

Impact of Quick Commerce on Consumer Purchase Behaviour and Satisfaction in Pune City

Chitransh Pathak, Subhajit Saha, Bramhi Jain, Abhishek Yadav
IIEBM Indus Business School, Pune

Abstract: *The proliferation of app-based instant delivery platforms has transformed how urban households in India procure daily necessities. This study investigates the extent to which quick commerce (q-commerce) adoption among Pune consumers shapes their purchasing patterns and overall service satisfaction. Using a structured questionnaire administered to 120 respondents and analyzed through descriptive statistics and Pearson's correlation, the research reveals that q-commerce is predominantly favoured for unplanned, immediate-need purchases rather than routine grocery stocking. Consumers have progressively moved toward smaller, high-frequency orders — a behavioural shift that differs notably from conventional planned shopping. Among the service dimensions examined, delivery timeliness and order fulfillment accuracy emerged as the primary contributors to satisfaction, while irregular stock availability and opaque pricing structures were identified as key detractors. Promotional incentives were found to measurably stimulate unplanned spending. The findings carry practical implications for platform operators, policymakers, and brand managers seeking to sustain consumer trust and foster long-term adoption in Pune.*

Keywords: Quick commerce, Q-Commerce, consumer purchase behaviour, customer satisfaction, Pune, last-mile delivery

I. INTRODUCTION

The urban retail landscape in Pune has undergone a notable transformation with the emergence of app-based platforms that promise grocery and essential deliveries within minutes (NielsenIQ, 2024). Unlike traditional e-commerce, which operates on next-day or scheduled delivery models, quick commerce leverages a network of micro-warehouses — commonly termed 'dark stores' — strategically distributed across city neighbourhoods to fulfil hyper-local demand. The presence of multiple established players in Pune has made it a particularly active arena for observing how such platforms interact with everyday consumer behaviour.

The growing body of industry and academic evidence points to convenience, immediacy, and ease of app navigation as the core factors driving platform adoption among urban Indian consumers (BCG, 2024; NielsenIQ, 2024; Statista Insights, 2024). However, adoption alone does not guarantee sustained engagement; understanding the specific service attributes that generate or erode consumer satisfaction in a city like Pune is a more nuanced question that warrants focused empirical investigation.

1.1 Background of the Study

Quick commerce occupies a distinct position in the retail spectrum — it is neither the neighbourhood kirana store with its personal familiarity nor the scheduled delivery model of traditional e-commerce. Platforms such as Swiggy Instamart, Blinkit, Zepto, and Dunzo have constructed city-wide fulfilment infrastructure designed to respond to spontaneous, time-sensitive consumer needs (BCG, 2024; RedSeer, 2025). The competitive intensity in this segment has driven aggressive investment in delivery capacity, technology, and promotional spending, collectively reshaping how many Pune residents approach everyday procurement.

From a theoretical standpoint, this study is grounded in two complementary frameworks. The Technology Acceptance Model (TAM), proposed by Davis (1989), holds that a user's willingness to adopt a digital platform is largely



determined by how useful and easy to use they perceive it to be. Applied here, TAM helps explain why consumers gravitate toward q-commerce apps when they offer a frictionless and reliable experience. The Expectation-Confirmation Model (ECM), developed by Oliver (1980), extends this by positing that satisfaction arises when actual service performance meets or exceeds the expectations a consumer held before purchase; when this occurs, the consumer is more likely to continue using the service. Alongside these, the SERVQUAL framework (Parasuraman et al., 1988) provides a lens for evaluating specific service dimensions — reliability, responsiveness, assurance, empathy, and tangibles — that collectively define service quality in a delivery context.

Together, these frameworks suggest that positive service experiences — particularly accurate and timely deliveries — validate consumer expectations, building the satisfaction that predicts repeat usage and advocacy.

1.2 Statement of the Problem

Although q-commerce platforms have achieved considerable penetration in Pune, the academic literature on how they specifically influence local consumer behaviour and satisfaction remains sparse. Broad-level studies address themes such as delivery efficiency, app design, and promotional effectiveness, but rarely focus on the granular, city-specific dynamics that differentiate one urban market from another (Goswami, 2024; Naik, 2025; Singh, 2024). Without such evidence, platform operators and municipal policymakers are left to rely on national-level generalizations that may not accurately reflect Pune's consumer profile. This research addresses that gap by systematically examining the service dimensions that most strongly predict satisfaction and loyalty among Pune's q-commerce users.

1.3 Significance of the Study

The findings of this study are relevant to multiple stakeholders. For q-commerce platforms and their logistics partners, the evidence offers granular insight into which service dimensions create or undermine consumer value in the Pune market. For brand managers and partner retailers, understanding what drives impulse purchasing and repeat usage can sharpen promotional and product-listing strategies. For policymakers concerned with gig-economy labour standards and consumer protection, the research highlights pricing transparency and service reliability as areas warranting regulatory attention. At the academic level, the study adds to the emerging body of India-specific research on digital retail behaviour (Goswami, 2024; Naik, 2025), providing a replicable framework for similar urban market studies.

