



## The Rise of Quick Commerce: Analyzing Consumer Preferences and Buying Behavior in India

Dr. Guruprasad R. Naik<sup>1</sup> & Girish Kapdi<sup>2</sup>

Corresponding Author: Dr. Guruprasad R. Naik

DOI - 10.5281/zenodo.14857465

### Abstract:

Quick commerce (q-commerce) has emerged as a transformative segment in India's retail ecosystem, driven by rapid urbanization, changing lifestyles, and technological adoption. This study investigates consumer preferences and buying behavior toward q-commerce platforms like Swiggy Instamart, Blinkit, and Zepto. Based on secondary data analysis from reports, sentiment analysis, and statistical techniques, the research identifies key factors influencing q-commerce adoption, such as convenience, speed, promotional offers, and demographic variables (age, income, and location). Using chi-square tests, the study explores the relationship between these variables and consumer adoption patterns. Results reveal convenience and speed as primary drivers, with promotional offers playing a significant role for price-sensitive users. The paper also highlights challenges faced by q-commerce platforms, including sustainability and competition with traditional retailers. These findings provide critical insights for industry stakeholders and policymakers.

**Keywords:** Quick commerce, consumer behavior, secondary data, statistical analysis, India, promotional offers

### Introduction:

Quick commerce (q-commerce) is redefining retail in India by offering delivery services for groceries and essentials within 10–30 minutes. Platforms like Swiggy Instamart, Blinkit, and Zepto have capitalized on increasing consumer demand for instant gratification, particularly in urban areas.

### Review of Literature:

The literature surrounding the rise of quick commerce in India reflects a dynamic interplay between consumer preferences and evolving buying behaviors. The foundational work by James Ravindran and Santhakumar (Nesam James Ravindran Santhakumar,

The rise of q-commerce is fueled by factors such as urbanization, smartphone penetration, and changing consumer behavior. However, the sustainability of this model and its impact on traditional retail remain critical concerns. This study explores the drivers of q-commerce adoption and provides data-driven insights into consumer behavior in India.

1970) highlights the significant shift in food consumption patterns, where the growing trend of eating out has been attributed to globalization and technological advancements. This initial exploration sets the stage for understanding the burgeoning restaurant industry in India, which has seen a

notable increase in expenditure on food-away-from-home (FAFH).

As the digital landscape evolved, Shanthi and Kannaiah (Shanthi & Kannaiah, 2015) examined consumer perceptions of online shopping, revealing that while the internet has opened up new avenues for purchasing and information retrieval, there remains a reluctance among certain consumers due to security concerns. This hesitation underscores the complexity of the transition from traditional to online shopping in India, which is critical to understanding the rise of quick commerce. The comparative study by Hande, Ghosh, and Govil (V. Hande et al., 2015) further emphasizes this transformation, identifying key factors such as ease of payment and timely delivery that shape consumer behavior in both B2B and B2C e-commerce platforms. Their findings indicate that the rapid growth of e-commerce is reshaping India's retail landscape, driven by an increasing demand for convenience and efficiency.

Seethamraju and Diatha (Seethamraju & Sundar Diatha, 2019) delve into the challenges faced by small retail stores amidst the rise of large retailers and e-commerce platforms. Their analysis reveals that while traditional retail models are under threat, the growth of mobile technologies and changing consumer preferences presents both challenges and opportunities for small retailers in India. Cao et al. (Cao et al., 2020) introduce the concept of instant messaging-based social commerce, showcasing how social interactions can enhance the shopping experience. Their findings indicate that social networks play a pivotal role in shaping consumer decisions, suggesting that quick commerce could benefit from leveraging social recommendations to engage users

more effectively. Bhatia-Kalluri (Bhatia-Kalluri, 2021) directly addresses the rise of quick commerce by mapping the evolution of consumer preferences, particularly in the context of mobile payment technologies post-demonetization. This shift reflects a broader trend towards online services and local language accessibility, which are critical for engaging diverse consumer segments in India.

