# The Impact of Opportunities generated through Q-Commerce on the Performance of Online Fruit Marketers in Pune City

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**Abstract.** The Maharashtrian fruit market is one of the leading fruit markets in the country. Maharashtra, which is also known as a fruit bowl of the country. It majorly produces 5 fruits namely Banana, Grapes, Mango, Orange and Pomegranate. The online fruit market has grown tremendously in the last few years. The changing phase of e-commerce and introduction of q-commerce brought a fabulous growth in this market. The research is conducted with the basic objective to study whether there is a significant impact of opportunities generated through the q-commerce on the business performance of the online fruit marketers in Pune city. The researchers also intended to study the internal differences between variables of opportunities through q-commerce and performance of online fruit marketers separately. It was also intended to study the correlation between opportunities through q-commerce and performance of online fruit marketers. The parameters to study the opportunities for the sellers and marketers were 'Allows you to tap the newer and faster market', 'Increases the reach in terms of customer base in the existing local market', 'Helps you to gain competitive and pricing advantage', 'Helps to promote your products and build your own brand', and 'Allows you to work on 24x7x361 basis'. Similarly, the parameters for studying the business performance of the online fruit marketers were 'Helps in improving sales of the product', 'Helps in reducing promotional expenses', 'Helps in gaining new customers and strengthening the existing customer network', 'Helps in gaining advantage over traditional marketing methods', and 'Helps in keeping accurate track of all the marketing & selling activities online'. A questionnaire was designed which consists the set of straight forward, limited probing & structured questions. A sample of 100 respondents was interviewed & simple random sampling method was used. Keeping the above objectives in mind, the researchers created the hypotheses and tested those through statistical tests like Friedman Test, Pearson correlation and Regression Analysis with ANOVA. During the study, the researchers found out that there is a significant impact of opportunities through Q-commerce on the performance of the online fruit marketers in Pune city. It was also found that there is a significant positive correlation between opportunities through Q-commerce and performance of the online fruit marketers in Pune city. The researchers also found that there is a significant difference between the internal opportunities' variables through q-commerce and internal performance's variables of online fruit Marketers in Pune city respectively.

**Keywords:** Business Performance, Online Fruit Market, Opportunities Through Q-Commerce, Q-Commerce.

## 1. INTRODUCTION

India, with the overall population of approx. 145 crores, is one of the biggest hubs for business & commerce. According to Statista, out of the total population, 93.13 crores people use mobile phone that is more than 75% of the population which makes India to stand second after China in the maximum number of mobile users across the world. On the other hand, 60.66 crores Indians are using smartphones and Internet that is 43.5% of the entire population of the country. We (India) stand second, in the number of mobile users & third, in the number of Internet users across the world.

Maharashtra is also known as a fruit bowl of the country. It majorly produces 5 fruits namely Banana, Grapes, Mango, Orange and Pomegranate. The following table will give a more clarity about annual production of fruits of Maharashtra and their wastage percentage.

**Table 1:**

| Fruit (alphabetically) | Annual Production (in Metric Tonnes) | Season |
|---|---|---|
| Banana | 4.21 m | Throughout the year |
| Grapes | 2.29 m | Sep – Nov |
| Mango | 0.79 m | May – Aug |
| Orange (Sweet + Mandarin) | 1.48 m | Dec – Feb |
| Pomegranate | 1.79 m | Aug – Oct |

The online fruit market has grown tremendously in the last few years. The giants like Big Basket, Nature's Basket, Flipkart, Blinkit, Fruit Smith, Jio Mart, India Mart, and Amazon Fresh have captured the market.

With the changing phase of e-commerce, speedy deliveries are taking over on the traditional e-commerce deliveries. E-commerce is now shifting towards Q-commerce.

Q-commerce ('quick commerce') - sometimes used interchangeably with 'on-demand delivery' and 'e-grocery' – is e-commerce in a new, faster form. It combines the merits of traditional e-commerce with innovations in last-mile delivery.

The premise is largely the same, with speed of delivery being the main differentiator. Delivery is not in days but minutes - 30 or less, to be competitive.

The giant companies in the local market have an impressive supply chain for partners. Major Q-commerce players in India include JioMart from Reliance, Bigbasket from Tata, Amazon Fresh from Amazon, Flipkart Supermart from Walmart, Swiggy Instamart from Swiggy, Blinkit from Zomato, Nature's Basket from Spencer, DMart Ready from DMart, Dunzo, and Zepto.

