

Understanding Consumer Perceptions and Shopping Behaviour towards Quick-Commerce Platforms

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Abstract: *With digital technology advancing rapidly and consumers' changing lifestyles, Quick Commerce (Q-commerce) has become a growing trend in the retail world. It allows consumers to buy products online and get them delivered within minutes. This research explores student consumers' perceptions and usage patterns of quick-commerce applications.*

The research aims to determine the key variables influencing the adoption of quick-commerce platforms, comprising convenience, delivery speed, product variety, pricing, discounts, and social media influence. It also aims to understand the issues faced by users while using these platforms and to analyze the overall satisfaction level of consumers.

The research employs both primary and secondary data. Primary data were gathered through a structured questionnaire distributed to student respondents, whereas secondary data were sourced from research articles, reports, and related online resources. Descriptive statistical tools such as frequency distribution, bar charts, and mean scores were used to analyze the data, while the chi-square test was applied to examine the association between selected variables related to overall satisfaction with quick-commerce platforms.

In conclusion, the research provides valuable insights into the emerging role of quick-commerce platforms in shaping modern consumer shopping behaviour. The findings can help businesses, marketers, and policymakers understand consumer expectations and improve service quality to make the quick-commerce experience better.

Keywords: Quick Commerce, Consumer Perception, Shopping Behaviour, Online Shopping, Impulsive Buying, Delivery Convenience

I. INTRODUCTION

E-commerce is the buying and selling of services and products over internet-based platforms. The industry has seen rapid growth in the last decade in India. This is because of the widespread use of smartphones, availability of internet at a lower cost, digital payment options and changing consumer preferences. A new quick commerce (Q-commerce) model has been introduced in the e-commerce industry. Zepto, Swiggy Instamart, Blinkit and Flipkart Minutes are among the top services which provide delivery of groceries and daily essentials extremely fast, usually within 10 to 30 minutes. Quick commerce has become popular among the younger generation as it offers convenience, time savings and attractive offers through the use of touch of a button on mobile applications. The fast-moving city life and demand for instant services have also contributed to the growth of this segment.

The primary objective of this study is to investigate the interaction of customers with quick-commerce platforms. The aim is to identify the primary factors influencing adoption of quick-commerce, investigate preferences of customers for discounts, speed of delivery and convenience, and to identify user problems such as high delivery costs or lack of goods.

The possible implications of quick-commerce on consumer behavior are included in the study, since ease of placing orders may lead to impulsive buying and unnecessary expenses. The influence of quick-commerce app on general consumption behavior is also considered. This study also offers realistic recommendations to improve customer



satisfaction. With the above factors, the subject provides a significant insight into how the quick-commerce industry has changed modern-day consumption patterns.

Objectives of the study

- To identify the key factors influencing the adoption of quick-commerce platforms among people.
- To study the relationship between the frequency of using quick-commerce apps and the reduction in visits to local shops among students.
- To identify the problems experienced by consumers on quick-commerce platforms.
- To assess students' overall satisfaction with quick-commerce apps, particularly in terms of convenience, time efficiency, and user experience.
- To suggest improvements for better customer experience on these platforms.

II. LITERATURE REVIEW

The study by Gupta (2024) explores the rise of quick commerce as a rapidly growing retail model intended at meeting consumers' increasing demand for instantaneous delivery and convenience, also analyzed by how technology, urbanization, and digital payments have contributed to the evolution of quick commerce in India. Gupta also observes that it is mainly attractive for young, urban consumers whose lifestyle embraces speediness and minimal effort, though he points out that challenges persist such as high operational costs, limited scalability outside large cities, and concerns about long-standing success.

Goswami and Kumari (2024) study the impact of quick commerce's fast delivery model on consumers' buying decision and behavior, claiming that the speed and convenience of Q-commerce has effectively increased consumers' impulsiveness and disrupted consumers' traditional buying patterns.

Senapati (2025) suggests that convenience and speed are the main reasons for the usage of Q-commerce for grocery and daily essentials. A substantial number of respondents stated that they used Q-commerce for groceries and daily-use items, and fast delivery was the major factor that influenced them to buy from Q-commerce platforms. The authors also claim that the use of Q-commerce has shifted the shopping behavior of consumers from regular kirana stores and weekly or monthly purchases to on-demand and impulsive purchases of daily-use items.