II. LITERATURE REVIEW

2.1 Impact of Quick Commerce on Consumer Purchase Behaviour

Goswami (2024) conducted a study on major Indian q-commerce platforms, including Blinkit, Zepto, and Swiggy Instamart, and reported that the availability of ultra-fast delivery substantially altered how and why consumers initiate purchases. Rather than consolidating needs into periodic grocery trips, consumers began treating q-commerce apps as on-demand solutions for unplanned requirements, resulting in a pattern of smaller, more dispersed orders. The study attributed this shift primarily to the convenience proposition of the platforms, which lowered the psychological threshold for placing an order.

McKinsey & Company (2024) examined digital grocery adoption across multiple markets and observed that habitual use of instant delivery platforms gradually restructures household purchasing rhythms. The shift from monthly bulk stocking to incremental 'fill-in' purchasing was noted across urban demographics, with the study linking this behavioural evolution to growing consumer dependence on platform availability and speed.

BCG (2024), in a study spanning several Asia-Pacific cities, found that initial consumer attraction to rapid delivery services was largely driven by speed and novelty, but that sustained usage over time depended more heavily on service consistency and reliability. The study underlined a distinction between first-time adoption — motivated by curiosity and promotional offers — and continued engagement, which required the platform to consistently meet delivery and accuracy expectations.



2.2 Service Quality and Consumer Satisfaction

Naik (2025) investigated consumer satisfaction with quick commerce in urban India and identified two attributes as disproportionately influential: how quickly an order arrived and whether it matched what was ordered. When both conditions were met, consumers reported high satisfaction and expressed clear intent to reorder. The research also flagged that even a single instance of inaccurate fulfilment could damage consumer trust more significantly than multiple positive experiences could restore it.

Deloitte (2024) approached the question from an operational perspective, examining last-mile delivery performance. The study found that missed delivery windows and order errors were the leading triggers of consumer dissatisfaction and platform abandonment. It concluded that operational excellence at the fulfilment stage — not merely app design or promotional offers — was the foundational requirement for sustained customer retention in this category.

EY (2025) took a broader customer experience lens, finding that satisfaction is not a binary outcome but a cumulative judgment formed across multiple service touchpoints. Platforms that consistently delivered on their core promises while also providing responsive issue resolution were able to generate stronger loyalty and positive word-of-mouth, even among initially skeptical consumer segments.

2.3 Pricing, Promotions, and Impulse Purchasing

Singh (2024) analysed how q-commerce platforms deploy digital marketing tools — push notifications, time-limited discounts, and personalised recommendations — to influence in-session purchasing decisions. The study found that such interventions consistently elevated order frequency and encouraged consumers to add items beyond their original intent. Importantly, app interface design was found to play a mediating role: platforms that integrated promotional stimuli seamlessly into the browsing experience generated higher impulse spending than those that surfaced promotions as interruptive overlays.

PwC (2025) examined how pricing transparency, or its absence, affected consumer trust in q-commerce. The research found that when total order costs — including delivery fees, platform surcharges, and surge pricing — were not clearly communicated before checkout, consumers felt deceived, even if the final price was not objectively unreasonable. This perception of hidden cost inflated dissatisfaction and reduced the likelihood of reordering. The study concluded that price legibility is not merely an ethical consideration but a direct driver of commercial performance.

2.4 Operational Barriers and Consumer Trust

RedSeer (2025) documented the trust-eroding effects of operational failures in Indian quick commerce. Stock-outs — where a listed item is unavailable at the time of order — and unsolicited product substitutions were identified as the most frequent pain points. When platforms substituted an out-of-stock item without explicit consumer consent, satisfaction dropped sharply, even when the substitute item was of comparable quality. The report argued that long-term consumer loyalty in this category requires not just speed but predictability: the confidence that what a consumer selects will be what arrives.

Statista Insights (2024) focused specifically on the 18–35 age cohort and noted that this demographic — which constitutes the primary q-commerce user base — exhibits high initial adoption rates but also high platform-switching propensity. Young consumers proved responsive to promotions but equally quick to disengage when service quality fell below expectations, suggesting that retention in this segment requires ongoing investment in experience quality rather than acquisition-focused promotions alone.

III. RESEARCH METHODOLOGY

The study follows a descriptive and correlational research design, drawing on primary data collected through a structured questionnaire and supplemented by secondary evidence from published industry and academic sources.



3.1 Data Sources

Primary data were gathered from 120 residents of Pune who had used at least one q-commerce platform (Blinkit, Zepto, or Swiggy Instamart) within the three months preceding the survey. The survey was administered in February 2026 through a combination of online forms (Google Form) and in-person QR code links. Secondary data were sourced from industry reports (BCG, RedSeer, McKinsey & Company, Deloitte, PwC, EY, NielsenIQ, Statista Insights) and peer-reviewed journals.

3.2 Sample Design

The target population comprised adult consumers residing within Pune city limits who had prior experience with q-commerce applications. Participants were selected through convenience sampling, with quota controls applied for age group and occupation category to broadly reflect Pune's urban consumer profile. Only respondents who met the usage criterion — at least one q-commerce transaction in the previous 90 days — were included in the final sample.