There are four business models.

1. **Inventory Model** (Big basket, Blinkit, Amazon) where orders are processed and sent from warehouses with inventory bought and sold by ecommerce companies.
2. **Hyperlocal Model** (Dunzo, Swiggy) where last-mile delivery is by delivery partners picking orders from neighbourhood physical stores.
3. **Multi-vendor Marketplace Model** where orders are directed to neighbourhood physical stores that deliver locally using their internal staff.
4. **Hybrid Model** (Swiggy Instamart) blends the inventory and hyperlocal formats to deliver within 30 minutes.

## 1.1. Opportunities Generated Through Q-Commerce

The increasing q-commerce services come up with several benefits not only for the customers but also for the marketers and sellers. The usage of q-commerce generates the following top 5 opportunities for the sellers and marketers.
   a. allows you to tap the newer and faster market
   b. increases the reach in terms of customer base in the existing local market
   c. helps you to gain competitive and pricing advantage
   d. helps to promote your products and build your own brand
   e. allows you to work on 24x7x361 basis

## 1.2. Performance of the Marketers and Sellers

There are several parameters to measure the performance of the marketers and sellers. But keeping in mind the online fruit market, the following 5 performance indicators can be considered.
   a. helps in improving sales of the product
   b. helps in reducing promotional expenses
   c. helps in gaining new customers and strengthening the existing customer network
   d. helps in gaining advantage over traditional marketing methods
   e. helps in keeping accurate track of all the marketing & selling activities online

## 2. LITERATURE REVIEW
### 2.1. Introduction

Quick commerce, which refers to ultra-fast delivery times between 10 and 30 minutes, presents a revolutionary segment of the e-commerce domain. This model differs from traditional e-commerce, which focuses upon broader product lines and timed delivery, and centers its approach on speed and convenience. Hyperlocal logistics and advanced technologies form the basis of this model, designed to cater to the needs of urban consumers who require essentials like groceries and pharmaceuticals. According to Mordor Intelligence (2023), the Indian Q-commerce industry is estimated to grow at more than a 4.5% CAGR and will reach USD 9.95 billion by 2029.

## 2. GROWTH DRIVERS OF Q-COMMERCE
### 2.1. Consumer Expectations

Modern urban consumers increasingly prefer convenience and immediacy, fueling demand for Q-commerce services. Research by Sinha et al. (2022) at the Indian Institute of Management Ahmedabad underscores that quick commerce's share in the online grocery market could rise from 10% to 40-50% in the near future. This growth reflects shifting consumer behavior, driven by the need for instant access to daily necessities.

### 2.2. Technological Aspects

Combining the use of technologies including AI, machine learning, and analytics in real-time has streamlined Q-commerce operations in terms of faster delivery and the proper management of inventory. Ranjekar and Roy (2021) show how Indian Q-commerce operations have evolved from centralized supply chain systems to fully dynamic models supported by technologies.

### 2.3. Urbanization

Rapid urbanization in India, coupled with higher disposable incomes and increased digital adoption, has provided fertile ground for Q-commerce. According to Kumar et al. (2023), a study indicates that the model is highly attractive to urban consumers, who are particularly drawn to it because of its focus on speed and convenience.

### 2.4. Covid-19 Impact

The covid19 pandemic amplified the adoption of Q-commerce. Lockdowns and social distancing accelerated the demand for a platform with fast delivery services. Q-commerce became an integral part of the retail ecosystem in India. According to Mishra and Gupta (2022), Q-commerce increased by 35% during the pandemic period.

## 3. Q-COMMERCE IN MAHARASHTRA'S FRUIT INDUSTRY

The Q-commerce in Maharashtra's fruit industry has been embraced because of innovative collaborations and

digitization efforts.

### 3.1. Farmer Collaboration and Digitization

One of the key examples for Q-commerce enabling collaboration between farmers is Zepto's 'Zepto Bloom' initiative started in 2023. The programme has been able to bring in more than 300 farmers in Maharashtra with real-time market price tracking tools, agronomist support, and buyback guarantees. Such digitization of the fruit supply chain, according to Singh et al. (2023), has brought in more efficiency in supplying fresh produce to the consumers in cities.

