-commerce is therefore essential. According to the findings, only a small number of African countries—like Kenya—have adopted sustainability policies for e-commerce, while the majority of European countries have. Additionally, this study suggests managerial and theoretical ramifications. Policies that regulate sustainable e-commerce and its effects on the environment must also be put in place by all parties involved, including governments, retailers, and customers.

Irene De Angeli, (2024) - The COVID-19 epidemic has significantly boosted the growth of the e-commerce industry in recent years, especially online food delivery. In order to evaluate the sustainability of online grocery delivery, this study aims to investigate the advantages and disadvantages for the environment. The findings imply that online grocery delivery may be a viable sustainable shopping option, but its viability depends on a number of variables, including consumer preferences, broad adoption, and efficient delivery methods. Therefore, this study emphasises the need for creative solutions and eco-friendly tactics to guarantee that online grocery delivery turns into a really sustainable choice.

Michele Ottoman Eli, (2024) - The use of environmentally friendly, sustainable vehicles has become a practical option for urban delivery in recent years, especially in places with constraints and traffic jams. Key performance measures such driver salaries, total delivery times, energy prices, vehicle investment expenses, and average payload capacity utilization have been used to compare the newest electric light-duty vehicles, such as e-cargo bikes, e-mopeds, and e-vans. The thorough assessment encourages the use of zero-emission tactics and helps e-grocers choose the best choice that takes into account both financial and environmental factors.

Laura Foresti, Lorenzo Prataviera, (2023) - Using information from both customers and e-grocery operations, this study investigates the policies of e-grocery orders. According to the results, policies that are created using the previously described data metrics perform noticeably better than those that are not. A grocery allocation approach that considers both product availability and proximity is very successful in improving a number of performance measures, according to the findings. The study promotes the use of consumer data by e-grocery businesses in the development and improvement of delivery-focused policies and strategies.

Eunhye SON, Ki Han Kwon, (2023) - This essay looks at a number of studies on how quick-commerce delivery services affect the environment and nearby communities, focusing on air pollution and the increase of packaging waste associated with quick-commerce's rising use. According to the study's findings, quick-commerce delivery services are in fact associated with increased traffic because of frequent travel, which makes urban traffic congestion and greenhouse gas emissions worse. As a result, in light of changing distribution services, this study promotes the use of neighborhood shopping malls and private areas to reduce environmental pollution and encourage sustainable consumption practices.

Jay Daniel, (2023) - This study's goal is to perform a comprehensive analysis of the existing literature on comparative evaluations of e-commerce and quick commerce (Q-commerce), particularly with regard to their greenhouse gas (GHG) emissions. The results of the study show that a number of parameters, such as delivery speed, last-mile depot locations, logistics and vehicle efficiency, consumer ordering behaviors, and average basket size, affect the GHG emissions linked to both shopping modalities. Furthermore, the findings highlight the differences between Q-commerce and E-commerce supply chain networks.

Lukas Hardi, Ulrich Wagner, (2018) - This paper examines the effects of various vehicle types on the break-even points for energy and CO2 emission savings, focusing on Haidhausen Süd, a district in Munich, Germany. Both internal combustion engine vehicles and electric vehicles are analyzed to reflect current and anticipated trends. The findings indicate that grocery delivery can result in energy and carbon dioxide savings across a broad spectrum of private vehicle usage for grocery shopping. However, should the entire customer vehicle fleet transition to electric, the continued use of internal combustion engine delivery vehicles may introduce additional environmental impacts under the current modal distribution for shopping trips in Germany.

Manas Sarkar, (2024) - The swift growth of quick-commerce (Q-commerce) enterprises, which offer rapid last-mile delivery, necessitates an immediate evaluation of their environmental sustainability. This research explores the sustainability of the q-commerce business model, which predominantly utilizes electric vehicles (EVs) and dark stores for last-mile delivery services, while assessing the environmental repercussions of express-delivery operations, particularly regarding greenhouse gas (GHG) emissions. The findings underscore the challenges of attaining sustainability in the fast-paced last-mile delivery sector reliant on combustion vehicles and suggest a framework for incorporating eco-friendly practices to minimize overall environmental impacts, such as enhancing electric vehicle utilization and optimizing delivery routes. The paper concludes by addressing the viability and importance of fostering a more sustainable q-commerce landscape, along with its limitations and future opportunities.