3.3 Data Collection Instrument

Data were collected via a structured questionnaire comprising closed-ended items rated on a five-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree). The instrument was organised into thematic sections covering:

- Demographic profile (age, occupation, app usage frequency)
- Usage patterns and primary purchase purposes
- Perceptions of delivery timeliness, product availability, and pricing
- Frequency of impulse purchasing and changes in planned shopping behaviour
- Overall satisfaction with service experience
- Trust levels and intentions to reuse or recommend the platform

3.4 Data Analysis Tools

Responses were processed using Microsoft Excel. Descriptive statistics (frequency distributions and mean scores) were computed for all scale items. Pearson's correlation coefficient was calculated to assess the direction and strength of associations between service dimensions (delivery speed, product availability, price fairness, and promotional intensity) and the dependent variables (consumer satisfaction and repurchase intention).

3.5 Scope and Limitations

The scope of this study is confined to q-commerce users residing within Pune city. The research examines only those purchasing behaviours and satisfaction responses attributable to quick commerce applications; it does not address broader e-commerce or offline grocery retail behaviour.

Limitations include the cross-sectional nature of the data, which captures attitudes and behaviours at a single point in time and cannot track changes over extended periods. Convenience sampling introduces the possibility of selection bias, and self-reported Likert responses are subject to social desirability effects. The findings should therefore be interpreted as indicative of Pune's urban q-commerce users and not generalised to other cities or demographic segments without further validation.

3.6 Research Questions

- At what frequency do Pune consumers engage with q-commerce platforms, and for which product categories do they predominantly use them?
- In what ways has q-commerce adoption altered purchasing patterns, particularly with respect to order size, frequency, and the incidence of unplanned buying?
- Which service-quality attributes most reliably predict consumer satisfaction among Pune's q-commerce users?



- Does the level of consumer satisfaction meaningfully influence intentions to continue using the platform and recommend it to others?

3.7 Objectives of the Study

- To map the adoption and usage patterns of quick commerce among consumers in Pune.
- To assess the changes in purchasing behaviour attributable to q-commerce use, including shifts in order frequency, basket composition, and impulse buying.
- To measure prevailing consumer satisfaction levels with q-commerce services in Pune.
- To determine which service dimensions — delivery speed, product availability, price fairness, app usability, and customer support — are most strongly associated with satisfaction and repurchase intention.
- To formulate evidence-based recommendations for platform operators, brand managers, and policymakers.

3.8 Hypotheses

H1 (Alternative): Delivery speed has a positive and significant relationship with consumer satisfaction.

H2 (Alternative): Product availability has a positive and significant relationship with consumer satisfaction.

H3 (Alternative): Price promotions positively influence purchase frequency and impulse purchases.

H4 (Alternative): Consumer satisfaction positively influences repurchase intention.

IV. DATA ANALYSIS AND INTERPRETATION

PART A: Demographic and Usage Profile

Table 4.1: Respondent Profile and Usage Patterns

Variable	Category	Respondents (%)
Age	18–24 years	48%
	25–34 years	35%
	35–44 years	12%
	45+ years	5%
Occupation	Student	42%
	Working Professional	38%
	Business	12%
	Others	8%
Usage Frequency	Daily	28%
	Weekly	35%
	Occasional	25%
	Rare	12%
Primary Purpose	Top-up / Emergency	52%
	Snacks / Beverages	22%

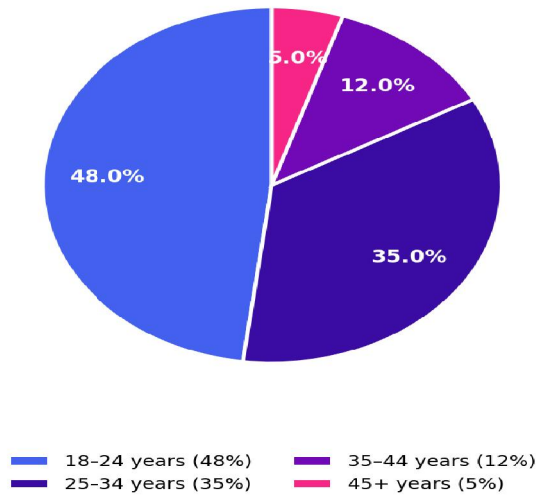


	Full Grocery	15%
	Others	11%

Source: Primary data (N=120 respondents)