### 3.2. Group Farming Initiatives

Abhinav Farmers Club, Pune, have made a positive impact in the fruit supply chain with organic farming and direct sale. Patil and Jadhav (2023) reported that their model of group farming was found to be in perfect synchronization with Q-commerce because they remove middlemen and get produce fast and fresh.

### 3.3. Regional Food Brands and Market Expansion

Maharashtra regional brands such as Two Brothers Organic Farms are adopting Q-commerce for extending the market reach. Nair et al. (2023) have shown that there was 250% growth in the sales of organic fruits and vegetables through Q-commerce platforms, thereby indicating an upward trajectory for the technologies that make quality produce accessible throughout the country.

## 4. OPERATIONAL FRAMEWORK OF Q-COMMERCE
### 4.1. Dark Stores

Dark stores are specialized fulfilment centres. They are placed in an urban location to ensure speedy order processing and delivery. This model has been effectively utilized by Blinkit and Zepto in India in response to the rising demand for fast deliveries (Sharma, 2023).

### 4.2. Hyperlocal Logistics

Hyperlocal logistics, wherein delivery personnel are deployed in specific localities, is the backbone of Q-commerce. Indian platforms frequently employ gig economy workers and collaborate with local vendors to enhance delivery speed and efficiency. According to a study by Desai and Patel (2023), hyperlocal logistics is the key to delivering within 30 minutes.

### 4.3. Technological Integration

Technology is, therefore the spine of Q-commerce operations. Mobile applications and real-time tracking help track orders better, which facilitates transparency and improves efficiency. Other Indian companies, like Dunzo and Swiggy Instamart, introduced innovative tech that streamlines processes in Q-commerce. (Joshi, 2023)

## 5. CONSUMER BEHAVIOR AND EMERGING TRENDS
### 5.1. Demand for Instant Gratification

One of the principal drivers of Q-commerce adoption is the desire for instant gratification. According to a Meta report cited by Rao (2023), 91% of Indian online consumers are familiar with Q-commerce, more than half of whom have made use of it in recent times. This trend has been very prominent among Gen Z consumers.

### 5.2. Order Frequency and Basket Size

Q-commerce often observes higher order frequencies with lower basket sizes, where the consumer prefers to order the essentials as and when they are required rather than ordering in bulk. Bhatia (2023) observed that this on-demand consumption pattern differentiates Q-commerce from the traditional e-commerce model.

### 5.3. Building Brand Loyalty

Fast and reliable deliveries are key to building consumer loyalty in Q-commerce. Indian companies are now concentrating on customer service and user experience to retain consumers in the highly competitive market (Singh and Verma, 2022).

## 6. CHALLENGES AND LIMITATIONS
### 6.1. High Operations Costs

Maintaining the structure of Q-commerce, along with dark stores and enormous delivery networks, is high in operational costs. They have to balance these operations costs with competitive pricing strategies, which is a serious challenge for Indian platforms. Kapoor et al. (2023) highlighted the need for the innovative cost-reduction mechanism.

### 6.2. Sustainability Concerns

The pressure to make speedy deliveries has led to increased carbon emissions and packaging waste. Indian companies are now looking at environment-friendly delivery methods and sustainable packaging solutions to address these issues (Reddy, 2023).

## 6.3. Worker Exploitation

Gig work has sparked the question of wage and working conditions in this system. The concern of delivery personnel's well-being is one of the serious issues Indian Q-commerce should look into. Sharma and Iyer (2022) observed that fair labor practice is critical for long-run sustainability.

## 6.4. Scalability

The scaling beyond the large cities presents some challenges related to infrastructure and demand variability. Indian companies are experimenting with innovative approaches to extend their reach to Tier-2 and Tier-3 cities (Mehta, 2023).

## 7. INDUSTRY INSIGHTS

The Q-commerce industry in India is extremely competitive and fast growing. The top companies, Zepto, Blinkit, Swiggy Instamart, and Dunzo, are constantly working on new ideas to increase their market share. As per Statista (2024), the market is estimated to expand at a growth rate of 23.88% between 2024 and 2029, achieving a volume of USD 9.77 billion.

## 8. FUTURE OF Q-COMMERCE
### 8.1. Automation and Robotics

Automation and robotics are expected to further enhance efficiency in Q-commerce. Indian companies are now starting to explore these technologies to streamline operations and reduce delivery times (Pandey et al., 2023).