Jain (2025) conducted a study on the pros and cons of quick commerce in India, finding that quick commerce offers various benefits to customers, such as saving time, eliminating last-minute hassles, 24x7 convenience, and money-saving opportunities through discounts, offers and coupons. Jain (2025) states that, while quick commerce enhances customer satisfaction and convenience, it also has certain drawbacks such as operational inefficiencies, environmental issues due to frequent deliveries, and sustainability issues over time.

Li, García-de-Frutos, and Ortega-Egea (2025) showed that factors such as prompt communication, promotion techniques, and social influence can trigger consumers to participate in impulse buying. The authors concluded that despite the fact that these digital platforms enhance consumer engagement and sales, they also increase the probability of users unveiling impulsive buying behaviour.

Singhai (2025) notes the rapid growth of quick-commerce platforms due to a growing consumer demand for instant delivery, convenience, and access to digital content. In contrast, the author highlights the operational challenges such as high delivery costs, supply chain pressures, and ensuring service efficiency pose significant sustainability challenges for the quick-commerce model.

III. RESEARCH METHODOLOGY

The study is based on the primary and secondary data. Primary data was collected directly from the students by means of structured questionnaire. Secondary data was composed from published research papers, journal, books, websites, reports, and online databases related to quick-commerce. The five point Likert scale responses were coded as shown in



Table 1. Data has been analysed by using descriptive statistical tools such as frequency distribution, mean scores and bar chart. The chi-square test was conducted to test the association between the selected variables.

Table 1: Likert Scale Used for Measuring Respondents' Satisfaction

Scale	Meaning
1	Very Dissatisfied
2	Dissatisfied
3	Neutral
4	Satisfied
5	Very Satisfied

Source: https://en.wikipedia.org/wiki/Likert_scale

Limitations of the study

The study focuses on understanding the insights of young consumers, particularly students who are frequent and digitally savvy users of quick-commerce platforms. The study has a limited scope and relies solely on data gathered from students, which limits the findings to this specific group. As a result, the conclusions drawn from the research cannot be extended to represent other categories of consumers.

IV. DATA ANALYSIS AND RESULT

Hypothesis:

H0₁ (Null Hypothesis) : There is no significant relationship between the frequency of using quick-commerce apps and the reduction in visits to local shops.

H1₁ (Alternative Hypothesis) : There is significant relationship between the frequency of using quick-commerce apps and the reduction in visits to local shops.

Testing of hypothesis:

Table 2: Association between Quick Commerce Usage Frequency and Reduction in Visits to Local Shops

Usage Level	Reduced Visits	Not Reduced	Total
Frequent users(Daily + 2-3 times a week)	17	9	26
Occasional users(Once a week + Occasionally)	52	18	70
Non-users(Never)	11	3	14
Total	80	30	110

Source: Author's calculation

The chi-square test of independence showed that there was no significant relationship between the frequency of using quick-commerce apps and the reduction in visits to local shops, χ^2 (df, N = 110) = 1.03, p = 0.596. Because the p-value is greater than 0.05, the significance level, we fail to reject the null hypothesis, and we can say that there is no significant relationship between the frequency of using quick-commerce apps and the reduction in visits to local shops. The findings support those of Senapati (2025) and Gupta (2024) who claim that young urban consumers do not use quick-commerce applications out of habit, but rather use for convenience and out of urgency.

Table 3: Mean Scores of Factors Influencing the Use of Quick-Commerce Platforms

Factors	Mean Score	Interpretation
Time-saving convenience	3.53	Satisfied
Fast delivery	3.38	Neutral
Product variety	3.37	Neutral
Reasonable pricing	3.26	Neutral
Discounts and offers	3.45	Satisfied



Social media influence	3.21	Neutral
Overall Satisfaction with Quick-Commerce Apps	3.15	Neutral