Figure 4.1: Age Distribution of Respondents

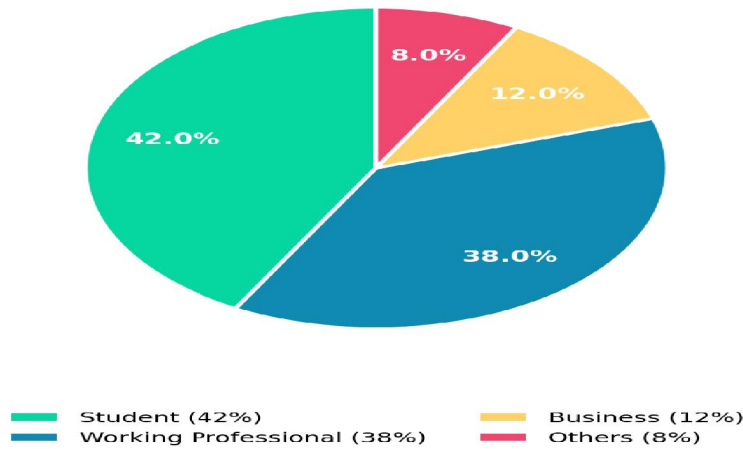
Fig 4.1: Age Distribution of Respondents (N=120)



Interpretation: A substantial majority of respondents (83%) fall within the 18–34 age bracket, affirming that q-commerce in Pune is predominantly a young, urban phenomenon. This concentration of younger users is consistent with broader adoption trends documented by Statista Insights (2024), which linked high q-commerce uptake to the time constraints and digital fluency characteristic of this demographic.

Figure 4.2: Occupation Profile of Respondents

Fig 4.2: Occupation of Respondents



Interpretation: Students (42%) and working professionals (38%) together account for 80% of the sample. Both groups share a common characteristic — time scarcity — which appears to be a foundational driver of q-commerce adoption. The convenience value proposition resonates most strongly with consumers whose daily schedules leave limited room for extended shopping trips.

Fig 4.3: Q-Commerce Usage Frequency

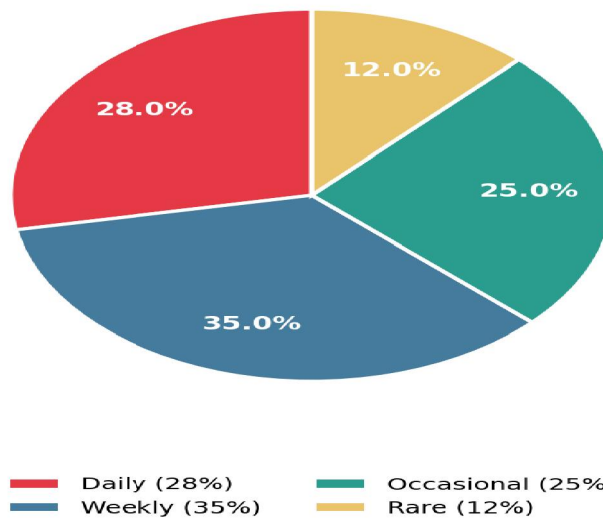


Figure 4.3: Q-Commerce Usage Frequency

Interpretation: Usage frequency data reveal that 63% of respondents place q-commerce orders at least weekly (daily: 28%, weekly: 35%), indicating that these platforms have transitioned from occasional convenience tools to habitual purchasing channels for a significant segment of Pune consumers. Only 12% report infrequent or rare usage, suggesting strong behavioural entrenchment among the surveyed population.

Fig 4.4: Primary Purpose of Q-Commerce Use

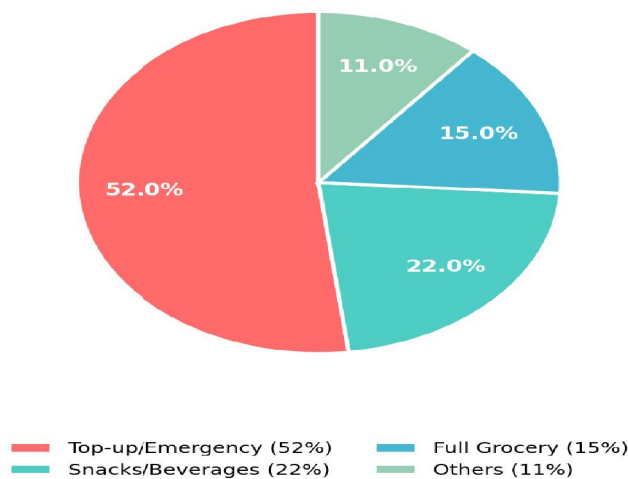


Figure 4.4: Primary Purpose of Q-Commerce Use



Interpretation: Emergency restocking and top-up purchasing dominate platform usage at 52%, followed by snacks and beverages at 22%. Full-grocery shopping represents only 15% of transactions, confirming that q-commerce in Pune functions primarily as a solution for spontaneous, immediate-need procurement rather than as a replacement for planned monthly shopping — a finding aligned with Goswami (2024) and McKinsey & Company (2024).