### 8.2. Sustainability Initiatives

With growing environmental concerns, Indian Q-commerce platforms are increasingly adopting sustainable practices, such as eco-friendly packaging and carbon-neutral delivery methods (Chaturvedi, 2023).

### 8.3. AI-Driven Personalization

In the Q-commerce space, personalization based on AI has emerged as an important differentiator. Indian platforms are using AI to analyze consumer behavior and provide tailored shopping experiences for consumers (Nair, 2023).

### 8.4. Tier-2 and Tier-3 Expansion

As the markets of megacities become saturated, Indian Q-commerce companies expand to smaller cities. Expanding to Tier-2 and Tier-3 markets requires adaptation of business models to suit the demands unique to those regions (Rao and Menon, 2023).

### 8.5. Research Problem

The study is oriented towards understanding the effect of Q-commerce on online fruit industry in Pune. Also, whether the opportunities in the q-commerce have any impact on business performances of online fruit market of Pune.

### 8.6. Objectives of the Study

The q-commerce market in India is a growing rapidly. To keep in mind the motive, i.e. studying the effect of q-commerce on online fruit market in Pune, the following objectives were designed.

- (O1): To study of significant difference between Opportunities generated through Q-commerce
- (O2): To study of significant difference between Performance of Online Fruit Marketers
- (O3): To study of correlation between opportunities through Q-commerce and performance of the online fruit marketers
- (O4): To study of the impact of opportunities through Q-commerce on the performance of the online fruit marketers in Pune city.

### 8.7. Hypothesis

**Null Hypothesis $H_{0-1}$**: There is no significant difference between opportunities generated through Q-commerce in Pune

**Alternate Hypothesis $H_{1-1}$**: There is a significant difference between opportunities generated through Q-commerce in Pune

**Null Hypothesis $H_{0-2}$**: There is no significant difference between Performance of Online Fruit Marketers in Pune City

**Alternate Hypothesis $H_{1-2}$**: There is a significant difference between Performance of Online Fruit Marketers in Pune City

**Null Hypothesis $H_{0-3}$**: There is no significant correlation between opportunities through Q-commerce and performance of the online fruit marketers in Pune city

**Alternate Hypothesis $H_{1-3}$**: There is significant correlation between opportunities through Q-commerce and

performance of the fruit marketers in Pune city

**Null Hypothesis H$_{0-4}$:** There is no significant impact of opportunities through Q-commerce on the performance of the online fruit marketers in Pune city.

**Alternate Hypothesis H$_{1-4}$:** There is a significant impact of opportunities through Q-commerce on the performance of the online fruit marketers in Pune city.

**Justification:** The research hypotheses have been framed by the researchers to study the impact of opportunities in q-commerce on business performance of online fruit market of Pune City. The researchers also wanted to study whether the impact of opportunities on business performance factors is positive or negative.

## 8.8. Significance of the Study

The study will help Indian marketers and researchers to understand impact of q-commerce on online fruit market. The research will help to understand how the market is growing and adopting the upcoming technological advancement. There are possibilities that the sample of 100 may not represent the entire population of the country. But the pilot survey conducted & secondary data analysis will definitely brief about the scenario of e-commerce and m-commerce in India.

## 8.9. Research Methodology

The study is descriptive in type & the primary data collected is quantitative in nature. The questionnaire consist the set of straight forward, limited probing & structured questions. A sample of 100 respondents was interviewed & simple random sampling method was used.

The hypotheses were tested through SPSS statistical tests like Friedman Test, Pearson correlation and Regression Analysis with ANOVA.

The primary data was gathered through personal interactions with the respondents, and the secondary data was gathered and analyzed from internet, books, research papers & IAMAI (Internet and Mobile Association of India)'s brochures and research works.

## 9. DATA ANALYSIS, FINDINGS & INTERPRETATION

### 9.1. Objective (O1): To Study of Significant Difference Between Opportunities Generated Through Q-Commerce

**Null Hypothesis H$_{0-1}$:** There is no significant difference between opportunities generated through Q-commerce in Pune

**Alternate Hypothesis H$_{1-1}$:** There is a significant difference between opportunities generated through Q-commerce in Pune

The opinion of respondents for understanding the opportunities generated through Q-commerce in Pune are measured through below mentioned variables in the form of agreement of respondents for specific statements. The measurement scale used for these variables was 5-point Likert scale where 1 stands for strongly disagree and 5 stands for strongly agree. The variables are

1. Allows you to tap the newer and faster market
2. Increases the reach in terms of customer base in the existing local market
3. Helps you to gain competitive and pricing advantage
4. Helps to promote your products and build your own brand
5. Allows you to work on 24x7x361 basis

To test the above stated hypothesis, Friedman statistics is used.

