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A Study of Quick Commerce and its Impact on Consumer Buying behavior in India

Mr. Partha sarathi Senapati

Asst. professor, NIIS Institute of Business Administration, NIIS, Bhubaneswar

ABSTRACT:

This study is conducted to understand the impact of quick commerce on consumer buying behavior in the Indian market. Quick commerce represents a significant shift in the e-commerce landscape, prioritizing rapid delivery of products, typically within 10 to 30 minutes, to meet the demands of Indian consumers. This trend profoundly influences daily shopping habits across urban centers in the country. This paper posits that to fully comprehend the digital purchasing behaviors of Indian consumers, one must consider their impulsive buying tendencies. Additionally, quick commerce capitalizes on these impulsive behaviors by creating new online shopping opportunities. Following this framework, the study assesses how the adoption of quick commerce technologies affects consumer purchasing behavior by testing a series of hypotheses relevant to the Indian context.

Keywords: Retail sector, consumer behavior, Quick commerce

Introduction:

Quick commerce is growing rapidly in the e-commerce space, where goods are delivered within minutes after the order is placed. Companies have started this service catering to consumers for their regular daily buying of products using applications or phone calls. The scope of quick commerce started to grow from the fast-growing food tech and meal delivery services in specific regions and has now added a range of products like grocery items, household products, personal care items, office supplies, books, and many more. The focus is to deliver these products to consumers within minutes after the order is placed. With the pressing time-dependent demand, the lead time would be less than an hour. This way, no predefined stockpile is required to cater to these demands. Additionally, technology plays an important role in shortening this time interval. The company uses the latest technology involving robots, drones, and a mobile application for placing orders, and integration with inventory management and storage to quicken the procurement and delivery cycle. Some of the tactics employed are to operate from strategically located dark stores or mini fulfillment centers or partner with local stores and have a quick fleet of delivery personnel on standby near the stores.

Reasons for the growth of Quick Commerce in India

Urbanization and Changing Lifestyles: The increasing urban population and fast-paced lifestyles have created a demand for instant access to groceries, personal care products, and daily essentials. India's young and tech-savvy demographic, with a growing appetite for convenience, is fueling this trend.

COVID-19 Pandemic: The pandemic accelerated the adoption of online shopping and contactless delivery services, normalizing the expectation of faster deliveries.

Mobile Penetration and Digital Payments: High smart phone penetration and the widespread adoption of UPI (Unified Payments Interface) have made it easier for consumers to access q-commerce platforms.

Startup Ecosystem and Investments The Indian q-commerce space has attracted significant funding from domestic and global investors. Players like Zepto, Blinkit (formerly Grofers), Swiggy Instamart, and BigBasket's BB Now have pioneered the segment.

Localized Micro-Warehouses (Dark Stores): Companies leverage strategically located dark stores in urban centers to ensure rapid order fulfillment, supported by efficient last-mile logistics.

Key Players in the Indian Quick Commerce Space

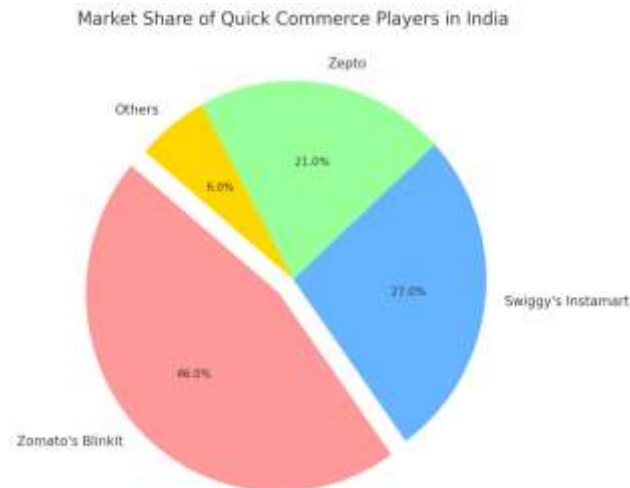
Blinkit (formerly Grofers): Shifted its business model to q-commerce in 2021, promising deliveries in less than 10 minutes. Focuses on groceries, fresh produce, and household essentials.

Zepto: A startup targeting urban millennial, delivering groceries and everyday essentials within 10 minutes. Gained rapid traction with its innovative delivery promises.

Swiggy Instamart: Launched by food delivery giant Swiggy, this service leverages its vast logistics network to deliver groceries and essentials quickly.

Big Basket (BB Now): India's leading online grocery platform has integrated a q-commerce vertical to compete with emerging players.

Dunzo Daily: A hyper local delivery platform focused on delivering essentials, groceries, and more within 19–20 minutes.