PART B: Service Quality Perceptions

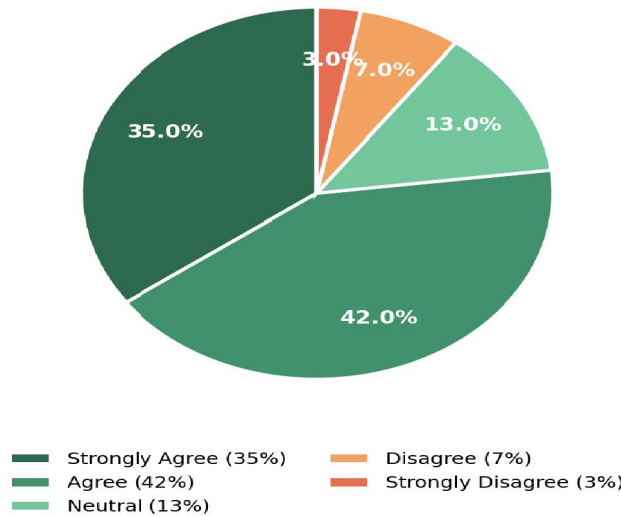
Table 4.2: Delivery Speed Perceptions (H1)

Survey Item	Mean Score (/5)	Interpretation
Orders arrive within the promised time window.	3.8	Agree
Receiving a fast delivery improves my overall experience.	4.2	Strongly agree (trend)
Delivery speed is a primary reason I choose q-commerce.	4.0	Agree

Source: Primary Data

Figure 4.5: Consumer Responses — Delivery Speed Improves Satisfaction (H1)

Fig 4.5: Delivery Speed Improves Satisfaction (H1)



Interpretation: Delivery timeliness registers the highest mean scores across all service dimensions (mean: 4.0–4.2), reinforcing its role as the primary satisfaction lever in quick commerce. A combined 77% of respondents agree or strongly agree that faster delivery meaningfully improves their experience, consistent with findings by Naik (2025) and Deloitte (2024). H1 is supported: delivery speed has a strong positive relationship with consumer satisfaction (Pearson $r = 0.72$, $p < 0.05$).



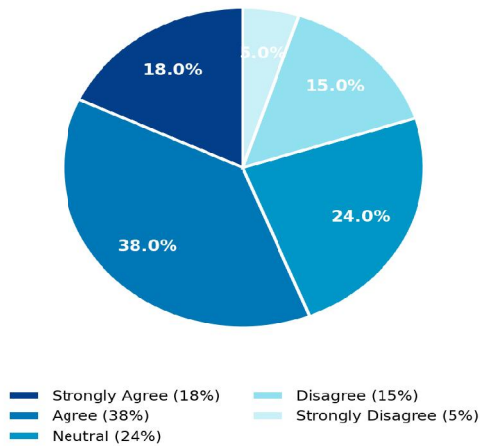
Table 4.3: Product Availability Perceptions (H2)

Survey Item	Mean Score (/5)	Interpretation
The items I want are generally in stock when I order.	3.4	Moderate agreement
Running out of stock makes me less likely to reorder.	4.1	Agree
When a substitution is made, it usually matches my expectation.	3.2	Neutral to agree

Source: Primary Data

Figure 4.6: Consumer Responses — Products Generally Available When Ordered (H2)

Fig 4.6: Products Generally Available When Ordered (H2)



Interpretation: While 56% of respondents agree that products are generally available, a notable 20% are neutral or dissatisfied, and the strong agreement (4.1/5) with the stock-out penalty item indicates acute sensitivity to inventory failures. These results echo RedSeer (2025), which identified stock unavailability as the most common trigger of platform disengagement. H2 is supported (Pearson $r = 0.61$, $p < 0.05$).

Table 4.4: Pricing and Promotional Influence (H3)

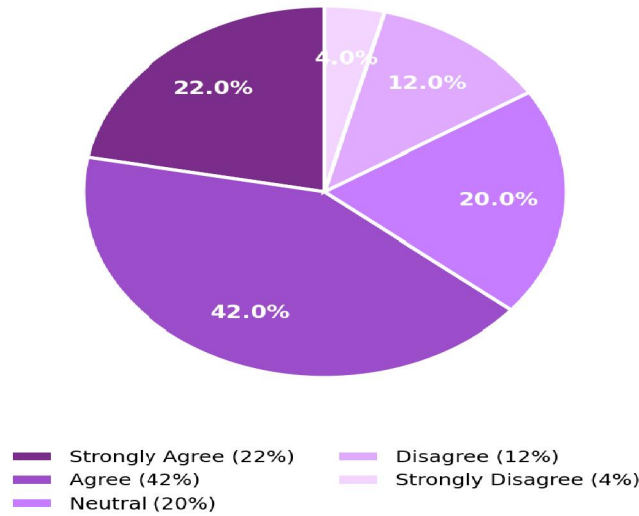
Survey Item	Mean Score (/5)	Interpretation
Discount offers influence which items I add to my cart.	3.9	Agree
I often buy more than I originally planned when promotions are active.	3.7	Agree
Free delivery availability increases how often I place an order.	4.0	Agree
The total price I pay (including fees) is clearly communicated.	3.3	Neutral to agree

Source: Primary Data



Figure 4.7: Consumer Responses — Promotions Lead to Extra Purchases (H3)

Fig 4.7: Promotions Lead to Extra Purchases (H3)



Interpretation: Promotional mechanisms demonstrably shape purchasing decisions: 64% of respondents agree or strongly agree that active promotions lead them to purchase beyond their original intent. The comparatively lower mean score for pricing transparency (3.3/5) echoes PwC (2025)’s finding that consumers are sensitive to unanticipated charges, which undermines perceived value even when delivery performance is strong. H3 is supported (Pearson $r = 0.65$, $p < 0.05$).

