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The Impact of Quick Commerce on Consumer Buying Behaviour in Mumbai

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ABSTRACT

Quick Commerce (Q-commerce) represents a transformative leap in the digital retail ecosystem, delivering groceries and daily essentials to consumers within 10–30 minutes. Mumbai's fast-paced urban setting, changing customer demands, and dense population make it an ideal place for Q-commerce to flourish. The purpose of this study is to examine how Q-commerce services have affected consumer behavior in Mumbai by looking at factors including user interface, cost, convenience, trust, and delivery efficiency. Using a sample of 130 respondents using a mixed-method research strategy, we tested hypotheses using t-tests and z-tests in addition to qualitative evaluations. The results show that Qcommerce significantly affects customer behavior, with a noticeable shift toward impulsive purchases, less preparation, and higher expectations for product availability and delivery speed. The study identifies present constraints and prospects for further innovation while providing platform developers, marketers, and legislators with useful data.

Keywords : Quick Commerce, Consumer Behaviour, Mumbai, Online Grocery, Delivery Speed, Urban E-commerce, Impulse Buying, Digital Consumption

1. INTRODUCTION

Quick Commerce (Q-commerce), which offers quick delivery of goods—often within minutes—is the result of e-commerce's ongoing innovation, which has redefined the consumer journey. The lifestyle of Mumbai's customers is best suited to Q-commerce, which meets real-time, need-based demands in contrast to traditional e-commerce models that serve planned, bulk transactions. Mumbai, the financial hub of India, is a high-demand, high-density metropolitan marketplace with particular difficulties like traffic jams, limited space, and a lack of time.

Particularly among young people who were raised in the digital age, Q-commerce companies like Zepto, Blinkit, Swiggy, Instamart, and Amazon Fresh are drastically changing how people consume. To satisfy the changing demands of contemporary consumers, these systems make use of app-based convenience, AI-driven inventory management, and hyperlocal dark storefronts. In the context of Mumbai, this study investigates the ways in which Q-commerce affects decisionmaking procedures, frequency of purchases, satisfaction levels, and brand loyalty.

2. RESEARCH METHODOLOGY :

Scope of the Study

The research explores the multifaceted impact of Q-commerce on consumer buying behavior within the city of Mumbai. Key parameters examined include delivery speed, app convenience, pricing sensitivity, product variety, and trust dynamics.

Objectives of the study

- To analyze the effect of Q-commerce on consumer awareness and app usage in Mumbai.
- To evaluate the primary factors influencing Q-commerce adoption.
- To assess user satisfaction across delivery, product quality, and pricing.

- To propose future developments and app improvements based on consumer expectations.

Sampling and Data Collection

- Sample Size: 131 respondents residing in Mumbai.
- Sampling Technique: Convenience sampling.
- Primary Data: Structured questionnaires covering demographic, behavioural, and perceptional variables.
- Secondary Data: Literature reviews, journal articles, industry reports, and government publications.

Statistical Tools Used

- Descriptive statistics
- T-Test and Z-Test for hypothesis 1 validation
- Chi -Square Test for hypothesis 2 validation **Hypothesis of the study**

Hypothesis 1:

- **Null Hypothesis**: Quick Commerce has no significant impact on consumer buying behavior.
- **Alternative Hypothesis:** Quick Commerce significantly impacts consumer buying behavior.

Hypothesis 2:

- **Null Hypothesis (H_0):** There is no significant association between consumer awareness of Quick Commerce apps and their usage frequency.
- **Alternative Hypothesis (H_1):** There is a significant association between consumer awareness of Quick Commerce apps and their usage frequency.

3. LITERATURE REVIEW

Multiple academic and industry sources highlight the disruptive role of Q-commerce in modern retail. Mukhopadhyay (2022) emphasizes the post-pandemic acceleration of instant delivery models, while Ranjekar & Roy (2021) document Q-commerce's operational innovations, including last-mile logistics and hyperlocal warehousing.

Studies by Koufaris et al. (2001) and Haubl & Trifts (2000) demonstrate that convenience and digital decision-making aids are critical in shaping consumer loyalty and purchase frequency. However, literature gaps exist regarding how these platforms impact impulsive purchasing and behavioral transformation at the city level, especially in India’s megacities.

This research adds to the limited pool of studies focusing on the socio-behavioral transformation triggered by Q-commerce in high-density urban regions.