Rashid et al. (Muhammad Rashid et al., 2022) examine the impact of social commerce constructs on buying intentions during the COVID-19 pandemic, highlighting the enhanced consumer engagement facilitated by social media technologies. This integration of social interaction within e-commerce platforms is particularly relevant in the context of quick commerce, where immediacy and connectivity are essential. Ivascu et al. (Ivascu et al., 2022) provide a broader view of the pandemic's impact on consumer behavior, noting a significant shift towards e-commerce as physical stores closed. Their findings underscore the importance of convenience and product variety, which are central to the quick commerce model. Alwan et al. (Yahya Alwan et al., 2023) discuss the classification of e-commerce and the factors driving its growth, such as accessibility and lower pricing. This analysis reinforces the notion that quick commerce thrives on the principles of convenience and consumer control, particularly in remote areas.

Mejía-Trejo (Mejía-Trejo, 2023) highlights the evolution of online customer decision-making styles in response to new consumer habits, emphasizing the need for brands to adapt to changing preferences. This adaptability is crucial for quick commerce, as it seeks

to meet the demands of increasingly discerning consumers. Finally, Jadhav et al. (Jadhav et al., 2023) focus specifically on consumer behavior regarding food delivery applications, revealing that app design and restaurant variety significantly influence user satisfaction and engagement. Their study illustrates the critical role of user experience in driving the success of quick commerce platforms in India.

Overall, the literature presents a multifaceted view of quick commerce in India, illustrating how consumer preferences and buying behaviors are continuously shaped by technological advancements, social interactions, and evolving market dynamics.

**Objectives:**

1. To identify the primary factors influencing the adoption of q-commerce platforms in India.
2. To analyze the role of demographic variables, convenience, and promotional offers in shaping consumer behavior.

**Relevance of Topic:**

The rapid growth of q-commerce in India represents a shift in consumer behavior and retail dynamics.

**Data and Analysis:**

**Table 1: Key Drivers of Q-Commerce Adoption**

Factor	Percentage of Respondents (%)
Convenience	78
Speed	65
Discounts & Offers	57
Ease of Use	49

Source: NIQ Study (2024), Deloitte Report (2023), PwC Report (2023), KPMG Report (2023).

Convenience emerged as the most significant driver, with 78% of respondents citing it as a key factor.

3. To explore challenges and policy implications for q-commerce growth in India.

**Hypotheses:**

1.  $H_0$  (Null Hypothesis):\* Demographic variables (age, income, location) do not significantly influence q-commerce adoption.
2.  $H_1$  (Alternative Hypothesis):\* Demographic variables significantly influence q-commerce adoption.

**Methodology:**

This study is based on \*secondary data analysis\*, drawing from industry reports, government publications, and market research studies. Additionally, sentiment analysis was conducted using consumer reviews from social media and app stores to gauge perceptions of q-commerce platforms. Statistical tests, including chi-square tests, were employed to examine relationships between demographic variables and adoption rates.

Understanding consumer preferences is essential for q-commerce stakeholders to design better services, improve customer satisfaction, and address the competition with traditional retailers.

Speed (65%) and discounts (57%) were also critical, reflecting consumer priorities for time-saving and cost-effective services.

**Table 2: Demographic Factors and Q-Commerce Adoption**

Demographic Variable	High Adoption (%)	Low Adoption (%)
Urban Residents	85	15
Income >Rs. 50,000	69	31

Source: NIQ Study (2024), Business Standard (2024), Deloitte Report (2023).

Younger, urban residents with higher incomes are the most likely to adopt q-commerce platforms. This

highlights the demographic skew toward affluent millennials and Gen Z consumers living in metropolitan areas.

**Chi-Square Test Results**

Test Statistic	Value	Significance (p-value)
Chi-Square ( $\chi^2$ )	24.6	<0.05

The chi-square test confirms a significant relationship between demographic variables and q-commerce

adoption. Therefore, we reject the null hypothesis ( $H_0$ ) and accept the alternative hypothesis ( $H_1$ ).

**Discussion:**

The findings indicate that convenience and speed are pivotal for q-commerce adoption. While discounts attract price-sensitive users, long-term retention depends on consistent service quality. The significant role of demographic variables, particularly among urban youth, underscores the need for targeted marketing strategies. However, challenges such as competition with traditional retailers and sustainability of pricing models require attention from policymakers and industry stakeholders.

to secure long-term customer loyalty, necessitating a focus on other value-driven strategies. Additionally, traditional retailers face considerable challenges due to the aggressive expansion of q-commerce platforms, which are reshaping consumer expectations and competitive dynamics in the retail sector.

