



QUICK COMMERCE ON BUYING BEHAVIOUR

Boggula.Priyanka

PGDM, Hyderabad, India

Abstract:

This study examines the impact of Quick Commerce (Q-Commerce) platforms on consumer buying behaviour in urban India. The research analyzes awareness levels, frequency of usage, impulse buying tendencies, and demographic influences. Data was collected from 212 respondents using a structured questionnaire and analyzed using descriptive statistics, Chi-square tests, correlation, and regression analysis. The findings reveal that convenience, delivery speed, service quality, and promotional offers significantly influence purchasing decisions. The study concludes that Q-Commerce is reshaping retail dynamics by encouraging instant gratification and digital-first shopping patterns.

Index Terms -

Quick Commerce, Buying Behaviour, Consumer Awareness, Impulse Buying, Digital Retail.

I. INTRODUCTION

Quick Commerce (Q-Commerce) refers to ultra-fast delivery services that promise product delivery within 10–30 minutes. This model has rapidly transformed the retail landscape in India, especially in metropolitan cities. Platforms such as Blinkit, Zepto, and Swiggy Instamart have redefined consumer expectations by emphasizing speed and convenience. The growth of smartphone penetration, digital payments, and changing urban lifestyles has fueled the adoption of Q-Commerce. This study explores how Q-Commerce influences buying behaviour, particularly impulse purchases and frequency of transactions.

II. LITERATURE REVIEW

Existing literature highlights that delivery speed, convenience, and digital marketing strategies significantly influence online purchasing behaviour. Studies indicate that impulse buying is strongly driven by promotional notifications, limited-time offers, and seamless app interfaces. Researchers also emphasize that perceived service quality and trust are critical factors in building customer loyalty in digital commerce environments.

III. RESEARCH METHODOLOGY

The study adopted a quantitative research design using convenience sampling. A structured questionnaire was distributed among 212 respondents aged between 18 and 60 years in urban areas. Data analysis included descriptive statistics to understand demographic distribution, Chi-square tests to assess relationships between demographic variables and usage patterns, and correlation analysis to examine relationships between service quality, convenience, satisfaction, and loyalty.

IV. RESULTS AND DISCUSSION

The analysis indicates high awareness of Q-Commerce platforms among younger consumers. Income and occupation significantly influence frequency of usage, whereas gender does not show a statistically significant relationship. A strong positive correlation exists between perceived service quality and convenience. Promotional strategies and app usability were identified as major drivers of impulse buying behaviour. Customers value time-saving features over minor price differences.

V. FINDINGS AND CONCLUSION

The study concludes that Quick Commerce significantly impacts consumer buying behaviour by encouraging smaller, frequent, and impulse-driven purchases. Convenience and speed are the primary motivators for adoption. However, maintaining customer trust through consistent service quality is essential for long-term sustainability. Q-Commerce represents a structural shift in retail, driven by digital transformation and evolving consumer expectations.

REFERENCES

- [1] Gupta (2024). Evolution of Quick Commerce in India.
- [2] Akhtar & Farooqi (2022). Online Consumer Purchasing Behaviour.
- [3] Prajapati et al. (2025). Customer Satisfaction in Quick Commerce.
- [4] Gulfraz (2022). Impulse Buying Behaviour in Digital Platforms.