Michael Olumekor, Harman Preet Singh, Ibrahim Abdullah Alhamad, (2024) - Online grocery shopping has experienced significant growth in recent years. It has been advocated as a means to address systemic disparities in food access and to promote sustainable food practices Consequently, this paper offers an analysis based on data from 16 Russian regions, encompassing a total population exceeding 44 million individuals. The findings indicate a significant correlation with income, suggesting that while online grocery shopping presents substantial potential for mitigating food access inequalities and fostering sustainability, persistent issues such as poverty and income disparity may prove challenging to resolve.

Maren Schnieder, Chris Hinde, Andrew West, (2023) - Online grocery shopping is a rapidly growing sector. This trend has led to significant advancements in last mile delivery services, raising concerns regarding its broader implications, such as environmental pollution, land utilization, and traffic congestion. The research presented in this paper introduces a grocery delivery model in which products are transported by train to the nearest station of the customer. Subsequently, consumers have the option to either collect their groceries directly (i.e., click and collect) or have them delivered to their homes. The primary focus of this paper is on the last mile delivery segment of the supply chain, specifically from the train station to the end customer. The findings indicate that, depending on different scenarios. Home delivery may be more advantageous for 76–89% of communities when compared to the click and collect alternative, based on their land use efficiency.

Chiara Siragusa, Angela Tumino, (2021) - The expansion of e-commerce has raised questions regarding its environmental sustainability in comparison to traditional brick-and-mortar retail. Despite the absence of definitive studies to substantiate this perspective, media narratives frequently

portray e-commerce as less sustainable. The assessment was conducted in Italy, a country where e-grocery has seen substantial annual growth. The findings suggest that e-grocery may be more sustainable than traditional shopping, with emissions potentially 10% to 30% lower, contingent upon the specific circumstances.

Soukaina Aziz, Ila Maltese, Edoardo Marcucci, Valerio Gatta, Rachid Benmoussa, El Hassan Irhirane (2022) - E-grocery is experiencing rapid growth globally and poses significant challenges for urban logistics. The findings reveal two contrasting perspectives: some research indicates that online grocery shopping is a more environmentally sustainable option, while other studies suggest that the energy consumption associated with this new channel exceeds that of traditional alternatives. This paper aims to guide future research on the interplay between e-grocery and energy usage, providing insights beneficial not only to e-grocery retailers and logistics providers but also to policymakers interested in fostering sustainable urban development and minimizing the environmental impact of grocery delivery systems within city logistics.

Research Methodology

This section outlines the methodology used for conducting a study on the sustainability practices in quick commerce (Q-commerce) delivery. The study primarily focuses on empirical research where a questionnaire was distributed to collect data from a sample of 100 respondents. The analysis of the responses is aimed at understanding consumer perceptions and preferences regarding sustainable delivery practices in the Q-commerce industry.

Research Objectives

- To Assess Consumer Awareness on sustainability practices employed by quick commerce companies.
- To explore the level of importance consumer's place on sustainability when choosing Q-commerce services.
- To Examine Willingness of consumers to Pay for Sustainable Practices

Type of Research

Empirical Research is used to analyse the Data. This study is empirical as it relies on the collection of primary data directly from respondents via a questionnaire. This study employs an applied quantitative research design to explore the sustainability practices in quick commerce delivery. The focus is on the collection of numerical data through a structured questionnaire distributed to 100 respondents. The data is analysed statistically to derive meaningful conclusions about consumer preferences and behaviour

Type of Sampling

This study on sustainability practices in quick commerce delivery used Simple Random Sampling to ensure a representative and unbiased sample. A total of 100 responses were collected through a questionnaire, with each individual having an equal chance of selection. This method minimizes selection bias and enhances generalizability, capturing diverse opinions and experiences. By providing a broad and accurate overview of sustainability practices, Simple Random Sampling ensures that the findings reflect the larger population rather than focusing on specific subgroups.