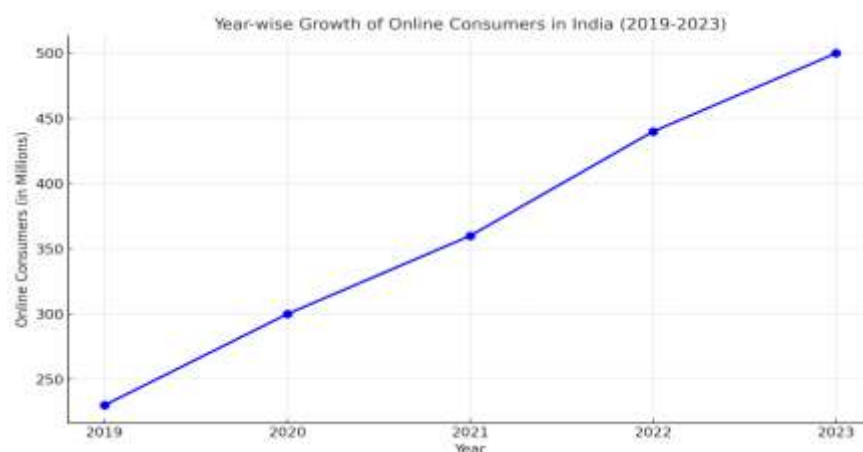
Consumer Behavior Trends in India

Impulse Buying: Q-commerce has enabled impulsive purchases, as consumers can order items on a whim without planning ahead.

Preference for Essentials: Most orders include groceries, dairy products, personal care items, and snacks—categories that cater to daily or urgent needs.

Price Sensitivity vs. Convenience; While Indian consumers are traditionally price-sensitive, many are willing to pay delivery fees for convenience, especially in Tier-1 cities.

Shift in Grocery Shopping Habits: Q-commerce is replacing frequent visits to local kirana stores, especially in urban areas, while complementing planned weekly purchases from traditional e-commerce platforms.



Objective of the study:

1. To examine the influence of quick commerce on consumer buying behavior in India, focusing on factors such as perceived value, perceived risk, and trust.
2. To investigate the role of technologies in quick commerce and their impact on Indian consumer buying behavior
3. To analyze the effect of domain-specific innovativeness and shopping orientations (impulse-purchase, brand, and quality orientations) on consumer adoption of quick commerce platforms in India

4. To assess the relationship between hedonic and utilitarian values and impulse buying behavior in the context of quick commerce
5. To explore the moderating effects of time pressure and emotions on the relationship between personality traits and impulsive buying behavior in quick commerce settings

Literature Review :

Quick commerce (q-commerce) is rapidly transforming consumer buying behavior in India, driven by the demand for speed and convenience. This shift is reshaping expectations, influencing purchasing decisions, and altering the retail landscape.

Though there is limited information specifically addressing quick commerce and its impact on consumer buying behavior in India. However, we can draw some relevant insights from the available papers to construct a literature review and identify potential research gaps.

The demand for luxury brands is rapidly increasing in emerging markets like India, with few quantitative studies exploring the reasons behind this surge (Jain & Khan, 2017). This trend may be relevant to quick commerce, as it could potentially impact the delivery of luxury goods. The theory of planned behavior has been applied to understand consumer buying behavior for luxury fashion brands in India, revealing that attitudinal belief, normative belief, and control belief positively influence purchasing behavior (Jain & Khan, 2017). Social commerce, a recent branch of e-commerce, has shown that consumers are prone to impulse buying behavior due to social interactions on these platforms (Xiang et al., 2016). This finding could be relevant to quick commerce, as the rapid delivery of goods might encourage impulsive purchases. Additionally, parasocial interaction theory has been introduced to examine the influence of social relationship factors on impulse buying behavior (Xiang et al., 2016). The rapid growth of e-commerce has significantly changed consumer preferences for online shopping in India (Chawla & Kumar, 2021). The COVID-19 pandemic has further accelerated this shift, with many customers moving from offline retail stores to online platforms for purchasing essential goods (Chaudhary, 2020). This trend suggests that quick commerce, which offers rapid delivery of products, could potentially align with the evolving consumer behavior in India.

The research on technologies in online fashion retail (Sharma et al., 2023) revealed that features like recommender systems, virtual assistants, and chatbots positively impact Indian consumer buying behavior. Quick commerce platforms could potentially leverage similar technologies to enhance customer experience and drive sales.. These factors could potentially apply to quick commerce in India as well.