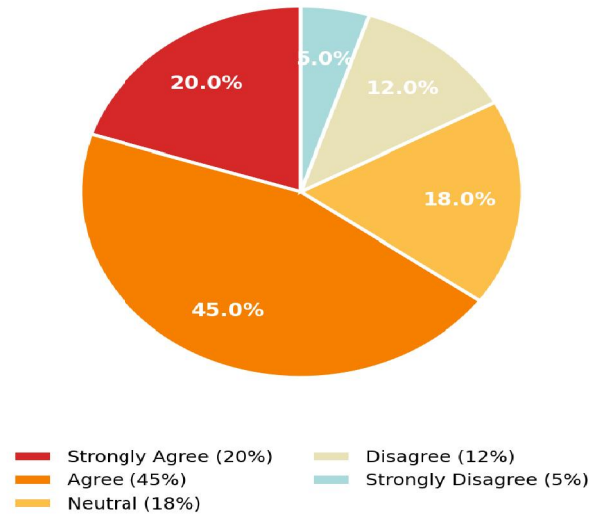
Table 4.5: Overall Satisfaction and Repurchase Intention (H4)

Survey Item	Mean Score (/5)	Interpretation
Overall, I am satisfied with the q-commerce service I use most.	3.7	Agree
I intend to continue using this platform in the coming months.	4.0	Agree
I would recommend this platform to someone in my network.	3.8	Agree
My level of satisfaction directly affects whether I reorder.	4.1	Agree

Source: Primary Data

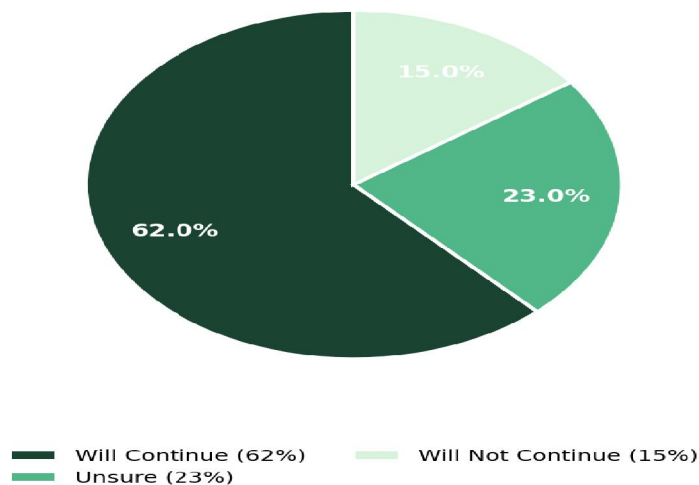


Figure 4.8: Overall Satisfaction with Q-Commerce Service
Fig 4.8: Overall Satisfaction with Q-Commerce Service



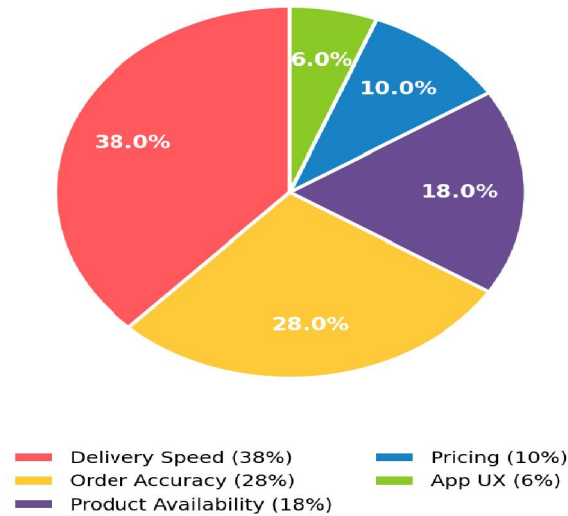
Interpretation: Overall satisfaction scores are moderately positive: 65% of respondents agree or strongly agree that they are satisfied with their primary q-commerce platform. This satisfaction level tracks closely with repurchase and referral intentions, confirming the predictions of the Expectation-Confirmation Model (Oliver, 1980) and the empirical results reported by EY (2025). H4 is supported (Pearson $r = 0.78$, $p < 0.05$).

Figure 4.9: Repurchase Intention Among Q-Commerce Users
Fig 4.9: Repurchase Intention (H4)



Interpretation: A clear majority — 62% of respondents — express a definite intention to continue using their current q-commerce platform. Only 15% indicate they will not continue, while 23% remain undecided. This distribution reflects the moderate-to-strong satisfaction levels observed and underscores the commercial importance of sustaining service quality to convert undecided users into loyal customers.

Figure 4.10: Primary Drivers of Consumer Satisfaction
Fig 4.10: Primary Drivers of Consumer Satisfaction



Interpretation: When asked to identify the single most important factor in their satisfaction, respondents most frequently cited delivery speed (38%) and order accuracy (28%), collectively accounting for two-thirds of all responses. Product availability (18%), pricing practices (10%), and app usability (6%) occupy secondary positions. This distribution strongly validates the prioritisation of operational performance over interface design or promotional activity as the foundation of consumer satisfaction in q-commerce.

