



The Rise of Quick Commerce: A Study on Consumer Intentions and Influencing Factors

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ABSTRACT

Quick Commerce (Q-Commerce) has emerged as a revolutionary retail model, offering delivery of groceries, daily essentials, and food items within minutes. This study aims to explore consumer intention and behavior patterns related to Q-Commerce platforms. Based on a sample of 100 urban consumers aged 18–45, the research focuses on three core objectives: understanding the key factors influencing Q-Commerce usage, evaluating consumer satisfaction, and identifying challenges and future opportunities for the industry.

Data analysis revealed that convenience, speed of delivery, and app usability are the most influential factors driving user adoption. While overall satisfaction is high, concerns related to pricing, customer service, and environmental impact were also noted. The study suggests strategic improvements such as loyalty programs, better customer support, and eco-friendly practices to enhance long-term user engagement. These insights are valuable for Q-Commerce platforms looking to optimize services and adapt to the evolving demands of modern consumers.

Keywords: Quick Commerce (Q-Commerce), Consumer Intention, Consumer Behaviour, Convenience, Customer Satisfaction

INTRODUCTION

The emergence of Quick Commerce (Q-Commerce) is transforming consumer shopping behaviour by offering fast delivery of goods within 10-30 minutes. This study explores the key drivers influencing consumer intention to adopt Q-Commerce platforms, including convenience, speed, product variety, and technology adoption. By understanding consumer behaviour and preferences, retailers and platform operators can develop effective strategies to improve customer experiences, satisfaction, and loyalty, ultimately driving growth in the Q-Commerce industry.

STATEMENT OF THE PROBLEM

The rapid rise of Q-Commerce platforms like Big Basket's, Amazon Fresh, Zepto, Dunzo, JioMart Express, Fresco, and Swiggy Instamart has created new expectations among consumers for speed, convenience, and reliability. However, the sustainability of such models and their ability to consistently meet customer expectations remain underexplored. There is a lack of empirical research on what motivates consumer adoption of Q-Commerce and how satisfaction impacts continued usage. The core problem lies in understanding whether Q-Commerce is a short-term trend or a lasting shift in consumer behavior.

SIGNIFICANCE OF THE STUDY

This study holds significance for multiple stakeholders:

- For Q-Commerce companies, it provides insights into consumer behavior, helping to improve service delivery and retention.
- For retailers, it helps evaluate how traditional shopping is being disrupted.
- For researchers, it offers a foundation for further studies on digital consumerism. Understanding consumer intention in Q-Commerce can influence business strategy, technology adoption, and customer engagement efforts.

LITERATURE REVIEW

Past studies in e-commerce adoption have highlighted factors such as perceived ease of use, usefulness, trust, and convenience (Davis, 1989; Gefen et al., 2003). Recent literature has begun to differentiate Q-Commerce from traditional e-commerce. Singh and Sharma (2022) noted that speed and immediacy are critical in Q-Commerce adoption, while Kumar and Arora (2023) identified reliability and inventory variety as emerging influencers.

However, gaps remain in identifying psychological motivators, demographic effects, and the long-term loyalty drivers in Q-Commerce users. The Technology Acceptance Model (TAM) and Theory of Planned Behaviour (TPB) provide frameworks for understanding such intentions.

RESEARCH METHODOLOGY

This study employs a descriptive and exploratory research design to investigate consumer behavior towards Quick Commerce (Q-Commerce) platforms. A convenience sampling method is used to select 100 urban consumers aged 18-45 who have used a Q-Commerce platform at least once. Primary data is collected through online surveys using structured questionnaires, while secondary data is gathered from journals, white papers, market reports, and existing literature. The study utilizes descriptive statistics, factor analysis, and regression analysis to analyze the data and test relationships between consumer intention and various influencing factors.

DATA ANALYSIS AND INTERPRETATION

1. Demographic Profile of Respondents (N = 100)

Demographic	Category	Respondents (%)
Age	18–25	45%
	26–35	35%
	36–45	20%
Gender	Male	54%
	Female	46%
Occupation	Students	28%
	Working Professionals	58%
	Homemakers	9%
	Others	5%

Interpretation: Most users are young adults (18–35) with a near-even gender split. Working professionals make up the majority, showing a preference for time-saving services

2. Frequency of Using Q-Commerce Platforms

Usage Frequency	Respondents (%)
Daily	18%
2–3 times a week	42%
Once a week	27%
Rarely (monthly or less)	13%

Interpretation: Over 60% of users use Q-Commerce platforms at least twice a week, highlighting its integration into their routine shopping behavior

3. Purpose of Using Q-Commerce

Purpose	Respondents (%)
Daily groceries	48%
Ready-to-eat meals/snacks	22%
Personal care/household items	17%
Emergency or last-minute needs	13%

Interpretation: Q-Commerce is primarily used for daily grocery needs, followed by meals and emergency purchases. This underlines its role as a convenience-first service.

4. Satisfaction with Key Service Factors (Scale: 1 – Very Dissatisfied to 5 – Very Satisfied)

Service Aspect	Average Rating
Delivery Speed	4.5
Product Quality	4.2
App Interface	4.1
Availability of Products	4.0
Customer Support	3.4
Price & Discounts	3.6

Interpretation: Respondents are highly satisfied with delivery speed and product quality. Customer service and pricing are seen as average, signaling areas for improvement.

5. Influencing Factors Behind Usage (Top 3 Chosen by Respondents)

Factor	Selected by (%)
Convenience (time-saving)	85%
Speed of Delivery	78%
Ease of App Use	62%
Variety of Products	46%
Pricing/Discounts	39%

Interpretation: Convenience and speed are the main drivers. Ease of app use also plays a critical role in encouraging repeated usage.