Research gaps and potential areas for future study include: 1. investigating the specific impact of quick commerce on consumer buying behavior in India, as the existing literature does not directly address this topic. 2. Exploring how the rapid delivery offered by quick commerce influences impulse buying behavior in the Indian context. 3. Examining the role of cultural factors in shaping consumer behavior towards quick commerce in India, as culture has been shown to play a significant role in impulse buying behavior. 4. Analyzing the impact of quick commerce on luxury brand purchases in India, These findings could potentially be extended to quick commerce studies to understand consumer motivations and intentions.

In conclusion, while there is a lack of specific literature on quick commerce in India, the existing research on e-commerce and consumer behavior provides a foundation for understanding potential impacts. Future studies should focus on the unique aspects of quick commerce, such as rapid delivery and its influence on impulse buying behavior, to provide a more comprehensive understanding of this emerging trend in the Indian market.

Methodology and Data Analysis

The study made an attempt to find out the answers to the following research questions such as,

1. How has quick commerce impacted consumer purchase frequency and product categories?
2. What are the key drivers and barriers to the adoption of quick commerce services among Indian consumers?
3. How does quick commerce influence consumer brand loyalty and price sensitivity?

Research Methodology:

This study will employ a mixed-methods approach, combining quantitative and qualitative research techniques for a comprehensive understanding of the phenomenon.

A structured questionnaire will be administered to a representative sample of Indian consumers, including demographics, online shopping habits, quick commerce usage, and perceptions. Descriptive statistics, correlation analysis, and regression analysis will be used to analyze survey data and identify key patterns and relationships.

Semi-structured interviews will be conducted with a select group of consumers, including frequent users of quick commerce platforms and industry experts.

Data Collection: The data was collected from primary as well as secondary data. The primary data was collected in the form of surveys which was administered through online platforms (e.g., Google Forms) Interviews and focus groups will be conducted online or in person, depending on participant preferences. Secondary data will be collected from news papers and online articles and books

Limitation of the study: There is financial limitation for an extensive study on the research project which includes costs for data collection, analysis, and dissemination. Other limitations are such as non-probability sampling methods may introduce biases in the study results, Participants may provide socially desirable responses in surveys and interviews. Likewise the fast-paced nature of the quick commerce industry may limit the findings over time.

Results and Discussion

A study relies on a sample population size of 100. The correspondents belong to demographic segment of urban areas who are mostly online consumers. The survey was conducted on the basis of detailed questionnaires. The findings were given below,

Questions	Responses	
1. How often do you purchase online	Purchase weekly and monthly	Purchase occasionally
	85%	15%
2. Which product categories do you purchase regularly?	Groceries and essentials	Durable goods
	88%	12%
3. Why are you purchasing through quick commerce platforms?	Fast delivery	Other reasons
	90%	10%
4. Do you purchase branded and high priced products through these platforms?	Unbranded and low priced products	Branded and high priced products
	92%	8%

Hypothesis testing:

1. **Null Hypothesis (H₀):** $p \leq 0.50$ (50% or fewer consumers purchase through quick commerce platforms because of fast delivery.)
2. **Alternative Hypothesis (H₁):** $p > 0.50$ (More than 50% of consumers purchase through quick commerce platforms because of fast delivery.)

At significance level Let $\alpha = 0.05$

By applying the T-test where

$p^* = 0.90$ (sample proportion)

$p_0 = 0.50$ (proportion under H₀)

$n = 100$ (sample size)

For a one-tailed test at $\alpha = 0.05$ the critical z-value is 1.645

Decision- If $z > 1.645$, reject H₀.

Here, $z = 8.0$ which is far greater than 1.645.

We reject H₀. There is strong evidence to conclude that more than 50% of consumers purchase through quick commerce platforms because of fast delivery.

Conclusion:

The growth of quick commerce platforms has been fast recently. These platforms enable retail consumers to order products quickly and have them delivered by the platforms within a short time frame. They connect warehouses, supermarkets, small convenience stores, and sometimes restaurant partners to deliver various daily necessities quickly, and rely on logistics, automated operations, and an exquisite inventory system to realize quick delivery to consumers. Over time, various different types of apps have emerged for quick delivery in different product categories. The emergence and growth of quick commerce platforms in India has lagged that of other digital markets and the overall rise of India's digital economy.

India is the world's second-largest market with over a billion digital consumers, who are going online at a rate of millions per quarter. A rapid digitization of digital products and services has followed, resulting in India's digital economy becoming large and still a fast-growing part of the overall economy, approximately 10 percent of the GDP alone in 2020. The urban population tends to purchase daily necessities online. Since the beginning of 2021, the market has changed significantly with more comprehensive digital commerce platforms with sophisticated logistics and extensive product choices undertaking the less than one-hour, same-day delivery of groceries, food, and other daily necessities to users in need of convenience.

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