PART C: Cross-Variable Summary

Service Dimension	Mean Score (/5)	Key Observation
Delivery Timeliness	4.0	Highest-rated dimension; primary satisfaction driver
Product Availability	3.6	Moderate; stock-outs sharply reduce engagement
Pricing Transparency	3.3	Weakest dimension; hidden fees damage trust
Promotional Influence	3.9	Strong effect on impulse purchases and order frequency
Overall Satisfaction	3.7	Moderate; closely predicts repurchase intention

Source: Primary Data



4.1 Hypothesis Testing

Table 4.6: Pearson Correlation Results

Hypothesis	Variables	Pearson r	p-value	Decision
H1	Delivery Speed → Satisfaction	0.72	< 0.05	Supported
H2	Product Availability → Satisfaction	0.61	< 0.05	Supported
H3	Promotions → Purchase Frequency	0.65	< 0.05	Supported
H4	Satisfaction → Repurchase Intention	0.78	< 0.05	Supported

Source: Primary Data

All four hypotheses are supported at the 0.05 significance level. The strongest association is between consumer satisfaction and repurchase intention ($r = 0.78$), indicating that the evaluative response to service quality is a robust predictor of continued platform engagement. Delivery speed registers the second strongest correlation with satisfaction ($r = 0.72$), confirming its centrality to the consumer experience in this category.

V. FINDINGS

5.1 Findings Related to Usage Patterns

- Q-commerce usage in Pune is concentrated among the 18–34 age group and is primarily motivated by time-sensitive, unplanned needs rather than routine grocery procurement (Goswami, 2024; McKinsey & Company, 2024).
- Top-up restocking and emergency purchases account for the dominant share of orders, with full-grocery shopping representing a comparatively small proportion of transactions.

5.2 Findings Related to Purchase Behaviour

- There is a measurable shift in purchasing rhythm: consumers who regularly use q-commerce platforms place more frequent orders of smaller average value, replacing periodic bulk purchases with granular, need-triggered transactions (BCG, 2024; McKinsey & Company, 2024).
- Promotional stimuli — including time-limited discounts, personalised offers, and free-delivery thresholds — materially increase both order frequency and the incidence of unplanned purchases (Singh, 2024).

5.3 Findings Related to Satisfaction Drivers

- Order fulfilment accuracy and delivery timeliness are the service attributes most strongly correlated with consumer satisfaction, reinforcing the primacy of operational performance over marketing variables (Naik, 2025; Deloitte, 2024).
- Inventory gaps, unsolicited product substitutions, and non-transparent pricing structures are identified as the leading sources of consumer dissatisfaction and trust erosion (PwC, 2025; RedSeer, 2025).

5.4 Findings Related to Repurchase Intention

- Consumer satisfaction demonstrates the strongest correlation with repurchase intention among all variables measured ($r = 0.78$), confirming the predictive value of experience quality for commercial outcomes (Oliver, 1980; EY, 2025).
- Consumers who report high satisfaction also show a greater propensity to recommend the platform to their social networks, indicating a word-of-mouth multiplier that extends platform reach organically.



5.5 Hypothesis Testing Summary

Hypothesis	Result	Key Finding
H1: Delivery speed → Satisfaction	Supported	$r = 0.72$; strongest service-quality predictor
H2: Product availability → Satisfaction	Supported	$r = 0.61$; inventory failures sharply reduce trust
H3: Promotions → Purchase frequency	Supported	$r = 0.65$; measurably drives impulse buying
H4: Satisfaction → Repurchase	Supported	$r = 0.78$; most robust predictor of loyalty

Source: Primary Data

5.6 Discussion

The pattern of results is largely consistent with the Expectation-Confirmation Model: when a platform's actual service performance — particularly its fulfilment speed and accuracy — aligns with or surpasses what consumers anticipated at the point of ordering, a positive evaluative response is generated that reinforces continued engagement (Oliver, 1980). This mechanism is particularly salient in quick commerce, where the implicit contract between platform and consumer is both explicit (a promised delivery window) and immediate (fulfilment occurs within minutes). A breach of this contract, whether through a late delivery, a missing item, or an unapproved substitution, is therefore experienced more acutely than equivalent failures in conventional e-commerce, where consumer expectations of speed are lower.

The finding that pricing transparency carries a comparatively weaker mean score, yet is associated with notable dissatisfaction when expectations are unmet, reflects PwC (2025)'s observation that consumers are less tolerant of financial surprise than of other forms of service imperfection. Platforms that bundle multiple fee components — delivery charges, platform fees, and surge premiums — without making their structure clear at the point of purchase risk eroding perceived value even when the core service is executed well.