**Table 2:** Friedman Test.

| Rank | Parameters | Mean Rank |
|------|------------|-----------|
| 1 | Allows you to tap the newer and faster market | 3.21 |
| 2 | Increases the reach in terms of customer base in the existing local market | 3.06 |
| 3 | Helps to promote your products and build your own brand | 2.94 |
| 4 | Allows you to work on 24x7x361 basis | 2.91 |
| 5 | Helps you to gain competitive and pricing advantage | 2.88 |

### 9.1.1. Interpretation

By using Q-commerce, the marketers can gain several opportunities. In this case, it allows you to tap the newer and faster market, it increases the reach in terms of customer base in the existing local market, it helps you to gain competitive and pricing advantage, it helps to promote your products and build your own brand, and it allows you to work on 24x7x361 basis

The Friedman Test suggests that the variable, 'Allows you to tap the newer and faster market' with highest Rank Mean of 3.21 is the top most opportunity, followed by 'Increases the reach in terms of customer base in the existing local market' with Rank Mean value 3.06, 'Helps to promote your products and build your own brand' with Rank Mean value 2.94, 'Allows you to work on 24x7x361 basis' with Rank Mean value 2.91, and 'Helps you to gain competitive and pricing advantage' with Rank Mean value 2.88.

**Table 3:**

| Test Statistics[a] | |
|---|---|
| N | 100 |
| Chi-Square | 18.312 |
| df | 4 |
| Asymp. Sig. | 0.001 |
| a. Friedman test | |

### 9.1.2. Interpretation

The Chi-Square Value of the test for opportunities is 18.312 and the P is 0.001. The significant chi-square value for the Friedman Rank Mean test supports the rejection of null hypothesis.

It is observed that there is a significant difference between the opportunity generated through Q-commerce. The null hypothesis i.e. 'there is no significant difference between opportunities generated through Q-commerce in Pune' is REJECTED.

Hence the alternate hypothesis i.e. 'there is a significant difference between opportunities generated through Q-commerce in Pune' is ACCEPTED.

## 9.2. Objective (O2): To Study of Significant Difference Between Performance of Online Fruit Marketers

Null Hypothesis $H_{0\text{-}2}$: There is no significant difference between Performance of Online Fruit Marketers in Pune City

Alternate Hypothesis $H_{1\text{-}2}$: There is a significant difference between Performance of Online Fruit Marketers in Pune City

The opinion of respondents for understanding the Performance of Online Fruit Marketers in Pune City are measured through below mentioned variables in the form of agreement of respondents for specific statements. The measurement scale used for these variables was 5-point Likert scale where 1 stands for strongly disagree and 5 stands for strongly agree. The variables are

1. Helps in improving sales of the product
2. Helps in reducing promotional expenses
3. Helps in gaining new customers and strengthening the existing customer network
4. Helps in gaining advantage over traditional marketing methods
5. Helps in keeping accurate track of all the marketing & selling activities online

To test the above stated hypothesis, Friedman statistics is used.

**Table 4:** Friedman Test.

| Rank | Parameters | Mean Rank |
|---|---|---|
| 1 | Helps in gaining advantage over traditional marketing methods | 3.30 |
| 2 | Helps in keeping accurate track of all the marketing & selling activities online | 3.14 |
| 3 | Helps in gaining new customers and strengthening the existing customer network | 3.07 |
| 4 | Helps in reducing promotional expenses | 2.92 |
| 5 | Helps in improving sales of the product | 2.57 |

### 9.2.1. Interpretation

By using Q-commerce, the marketers can gain several opportunities. In this case, Q-commerce helps in improving sales of the product, helps in reducing promotional expenses, helps in gaining new customers and strengthening the existing customer network, helps in gaining advantage over traditional marketing methods, and helps in keeping accurate track of all the marketing & selling activities online.