4. DATA ANALYSIS AND INTERPRETATION

Demographic Overview:

- Majority (66%) of respondents aged 11–30 years.
- 55.7% female and 44.3% male respondents.
- Students and working professionals constituted 68% of the sample.

Usage Patterns:

- 33.6% of users shop monthly, followed by 29.8% weekly.
- Zepto is the most preferred app (27.5%).

Influencing Factors:

- Convenience (42.7%), time-saving (53.4%), and product variety (30.5%) emerged as key adoption drivers.
- Top categories purchased: beverages (42.7%), processed foods (40.5%), and dairy (38.2%). Challenges:
- Consumers cited limited selection (29.7%), paid delivery (27.9%), and quality inconsistency (21.5%) as drawbacks.
- Security concerns were moderately high; only 3.1% were fully confident in the safety of their personal data.

Behavioral Insights:

- 60.3% of respondents indicated they had changed their grocery shopping frequency due to Qcommerce.
- 54% admitted to impulsive buying due to ease and speed of access.

4. HYPOTHESIS TESTING

Hypothesis 1 :

T-Test

To test the hypothesis, a **one-sample t-test** was conducted based on the responses to the question:

"Do you feel that Quick Commerce has made your life more convenient?"

- Mean Score (Convenience Perception): 3.40
- Standard Deviation: 0.99
- t-value: 4.59
- p-value: 0.00001

t -Test Results

Statistical Measure	Value
Sample Size (n)	131
Mean Score	3.40
Standard Deviation	0.99
t-Statistic	4.59
p-Value	0.00001
Significance Level (α)	0.05

Conclusion: Consumers perceive Quick Commerce as more convenient than neutral, suggesting it positively influences their buying behavior by enhancing ease and saving time.

Z-Test Methodology

The same question was used for this analysis:

"Do you feel that Quick Commerce has made your life more convenient?"

Using a 5-point Likert scale, responses were assigned numerical values and distributed as follows:

Response Category	**Assigned Score**	**Count (Approx.)**
Very strongly convenient	5	23
Somewhat strong	4	29
Neutral	3	58
Somewhat inconvenient	2	19

Not convenient at all	1	2

The aim of this Z-test is to determine whether the **mean consumer perception** regarding the convenience of Quick Commerce significantly differs from a neutral stance (score = 3).

- Z-score: 4.59
- p-value: 0.0000044

Interpretation:

The Z-test results reinforce the findings from the t-test and demonstrate that the impact of Quick Commerce on consumer buying behaviour is **statistically significant**. Consumers, on average, find Quick Commerce to be more convenient than neutral, which likely influences their purchase decisions and shopping frequency.

Thus, Quick Commerce platforms are not only gaining popularity but are also shaping buying behaviour through the value of convenience.

Hypothesis 2 :

Chi-Square Test of Independence

Since both awareness and usage frequency are categorical variables, the Chi-Square Test of Independence is the most appropriate statistical tool for this analysis.

Chi-Square Test Result

Statistical Measure	Value
Chi-Square Statistic (χ^2)	54.63
Degrees of Freedom (df)	4
p-Value	3.88×10^{-11}
Significance Level (α)	0.05

Interpretation:

- The p-value (0.0000000000388) is far below the threshold of 0.05.
- Hence, we reject the null hypothesis.

Conclusion: There is a statistically significant association between consumer awareness and their frequency of usage of Quick Commerce apps.

5. FINDINGS

- Digitally Savvy Demographic: Younger, tech-savvy consumers find Q-commerce especially appealing.
- Change in Shopping Habits: More frequent purchases; less reliance on traditional retail.
- Impulse Culture: Unplanned purchases are encouraged by instant access.
- Platform Preference: Because of its accurate delivery and user-friendly interface, Zepto tops in customer satisfaction.
- Consumer Expectations: Customers anticipate better customer service, reduced prices, and better packaging.

6. CONCLUSION

Mumbai's quick adoption of Q-commerce highlights its applicability in a fast-paced urban setting. Convenience, efficiency, and trust become important as customers shift their daily needs to digital platforms. In addition to enhancing traditional purchasing, q-commerce has the potential to completely transform it.

However, resolving issues with operational openness, privacy, and product quality will be necessary for long-term survival. Innovations that increase user happiness and confidence include multilingual help, AIpowered recommendations, and green logistics.

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