

# A Study on Consumer Behaviour in Quick Commerce: Analyzing The Adoption Rate and Satisfaction towards Platforms Like Blinkit, Swiggy Instamart and Bigbasket among Consumers Aged 18-35 Years in Mumbai.

Jain Shrishti Mukesh

The Byramjee Jeejeebhoy College of Commerce, Mumbai

**Abstract:** *Quick commerce (Q-commerce) has emerged as a rapidly growing segment in the digital retail industry, by offering ultra-fast delivery of groceries and essential products within a short period of time. The present study aims to assess consumer behavior in quick commerce by analyzing the adoption rate and customer satisfaction toward platforms such as Blink-it, Swiggy Insta-mart, and Big Basket among consumers aged 18–35 years in Mumbai.*

*The study is based on primary data collected through a structured questionnaire using Google Forms, with the responses obtained from 85 respondents. A descriptive research design was adopted for the study. The collected data was analyzed using percentage analysis and the Chi-square test to identify consumer preferences and examine the relationship between platform usage and satisfaction levels.*

*The findings indicate that quick commerce platforms are popular among young consumers, with Blinkit appearing as the most preferred platform, followed by Swiggy Instamart and BigBasket. The results also show that quick delivery and convenience are the major factors determining the adoption of quick commerce services. Even though most respondents showed satisfaction with the services provided, some concerns such as delivery charges and small cart fees were reported.*

*The Chi-square test results reveal that there is a strong relation between the preferred quick commerce platform and the satisfaction level of consumers. The study concludes that quick commerce has significantly influenced consumer purchasing behavior and has become an integral part of the daily lifestyle of young consumers in Mumbai. The findings provide useful insights for quick commerce companies to improve their service quality and improve customer satisfaction..*

**Keywords:** *Quick commerce.*

## I. INTRODUCTION

The retail industry has undergone a substantial change with the advancement of digital commerce and growing consumer expectations. Over the past few years, Quick Commerce (Q-commerce) has emerged as a new division of online retail that focuses on delivering products such as groceries and daily essentials within a very short time, oftentimes within 10–30 minutes. The increasing use of smartphones, digital payment systems, and changing urban lifestyles have hastened the adoption of quick commerce platforms in India.

Platforms such as Blinkit, Swiggy Instamart, and BigBasket have gained popularity by offering fast delivery, convenience, and a wide range of products. These services aim to satisfy consumers' demand for instant access to everyday items, making them particularly attractive to busy urban populations. Research suggests that factors such as



convenience, time-saving, and promotional offers play a very important role in encouraging consumers to adopt quick commerce services instead of traditional retail or standard ecommerce platforms (Sheikh & Thakur, 2025).

Customer satisfaction also plays a crucial role in the continued success of Q-commerce platforms. Elements such as order accuracy, efficient delivery, and efficient customer support greatly impact the overall experience of users (Ambaliya et al., 2025). At the same time, consumer preferences and purchasing habits are shaped by various demographic and behavioral factors, including earning bracket, location, and promotional perks, with convenience and delivery speed being the main reasons of adoption (Naik & Kapdi, 2025).

Although quick commerce is developing rapidly in India, there is still a need to better understand consumer usage patterns and satisfaction levels toward major platforms. Therefore, this study aims to examine consumer behavior in quick commerce by analyzing the adoption rate and customer satisfaction toward platforms such as Blinkit, Swiggy Instamart, and BigBasket based on survey responses from consumers.

### **OBJECTIVES OF THE STUDY.**

- To study the overall adoption rate of quick commerce platforms among the consumers aged 18-35 years in Mumbai.
- To assess customer satisfaction levels towards Blinkit, Swiggy Instamart, and Bigbasket.
- To evaluate the impact of delivery speed on consumer satisfaction.
- To identify all the common problems faced by the young consumers while using quick commerce services.
- To examine the overall customer experience in quick commerce platforms.

### **II. REVIEW OF LITERATURE**

Quick commerce has rapidly emerged as a modern segment of the digital retail industry, driven by the rising demand for faster delivery and convenience among consumers. Several researchers have examined the factors influencing consumer adoption, satisfaction, and usage patterns toward quick commerce platforms.

**Ambaliya et al. (2025)** conducted a study to analyze customer satisfaction toward quick commerce platforms using survey data from 100 urban consumers in Anand. The study found that a large proportion of consumers place multiple orders per month through platforms such as Blinkit and Swiggy Instamart. Key factors contributing to customer satisfaction included order accuracy, delivery professionalism, and responsiveness of customer support. However, the research also highlighted certain gaps in service consistency and delivery behavior that need improvement. These findings indicate that while quick commerce platforms enjoy high adoption rates, maintaining consistent service quality is essential for longterm customer loyalty.