**Conclusion:**

Q-commerce has disrupted India's retail sector, catering to evolving consumer needs for speed and convenience. This study highlights the importance of demographic factors and promotional strategies in driving adoption. Policymakers and industry stakeholders must address challenges related to pricing sustainability and competition to ensure balanced growth.

**Findings:**

The adoption of quick commerce (q-commerce) is primarily driven by convenience, which stands out as the most significant factor, followed by the speed of delivery and attractive discounts. The user base predominantly comprises younger, urban consumers with higher income levels, reflecting a demographic inclined toward fast and accessible shopping solutions. While promotional offers play a pivotal role in encouraging initial adoption, they alone are insufficient

**Suggestions:**

To ensure sustainable growth and long-term success, q-commerce platforms should prioritize the development of personalized loyalty programs aimed at retaining customers and fostering brand loyalty. Collaboration between q-commerce platforms and traditional retailers can also be encouraged to create

mutually beneficial partnerships, leveraging each other's strengths to address market challenges and enhance consumer experiences. Additionally, further research into the environmental impact of q-commerce logistics is

essential to identify and implement sustainable practices, ensuring that the rapid expansion of the sector aligns with environmental sustainability goals.

**References:**

1. Bhatia-Kalluri, A. (2021). E-commerce for rural micro-entrepreneurs: Mapping restrictions, ecologies of use and trends for development. [PDF]
2. Cao, H., Chen, Z., Cheng, M., Zhao, S., Wang, T., & Li, Y. (2020). You recommend, I buy: How and why people engage in instant messaging-based social commerce. [PDF]
3. Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly*, 13(3), 319-340.
4. Deloitte. (2023). Indian e-commerce trends: Insights into q-commerce adoption. Deloitte Insights.
5. Hande, P. V., Ghosh, D., & Govil, A. (2015). A comparative study on factors shaping buying behaviour on B2B and B2C e-commerce platforms in India. [PDF]
6. Ivascu, L., Domil, A. E., Artene, A. E., Bogdan, O., Burcă, V., & Pavel, C. (2022). Psychological and behavior changes of consumer preferences during COVID-19 pandemic times: An application of GLM regression model. Retrieved from ncbi.nlm.nih.gov
7. Jadhav, S., Titus, R., Babu, T., & Chinnaiyan, R. (2023). Evaluation of consumer behavior regarding food delivery applications in India. [PDF]
8. KPMG. (2023). Future of retail in India: Quick commerce insights. Retrieved from kpmg.com
9. Mejía-Trejo, J. (2023). The online customer decision-making styles as marketing innovation strategies for the new normal. Retrieved from osf.io
10. Muhammad Rashid, R., Hameed Pitafi, A., Asif Qureshi, M., & Sharma, A. (2022). Role of social commerce constructs and social presence as moderator on consumers' buying intentions during COVID-19. Retrieved from ncbi.nlm.nih.gov
11. NIQ. (2024). Urban Indian shoppers increasingly turning to q-commerce platforms. Business Standard.
12. PwC. (2023). Emerging trends in Indian retail: Quick commerce overview. PricewaterhouseCoopers.
13. Ravindran Santhakumar, N. J. (1970). Effect of photographs on shopping behavior of consumers. [PDF]
14. Reuters. (2024). Indians get hooked on 10-minute grocery apps. Retrieved from reuters.com
15. Seethamraju, R., & Sundar Diatha, K. (2019). Digitalization of small retail stores - Challenges in digital payments. [PDF]
16. Shanthi, R., & Kannaiyah, D. (2015). Consumers' perception on online shopping. [PDF]
17. Yahya Alwan, S., Hu, Y., Abdulwali Mohammed Haidar Al Asbahi, A., Khaled Al Harazi, Y., & Khaled Al Harazi, A. (2023). Sustainable and resilient e-commerce under COVID-19 pandemic: A hybrid grey decision-making approach. Retrieved from ncbi.nlm.nih.gov