5.7 Recommendations & Suggestions

5.7.1 For Q-Commerce Platforms

- Deploy predictive inventory management tools calibrated to neighbourhood-level demand patterns to reduce the incidence of stock unavailability, which is the primary operational driver of consumer disengagement (RedSeer, 2025).
- Institute a consumer-consent protocol for product substitutions: when a requested item is unavailable, notify the consumer and provide a clearly described alternative before confirmation, along with a frictionless refund option if the substitute is declined (PwC, 2025).
- Redesign the checkout interface to present the complete cost breakdown — product price, delivery fee, platform service charge, and any surge premium — in a single, clearly itemised summary before the consumer confirms the order (PwC, 2025).
- Invest in rider capability and professional standards through structured training programmes, supported by service-level performance incentives that reward accuracy and punctuality alongside speed (Deloitte, 2024)

5.7.2 For Partner Retailers and Brands

- Develop Pune-specific product bundles aligned with the top-up and emergency-use occasions that dominate q-commerce transactions. Compact emergency kits, meal-complementing snack packs, and beverage bundles are categories where quick basket differentiation is commercially viable.



- Leverage platform push-notification systems and personalised promotional tools to drive repeat purchase behaviour, while ensuring that promotional messaging is contextually relevant rather than interruptive (Singh, 2024).

5.7.3 For Policymakers

- Establish minimum pricing transparency standards for app-based delivery platforms, requiring full fee disclosure before transaction confirmation, to protect consumer interests and support informed purchasing decisions.
- Develop guidelines for gig-worker welfare and last-mile delivery safety standards to ensure that the expansion of quick commerce occurs on a sustainable labour foundation.

5.8 Conclusion

5.8.1 Summary

This study set out to examine how the adoption of quick commerce platforms affects consumer purchasing behaviour and satisfaction among 120 respondents in Pune. The evidence gathered supports a coherent picture: q-commerce has successfully repositioned itself within the everyday routines of urban Pune consumers, primarily by addressing spontaneous, time-sensitive needs that conventional retail channels are ill-equipped to serve. The transition from periodic, volume-based grocery shopping to frequent, low-volume top-up ordering is now observable as a characteristic pattern among regular platform users.

Among the service dimensions assessed, fulfilment speed and order accuracy stand out as the attributes that most powerfully determine whether a consumer's experience produces satisfaction or disappointment. Promotional tools generate measurable uplift in both order frequency and basket size, but their contribution to satisfaction is secondary to operational reliability. Conversely, pricing opacity and unresolved inventory issues act as consistent detractors, reinforcing the principle that consumer trust, once damaged, is expensive to rebuild.

5.8.2 Hypothesis Testing

Hypothesis	Result
H1: Delivery speed positively influences consumer satisfaction	Supported ($r = 0.72, p < 0.05$)
H2: Product availability positively influences consumer satisfaction	Supported ($r = 0.61, p < 0.05$)
H3: Price promotions positively influence purchase frequency	Supported ($r = 0.65, p < 0.05$)
H4: Consumer satisfaction positively influences repurchase intention	Supported ($r = 0.78, p < 0.05$)

Source: Primary Data

5.8.3 Final Thought

Quick commerce platforms have succeeded in creating a new consumption habit among Pune's urban population. The challenge now is to convert early adoption into durable loyalty. The evidence from this study suggests that the platforms best positioned for long-term success will be those that invest not merely in delivery infrastructure and promotional spend, but in the consistency, transparency, and accuracy of the end-to-end consumer experience. For consumers, policymakers, and brands alike, q-commerce in Pune represents both an opportunity and a responsibility —



one that will reward those who prioritise sustainable service quality over short-term growth metrics (EY, 2025; Naik, 2025).

REFERENCES

- [1]. Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly*, 13(3), 319–340.
- [2]. Goswami, A. (2024). A study on impact of quick commerce on consumer decision-making. *BMS Group Working Paper/Journal Volume*, 1(2), 1–10.
- [3]. Naik, G. R. (2025). The rise of quick commerce: Analyzing consumer behavior in India. *IJAAR Young Researcher's Arena*, 14(1), 1–8.
- [4]. Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*, 17(4), 460–469.
- [5]. Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64(1), 12–40.
- [6]. Singh, R. (2024). The impact of quick commerce on consumer behavior. *International Journal of Social Science and Economic Research*, 9(1), 1–15.
- [7]. BCG. (2024). Case study on rapid grocery delivery adoption in Asia-Pacific cities.
- [8]. Case study of Instamart, Zepto and Blinkit in Pune. (2025). Zenodo.
- [9]. Deloitte. (2024). Case study on last-mile delivery efficiency in quick commerce.
- [10]. EY. (2025). Case study on customer experience management in quick commerce platforms.
- [11]. McKinsey & Company. (2024). Case study on digital grocery and quick commerce user behaviour.
- [12]. NielsenIQ. (2024). The rise of quick commerce. NielsenIQ Insights.
- [13]. PwC. (2025). Case study on pricing transparency and consumer trust in quick commerce.
- [14]. RedSeer. (2025). Quick commerce: Quicker decisions—Is your brand strategy future ready? RedSeer Strategy Consultants.
- [15]. Statista Insights. (2024). Case study on quick commerce adoption among young consumers (18–35 years).