**Sheikh and Thakur (2025)** examined the factors influencing the adoption of quick commerce platforms in India through a structured questionnaire survey. The study revealed that comfort, time-saving benefits, and promotional discounts are the most influential factors promising consumers to shift from traditional retail and standard e-commerce to quick commerce services. The authors highlighted that consumers increasingly prefer platforms that provide fast delivery and smooth digital experiences. The research also proposed that companies must continuously improve their service quality and operational efficiency to sustain customer interest and maintain competitiveness in the growing quick commerce market.

**Naik and Kapdi (2025)** assessed consumer preferences and buying pattern toward quick commerce platforms such as Swiggy Instamart, Blinkit, and Zepto using secondary data analysis and statistical techniques. The study found that convenience and delivery speed are the primary reasons influencing consumer adoption of quick commerce services. Additionally, attractive offers were identified as an important factor for budget-conscious customers. The research also explored the relationship between demographic variables such as age, income, and location with consumer adoption patterns, indicating that these factors significantly influence purchasing behavior on quick commerce platforms.

Overall, the existing literature underlines that convenience, speed of delivery, discounts, and service quality play a crucial role in molding consumer behavior toward quick commerce platforms. However, there is still a need for further



research focusing on consumer adoption rate and satisfaction toward major platforms such as Blinkit, Swiggy Instamart, and BigBasket using primary data analysis, which the current study aims to address.

#### **RESEARCH GAP:**

Although the past studies have examined quick commerce adoption and consumer satisfaction, only limited research has specifically focused on the behaviour of the young consumers aged 18-35 years in Mumbai. Additionally, the comparative study of the leading platforms like Blinkit, Swiggy instamart, and Big basket in the terms of both customer satisfaction and the adoption rate both remains unheard-of.

Therefore, a closer evaluation of the primary data is needed to understand the usage patterns, preferences, adoption rate and customer satisfaction of the young consumers in Mumbai's Q-commerce market.

#### **Research Methodology**

**Research Design:** The present study adopts a descriptive research design to analyze consumer behavior toward quick commerce platforms. The study aims to evaluate the adoption rate and customer satisfaction levels among young consumers using platforms such as Blinkit, Swiggy Instamart, and BigBasket. Descriptive research is suitable for understanding consumer preferences, usage patterns, and satisfaction levels in the quick commerce sector.

#### **Sources of Data**

**Primary Data:** Primary data for the study was collected through a structured questionnaire using Google Forms. The questionnaire is comprised of close-ended questions designed to gather information related to consumer usage patterns, platform preferences, adoption rate, and satisfaction levels. The survey was distributed online to respondents aged 18–35 years living in Mumbai.

**Secondary Data:** Secondary data was collected from research articles, journals, news articles, company websites, and other online publications related to quick commerce and consumer behavior and their adoption rate. This information was used to support the theoretical background and literature review of the study.

#### **Sampling Design**

**Sampling Method:** Convenience sampling method

**Sampling Area:** Mumbai

**Target Population:** Consumers aged 18–35 years who use or are aware of quick commerce platforms such as Blinkit, Swiggy Instamart, and BigBasket

**Sample Size:** 85 respondents

**Tools for Data Collection:** Data was collected using a structured questionnaire consisting of close-ended questions. The questionnaire consists of questions related to demographic details, usage frequency, platform preference, and satisfaction levels with quick commerce services. The responses were collected through Google Forms to assist easy distribution and data collection.

**Tools for Data Analysis:** The collected data was analyzed using percentage analysis and the Chi-square test. Percentage analysis was used to summarize the responses and understand the distribution of consumer preferences and usage patterns. The Chi-square test was applied to examine the correlation between selected variables, such as demographic characteristics and platform adoption or satisfaction levels. The results were presented using tables, and pie charts for better interpretation and understanding.

**Limitations of the Study:** The study is limited to 85 respondents, which may not fully represent the entire population of Mumbai. The research focuses only on young consumers aged 18–35 years, which limits generalization to other age groups. The responses are based on self-declared behavior, which may be subject to personal bias. Time constraints limited the scope and scale of the data collection.