Results and Discussions

Demographic Analysis

Category	Key Observations
Age Distribution	Majority (45%) are 18-24 years old
	The second largest group is 45-54 years (18%)
	The youngest (Under 18) and oldest (55+) groups have the lowest representation
Gender Distribution	75% of respondents are female, making it the dominant gender.
	24% are male, and the remaining percentage accounts for Non-binary/Other and Prefer not to say.
Location Distribution	89% of respondents are from urban areas.
	Only 11% are from rural areas, indicating a strong urban representation.

Descriptive Analysis

Particulars	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)	Total Responses	Mean	Standard Deviation
I am aware of the sustainability initiatives implemented by my quick commerce delivery service.	22	56	18	1	3	100	3.93	0.84
I believe that quick commerce delivery services communicate their sustainability practices effectively.	20	52	22	4	2	100	3.84	0.86
I am aware that my quick commerce delivery service uses eco-friendly packaging materials.	19	46	28	6	1	100	3.76	0.87
Sustainability is an important factor when choosing a quick commerce delivery service.	25	54	15	2	4	100	3.94	0.92

I believe that quick commerce delivery services should prioritize reducing their environmental impact.	34	44	18	3	1	100	4.07	0.86
I think quick commerce delivery services should use electric vehicles to reduce emissions.	37	43	15	3	2	100	4.1	0.9
I would be willing to pay extra for a quick commerce delivery service that offers sustainable delivery options.	17	35	28	10	10	100	3.39	1.18
I prefer delivery services that offer environmentally friendly packaging, even if it takes more time.	23	48	14	11	4	100	3.75	1.06
I am satisfied with the sustainability practices of the quick commerce delivery services I use.	21	40	30	3	6	100	3.67	1.04
I would support a quick commerce delivery service that takes longer to deliver in order to minimize environmental impact.	26	42	20	8	4	100	3.78	1.05
I believe that quick commerce delivery services should offer sustainable options at no additional cost.	39	33	18	6	4	100	3.97	1.09

Interpretation

The descriptive analysis reveals that respondents generally acknowledge sustainability efforts in quick commerce as the study shows a Mean awareness score of (3.93). Most respondents believe these Quick Commerce services should prioritize environmental impact (4.07) and use electric vehicles (4.1). Willingness to pay extra for sustainability is moderate (3.39). The Satisfaction levels

on existing sustainability practices remain balanced (3.67), and there is an emphasizing demand for cost-free green options (3.97).

Percentage & Frequency of People Using Q- Commerce Delivery Service

Quick Commerce Delivery Service	Percent of People Using Q- Commerce Delivery Service
Swiggy Instamart	46%
Blinkit	21%
Zepto	34%
Big Basket	12%
None	24%
Amazon	3%

Frequency of Quick Commerce Usage	Percentage (%)
Rarely	30%
Weekly	27%
Never	19%
Monthly	17%
Daily	7%

Regression Analysis

To examine the Impact of sustainability-related attitudes on customer satisfaction with quick commerce delivery services, Regression Analysis has been conducted through R The dependent variable was satisfaction with sustainability practices, while independent variables included customer awareness, preferences, and willingness to engage in sustainability initiatives.

Hypothesis

Awareness of eco-friendly packaging materials

H_0: Awareness of eco-friendly packaging materials has no significant impact on customer satisfaction.

H_1: Awareness of eco-friendly packaging materials positively impacts customer satisfaction

Preference for environmentally friendly packaging

H_0: Preference for environmentally friendly packaging has no significant effect on customer satisfaction.

H_1: Preference for environmentally friendly packaging positively affects customer satisfaction.

Belief that sustainable options should be free

H_0: The belief that sustainability initiatives should be free has no significant relationship with customer satisfaction.

H_1: The belief that sustainability initiatives should be free positively correlates with customer satisfaction.

Willingness to accept slower deliveries for sustainability

H_0: Willingness to accept slower deliveries for sustainability has no significant impact on customer satisfaction.