The Friedman Test suggests that the variable, 'Helps in gaining advantage over traditional marketing methods' with highest Rank Mean of 3.30 is the top most opportunity, followed by 'Helps in keeping accurate track of all the marketing & selling activities online' with Rank Mean value 3.14, 'Helps in gaining new customers and strengthening the existing customer network' with Rank Mean value 3.07, 'Helps in reducing promotional expenses' with Rank Mean value 2.92, and 'Helps in improving sales of the product' with Rank Mean value 2.57.

**Table 5:**

| Test Statistics[a] | |
|---|---|
| N | 100 |
| Chi-Square | 49.172 |
| df | 4 |
| Asymp. Sig. | 0.000 |
| a. Friedman Test | |

### 9.2.2. Interpretation

The Chi-Square Value of the test for opportunities is 49.172 and the P is 0.000 which is lesser than 0.001. The significant chi-square value for the Friedman Rank Mean test supports the rejection of null hypothesis.

It is observed that there is a significant difference between the Performance of Online Fruit Marketers. The null hypothesis i.e. 'there is no significant difference between Performance of Online Fruit Marketers in Pune City' is REJECTED.

Hence the alternate hypothesis i.e. 'there is a significant difference between Performance of Online Fruit Marketers in Pune City' is ACCEPTED.

## 9.3. Objective (O3): To Study of Correlation Between Opportunities Through Q-Commerce and Performance of the Online Fruit Marketers

**Null Hypothesis H$_{0-3}$:** There is no significant correlation between opportunities through Q-commerce and performance of the online fruit marketers in Pune city

**Alternate Hypothesis H$_{1-3}$:** There is significant correlation between opportunities through Q-commerce and performance of the fruit marketers in Pune city

The Pearson correlation statistics is estimated to test above mentioned hypothesis. To study e-marketing strategies in depth, it was very important to find out the correlation between opportunities through Q-commerce and performance of the fruit marketers. There were a total of 10 variables and subsets of these two factors, i.e. 5 opportunities and 5 performances. To have a better clarity about all the factors, the averages of individual variables were taken.

**Table 6:**

**Correlations**

| | | Opportunities AVG | Performance AVG |
|---|---|---|---|
| Opportunities AVG | Pearson Correlation | 1 | 0.930$^{**}$ |
| | Sig. (2-tailed) | | .000 |
| | N | 100 | 100 |
| Performance AVG | Pearson Correlation | 0.930$^{**}$ | 1 |
| | Sig. (2-tailed) | 0.000 | |
| | N | 100 | 100 |

**Note:** $^{**}$. Correlation is significant at the 0.01 level (2-tailed).

### 9.4. Interpretation

The correlation value always lies between -1 to +1. Correlation value 1 indicates 100% relationship and 0 indicates no relationship. The positive correlation value indicates directly proportional relationship and negative indicates inversely.

As shown in above table, it is observed that 1 unit increase in opportunities through Q-commerce results into 93% of that unit increase in performance of the fruit marketers as the correlation value is 0.930. The P value is 0.00 i.e. $P > 0.05$ of correlation statics proves that there is significant positive correlation between the opportunities through Q-commerce and the performance of the fruit marketers in Pune.

Significance Value $P < 0.05$ for the correlations amongst the variables considered in the hypothetical statements supports rejection of null hypothesis.

Hence, the null hypothesis i.e. 'There is no correlation between opportunities through Q-commerce and performance of the online fruit marketers in Pune city' is REJECTED.

It means the alternate hypothesis i.e. 'There is a correlation between opportunities through Q-commerce and performance of the online fruit marketers in Pune city' is ACCEPTED.

**Objective (O4): To study of the impact of opportunities through Q-commerce on the performance of the online fruit marketers in Pune city.**

**Null Hypothesis H$_{0-4}$:** There is no significant impact of opportunities through Q-commerce on the performance of the online fruit marketers in Pune city.

**Alternate Hypothesis H$_{1-4}$:** There is a significant impact of opportunities through Q-commerce on the performance of the online fruit marketers in Pune city.