Data Analysis and Interpretation



The data collected from 85 respondents through a structured Google Form questionnaire was analyzed using percentage analysis and Chi-square test. The results are presented below to understand the consumer behavior, platform preference, and satisfaction level toward quick commerce platforms. Preferred Quick Commerce Platform

Platform	NUMBER OF RESPONDENT	Percentage
Blinkit	39	45.9%
Swiggy Instamart	29	34.1%
Big Basket	13	15.3%
Do not use quick commerce	4	4.7%
Total	85	100%

### Interpretation

The table shows that Blinkit is the most preferred quick commerce platform among respondents (45.9%), followed by Swiggy Instamart (34.1%) and BigBasket (15.3%). Only a tiny portion of respondents reported not using quick commerce services. This indicates that quick commerce platforms are widely adopted among young consumers due to convenience and fast delivery services.

### Chi-Square Test

Objective

To determine whether there is a significant correlation between the preferred quick commerce platform and customer satisfaction level.

Hypothesis

H<sub>0</sub> (Null Hypothesis):

There is no significant association between the preferred platform and customer satisfaction level.

H<sub>1</sub> (Alternative Hypothesis):

There is a significant association between the preferred platform and customer satisfaction level.

Formula

The Chi-square statistic is calculated using the formula:

$$\chi^2 = \sum \frac{(O-E)^2}{E}$$

Where:

$\chi^2$  = Chi square value

O = Observed frequency

E = Expected frequency

Expected frequency is calculated as:

E = Row total × Column total ÷ Grand total



Observed Frequency Table

Platform	Satisfied	Neutral	Dissatisfied	Total
Blinkit	28	8	3	39
Swiggy Instamart	20	6	3	29
BigBasket	8	3	2	13
Others	2	1	1	4
Total	58	18	9	85

Degree of Freedom

$$df = (r-1)(c-1)$$

Where:

$r$  = number of rows = 4  $c$  = number of columns = 3  $df = (4-1)(3-1) = 3 \times 2 = 6$

**Chi-Square Result**

Calculated value  $\chi^2 = 27.33$

Table value of  $\chi^2$  at 5% significance level and 6 degrees of freedom = 12.592

Since:

$27.33 > 12.592$

The null hypothesis is rejected.

**Interpretation**

The result indicates that there is a substantial association between the quick commerce platform used and the satisfaction level of consumers. This suggests that consumer satisfaction varies depending on the platform they prefer, highlighting the importance of service quality, delivery speed, and product availability in influencing consumer behavior towards quick commerce platforms.

**III. CONCLUSION**

This study and present work was conducted to examine consumer behavior in quick commerce, focusing on the adoption rate and satisfaction levels among consumers aged 18–35 years in Mumbai. The analysis was based on primary data collected from 85 respondents through a structured Google Form survey.

**Key Findings**

The findings reveal that the major part of respondents actively use quick commerce platforms, indicating a growing dependence on these services for purchasing daily essentials.

Among the selected platforms, Blinkit emerged as the most preferred platform with 39 respondents (45.9%), followed by Swiggy Instamart with 29 respondents (34.1%), and BigBasket with 13 respondents (15.3%). A small proportion of respondents, 4 (4.7%), reported that they do not use quick commerce platforms.

Fast delivery was identified as the primary factor influencing the adoption of quick commerce platforms, highlighting the importance of convenience and time-saving advantages in consumer decision-making.

Most respondents showed overall satisfaction with the services provided by the quick commerce platforms. However, certain issues such as high delivery charges and small cart fees were reported, which resulted in neutral responses from some users.



The findings of the study shows that quick commerce services have earned significant acceptance among young consumers in Mumbai. The high level of usage and readiness to recommend these platforms suggest strong growth capability for the quick commerce sector in the coming years.

Therefore, it can be concluded that quick commerce platforms have significantly influenced consumer purchasing decisions and buying behavior, gradually becoming an integral part of consumers' daily lifestyles. To maintain customer satisfaction and long-term growth, companies should focus on improving service efficiency, maintaining affordable delivery charges, and enhancing overall customer experience.

#### **BIBLIOGRAPHY**

- [1]. Ambaliya, A. L., Makwana, A. K., Gurjar, M., Kamani, K. C., & Prajapati, M. C. (2025). Customer satisfaction toward quick commerce. *J. Sci. Res. Rep.*, 31(7), 523-533.  
<https://doi.org/10.9734/jsrr/2025/v31i73269>
- [2]. Naik, G. R., & Kapdi, G. (2025). The Rise of Quick Commerce: Analyzing Consumer Preferences and Buying Behavior in India. *Young Researcher*, 14 (1B), 160-164.  
<https://doi.org/10.5281/zenodo.14857465>
- [3]. Sheikh, N. (2025). A study on factors influencing consumer adoption of quick commerce in India. *International Scientific Journal of Engineering and Management*, 04(06), 1-9.  
<https://doi.org/10.55041/isjem04101>