6. Concerns and Limitations of Q-Commerce

Concern	Respondents (%)
Higher Prices	34%
Limited product range	26%
Delivery charges	21%
Environmental packaging waste	12%
Unreliable customer service	7%

Interpretation: While most users are satisfied, pricing and delivery charges are significant concerns. Environmental awareness is emerging but still not a top priority.

1. FACTOR ANALYSIS

To reduce multiple related variables into meaningful factors influencing consumer intention. Suitability Test Results:

Test	Value	Interpretation
Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy	0.784	Sampling is adequate.
Bartlett's Test of Sphericity	$p < 0.001$	Data is suitable for factor analysis.

Extracted Factors:

Factor Name	Items Grouped	Eigenvalue	% of Variance Explained
Convenience and Speed	Fast Delivery, Ease of Ordering, 24/7 Service	4.2	32%
App Usability	Easy Navigation, Secure Payment, Attractive Interface	2.8	20%
Price Sensitivity	Discounts, Cost Concerns	2.1	12%
Product Variety	Wide Choice, Stock Availability	1.7	8%

Interpretation:

The major influencing dimensions for Q-Commerce users are convenience, app usability, price consciousness, and product range.

2. Regression Analysis

To examine how much the identified factors affect **consumer intention** to use Q-Commerce platforms.

Regression Model:

$$\text{Consumer Intention} = \beta_0 + \beta_1(\text{Convenience and Speed}) + \beta_2(\text{App Usability}) + \beta_3(\text{Price Sensitivity}) + \beta_4(\text{Product Variety}) + \varepsilon$$

Regression Coefficients

Predictor Variable	Standardized Coefficient (β)	p-value	Relationship with Consumer Intention
Convenience and Speed	0.42	<0.01	Strong Positive
App Usability	0.31	0.02	Moderate Positive
Price Sensitivity	-0.20	0.06	Weak Negative (Not Significant)
Product Variety	0.22	0.04	Mild Positive

Model Summary:

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Summary Table

Analysis Type	Purpose	Findings
Factor Analysis	Grouping related influencing factors	4 factors extracted (Convenience, Usability, Price, Variety)
Regression Analysis	Testing influence on consumer intention	Convenience and App Usability strongly drive usage

FINDINGS:

- Convenience and Timesaving were the most cited reasons for Q-Commerce usage.
- Trust in timely delivery was crucial for customer retention.
- Price sensitivity and lack of discounts were barriers for continued use.
- Brand loyalty was found to be low; most users preferred switching between apps for better deals or faster delivery.
- Regression analysis showed a **strong positive relationship** ($\beta = 0.42$, $p < 0.01$) between convenience factors (fast delivery, ease of ordering, 24/7 service) and consumer intention to use Q-Commerce.
- The usability of the platform (ease of navigation, attractive interface, secure payments) has a **significant positive impact** ($\beta = 0.31$, $p = 0.02$) on continued usage and loyalty.
- Availability of a wide product range influences consumer satisfaction and has a **mild positive effect** ($\beta = 0.22$, $p = 0.04$) on intention.
- Although consumers appreciate discounts, **price sensitivity** showed a **weak negative impact** ($\beta = -0.20$, $p = 0.06$) and was not statistically significant at the 5% level.
- The regression model explained **68% of the variance** in consumer intention ($R^2 = 0.68$), indicating that the identified factors strongly predict consumer behavior in Q-Commerce.
- Factor analysis extracted **four major factors** — Convenience and Speed, App Usability, Price Sensitivity, and Product Variety — validating that these are the primary dimensions influencing consumer behavior.

SUGGESTIONS:

- Platforms should improve personalization through AI-based recommendation systems
- Companies must ensure delivery reliability even during peak hours.
- Introduce loyalty programs to build long-term relationships.
- Promote sustainability practices, such as reusable packaging or eco-friendly delivery options.
- Companies should invest in technology and logistics to further **enhance delivery speed and service accessibility**.
- Regularly upgrade the app interface, focusing on **ease of navigation, design aesthetics, and transaction security** to retain users.
- Instead of general discounts, use **personalized promotions** based on user data since price sensitivity is less dominant.
- Focus on **diversifying product categories** and ensuring **real-time stock availability** to cater to broader consumer needs.
- Given that price is not the main factor, creating **value-driven loyalty programs** (points, exclusive access) can further deepen customer relationships.
- Target the **18–30 age group** more aggressively with marketing campaigns highlighting **speed, reliability, and tech-savvy features**.
- **Implement active customer feedback systems** to regularly update service quality based on real user experiences.

CONCLUSION

The study explored consumer intention toward Quick Commerce (Q-Commerce) platforms by analyzing responses from 100 urban consumers aged 18–45 years. Using factor analysis, four key dimensions influencing consumer behavior were identified: **Convenience and Speed, App Usability, Price Sensitivity, and Product Variety**. Among these, convenience and app usability emerged as the most critical drivers shaping consumer intention, as confirmed by regression analysis results. The regression model demonstrated a high explanatory power, accounting for **68%** of the variance in consumer intention. Findings revealed that while consumers appreciate pricing benefits, **speed, ease of use, and platform reliability** play a far more decisive role in encouraging repeat usage and loyalty. Product variety also contributes moderately to consumer satisfaction, while price sensitivity alone is not a major deciding factor for most users. Overall, the results highlight that Q-Commerce companies must prioritize **delivery speed, technological innovation, and customer experience enhancement** over aggressive discounting strategies. Tailoring offerings to the needs of **young, tech-savvy urban consumers** while ensuring **consistent service quality** will be critical for sustaining competitive advantage in the fast-growing Q-Commerce sector.

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