### 9.5. Regression Analysis

**Table 7:**

**Variables Entered/Removed$^{b}$**

| Model | Variables Entered | Variables Removed | Method |
|---|---|---|---|
| 1 | Allows you to work on 24x7x361 basis, Increases the reach in terms of customer base in the existing local market, Allows you to tap the newer and faster market, Helps you to gain competitive and pricing advantage, Helps to promote your products and build your own brand | | Enter |

a. All requested variables entered.

b. Dependent Variable: Performance AVG

**Table 8:**

**Model Summary**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .941[a] | 0.885 | 0.879 | 0.18826 |

a. Predictors: (Constant), Allows you to work on 24x7x361 basis, Increases the reach in terms of customer base in the existing local market, Allows you to tap the newer and faster market, Helps you to gain competitive and pricing advantage, Helps to promote your products and build your own brand

## Interpretation

A regression analysis used to test the impact of the opportunities through Q-commerce on the performance of online fruit marketers of Pune city The Model summary of the same suggests that R i.e. Multiple Correlation Coefficient is 0.941 and has an impact on the variables. R square i.e. coefficient of determination is 0.885, which shows that 88.5% of the variances in opportunities in time is explained by the variances in performances.

**Table 9:**

**ANOVA[b]**

| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 25.572 | 5 | 5.114 | 144.296 | .000[a] |
| | Residual | 3.332 | 94 | .035 | | |
| | Total | 28.904 | 99 | | | |

a. Predictors: (Constant), Allows you to work on 24x7x361 basis, Increases the reach in terms of customer base in the existing local market, Allows you to tap the newer and faster market, Helps you to gain competitive and pricing advantage, Helps to promote your products and build your own brand

b. Dependent Variable: Performance AVG

## Interpretation:

The ANOVA table explains that regression sum of square i.e. 25.572 is considerably larger than the residual sum of square i.e. 3.332, which indicates that most of the variations in the proportion of opportunities and performances is explained by the model.

The significant value of F statistics is 0.000, which is lesser than 0.05. It means the opportunities have an impact on performances with the F-value of 144.296

Since the significant of F statistics is 0.00 which is lesser than 0.05, we can say that there is a significant impact of opportunities through Q-commerce on performances of the online fruit marketers.

**Table 10:**

**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | | |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | t | Sig. |
| 1 | (Constant) | .729 | .126 | | 5.766 | .000 |
| | Allows you to tap the newer and faster market | .015 | .057 | .019 | .255 | .799 |
| | Increases the reach in terms of customer base in the existing local market | .314 | .062 | .405 | 5.079 | .000 |
| | Helps you to gain competitive and pricing advantage | -.326 | .149 | -.393 | -2.185 | .031 |
| | Helps to promote your products and build your own brand | .569 | .165 | .668 | 3.446 | .001 |
| | Allows you to work on 24x7x361 basis | .244 | .103 | .283 | 2.376 | .020 |

a. Dependent Variable: Performance AVG

## Interpretation:

The cubic model coefficient explains that opportunities through Q-commerce on performances of the online fruit marketers 'increase the reach in terms of customer base in the existing local market' with P-Value 0.000, 'Helps to promote your products and build your own brand' with P-Value 0.001, 'Allows you to work on 24x7x361 basis' with P-Value 0.020, and 'Helps you to gain competitive and pricing advantage' with P-Value 0.031 are significant as the P-Values of these variables are lesser than 0.05.

The variable, 'Allows to tap the newer and faster market' with the P-value of 0.799, which is more than 0.05, is insignificant.

The significant of F statistics for the impact of opportunities through Q-commerce on performances of the online fruit marketers i.e. 0.00 is lesser than 0.05, the null hypothesis i.e. 'There is no significant impact of opportunities through Q-commerce on the performance of the online fruit marketers in Pune city.' is REJECTED.

Hence the alternate hypothesis i.e. 'There is a significant impact of opportunities through Q-commerce on the

performance of the online fruit marketers in Pune city.' is ACCEPTED.

## 10. CONCLUSION

The basic objective of the study was to understand whether there is a significant impact of opportunities generated through the Q-commerce on the business performance of the online fruit marketers in Pune city. The researchers also intended to study the internal differences between variables of opportunities through q-commerce and performance of online fruit marketers separately. It was also intended to study the correlation between opportunities through q-commerce and performance of online fruit marketers.

The researchers found out that there is a significant impact of opportunities through Q-commerce on the performance of the online fruit marketers in Pune city. It was also found that there is a significant positive correlation between opportunities through Q-commerce and performance of the online fruit marketers in Pune city. The researchers also found that there is a significant difference between the internal opportunities' variables through q-commerce and internal performance's variables of online fruit Marketers in Pune city respectively.

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