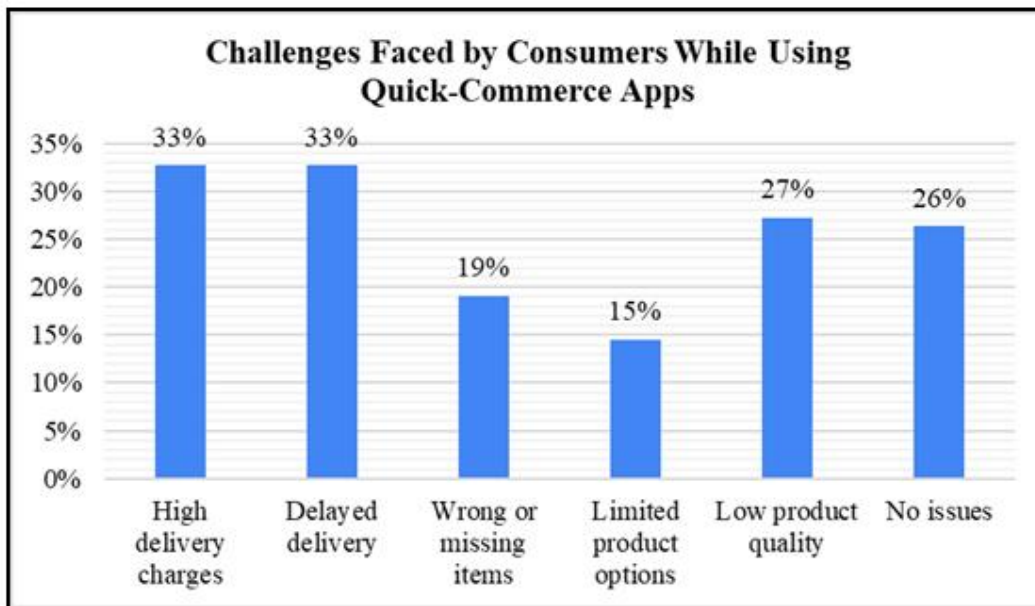
Source: Author's calculation

Table 2 presents the mean scores of variables affecting quick-commerce platform usage and overall satisfaction of the respondents with these services. The time-saving convenience (Mean = 3.53) and discounts & offers (mean = 3.45) have comparatively higher mean scores suggesting that these factors are influential in quick-commerce app adoption among consumers. This aligns with the results Gupta (2024), who states that convenience and promotional incentives are the primary factors influencing the adoption of quick commerce among young urban consumers.

The overall satisfaction score (3.15) suggests that respondents have a neutral opinion about quick-commerce app. Though students are aware of the time and convenience, the overall satisfaction of students is only moderate. This is in line with Senapati (2025) and Goswami & Kumari (2024) who argue that quick-commerce app users have a neutral perception about these apps despite the fact that they provide fast and convenient services because these apps' overall service quality, price and product availability also influence consumer satisfaction. Moreover, Li et al. (2025) claimed that ease of ordering may lead the consumers to impulsive purchases, which may have contributed to the neutral perception consumers have about these apps.

In conclusion, these results indicate that, among various factors, time-saving simplicity and promotional incentives are the primary influences on consumer behavior regarding quick-commerce platforms. Other factors have a moderate effect on adoption and satisfaction.

Figure 1: Challenges faced by consumers while using Quick-Commerce Apps



Source: Author-collected primary data

Figure 7 highlights the most common problems described by students while using Q-commerce applications are high delivery charges (33%) and Delayed delivery (33%), while concerns about low-quality products (27%) and wrong or missing items (19%). However, 15% of participants expressed concern about limited product options. Interestingly, 26% of students reported no issues, suggesting that some users were normally satisfied with the service.

These findings support prior research pointing to operational challenges, pricing pressures, and quality control issues in digital commerce and quick commerce (Jain, 2025), while also representing that some users perceive the service as satisfactory depending on the service provider.



V. CONCLUSION

The emergence of quick commerce platforms like Blinkit, Swiggy Instamart, and Zepto has transformed the Indian retail industry by providing instant delivery services. These platforms have shaped new consumer expectations and met the rising demand for convenience and speed. The adoption and rapid evolution of quick commerce platforms also encountered a number of challenges such as delayed delivery, higher delivery cost, lower product quality, etc.

Overall, moderate levels of satisfaction suggest that even though many people use quick-commerce platforms, there is still room for improvement in operational efficiency and reliability. Quick commerce platforms can surge customers' satisfaction by making them more satisfied and enhancing their overall satisfaction by providing quicker delivery while ensuring the safety and well-being of delivery riders, enhancing product quality, and altering their pricing strategies. While Q-commerce is affecting shopping habits and reducing the need to visit physical stores for some consumers, it has not entirely replaced traditional retail.

Suggestions:

The number of delivery staff in quick commerce platforms should be increased to improve fast delivery services to reduce delays and increase customer satisfaction and employment opportunities.

The delivery charge should be mentioned and the delivery charge should be affordable to avoid customer dissatisfaction.

Product quality should be monitored, order verification should be increased and missing items should be minimized.

Promotions offered by quick commerce platforms should be minimized to avoid customers impulsively buying items.

Achievable targets should be set by quick commerce companies to reduce delivery driver pressure and the need to speed, which can lead to accidents.

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