H_1: Willingness to accept slower deliveries for sustainability negatively impacts customer satisfaction.

Belief that reducing environmental impact is a priority

H_0: Believing that reducing environmental impact is a priority has no significant effect on customer satisfaction.

H_1: Believing that reducing environmental impact affects customer satisfaction.

Results

Particulars	Coefficient (β)	P-Value	Interpretation
Awareness of eco-friendly packaging materials	0.5156	< 0.001	Customers awareness of sustainable packaging tend to report higher awareness among consumers
Preference for environmentally friendly packaging	0.5093	< 0.001	Those preferring eco-friendly packaging are significantly more satisfied.
Belief that sustainable options should be free	0.294	< 0.001	Expecting free sustainability initiatives correlates with higher awareness among consumers
Willingness to accept slower deliveries for sustainability	-0.1919	0.031	Customers willing to accept delays for sustainability show lower awareness, possibly due to trade-offs in convenience.
Belief that reducing environmental impact is a priority	-0.2004	0.053	Nearly significant (p = 0.053), suggesting that those prioritizing sustainability still feel dissatisfied with current efforts.

Findings

The study finds that consumers aware of eco-friendly packaging tend to have greater overall sustainability awareness. Those who prefer sustainable packaging report more positive experiences. Expecting free sustainable options is linked to higher awareness. However, consumers willing to accept slower deliveries for sustainability show lower awareness, likely due to convenience trade-offs. Additionally, even those who prioritize reducing environmental impact feel that current sustainability efforts are not enough.

Research Gap

While sustainability in quick commerce delivery is a growing area of interest, several gaps remain unexplored. Existing studies primarily focus on consumer convenience and speed but do not adequately address the trade-off between fast delivery and sustainable practices. There is limited research on consumer willingness to pay for eco-friendly delivery options, which is critical for businesses adopting green logistics. Additionally, most studies rely on self-reported data, lacking insights from actual purchasing behaviour. The role of technological advancements, such as AI-

driven logistics and electric vehicle adoption, in enhancing sustainability remains underexplored. Furthermore, comparative studies between urban and rural consumers on sustainability preferences in quick commerce are scarce. Finally, research on government regulations and policy incentives in promoting sustainable quick commerce is still in its early stages. Addressing these gaps can provide valuable insights for businesses, policymakers, and researchers in developing sustainable quick commerce solutions.

Limitations

- The study has more female (75%) and urban (89%) respondents, limiting generalizability.
- Self-reported responses may introduce bias in sustainability preferences.
- Findings are based on a single time frame, missing long-term trends.
- Rural and semi-urban consumer preferences were not extensively studied.
- Business constraints in implementing sustainability were not analysed.

Suggestions

- Enhance sustainability Awareness through clear labels and campaigns.
- Promote eco-friendly packaging as the preferred standard.
- Address cost expectations of consumers for sustainable options transparently.
- Optimize deliveries to balance speed and environmental impact.
- Strengthen green initiatives and demonstrate real impact.

Conclusion

This study assessed consumer awareness of sustainability practices in quick commerce services. The findings show that while many consumers recognize eco-friendly packaging and green initiatives, there is still a gap in how well these efforts are conveyed. Better branding and visible sustainability efforts can help increase awareness and engagement. The results also highlight that sustainability matters to consumers when choosing a delivery service, with a strong preference for eco-friendly packaging. However, many believe that sustainable options should come at no extra cost. While some consumers are open to paying for greener choices, businesses need to find ways to make these options more affordable and appealing. Interestingly, consumers willing to accept slower deliveries for sustainability showed lower awareness, suggesting that convenience still plays a major role. This means companies need to find ways to be both fast and eco-friendly without making customers feel like they have to choose one over the other. Additionally, despite valuing sustainability, many consumers feel that current efforts are not enough, highlighting the need for stronger and more visible green initiatives. Overall, quick commerce brands should invest in impactful marketing and sustainability campaigns to make eco-friendly options more attractive, accessible, and drive greater consumer awareness.

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