



# Impact of Quick Commerce on Consumer Buying Behaviour in Urban India

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**Abstract** – Quick commerce (Q-commerce) has emerged as one of the fastest-growing segments within the digital retail ecosystem, offering ultra-fast delivery of groceries and daily essentials within 10–30 minutes. In India, platforms such as Blinkit, Zepto, and Swiggy Instamart have significantly transformed urban consumer behaviour by prioritizing speed, accessibility, and convenience. The increasing adoption of smartphones, digital payments, and app-based retail platforms has accelerated the growth of quick commerce services in metropolitan cities. This shift reflects evolving consumer expectations toward instant gratification and time-efficient purchasing solutions. The primary objective of this study is to examine consumer buying behaviour within the quick commerce ecosystem and identify the key factors influencing purchase decisions. The study focuses on variables such as delivery speed, convenience, these factors influence purchase frequency, impulse buying behaviour, and customer loyalty within urban markets. The research adopts a secondary data approach using insights derived from industry reports, market research publications, and publicly available performance marketing data related to quick commerce platforms. Analytical observations were drawn from keyword performance trends, click-through rates, conversion patterns, and promotional campaign performance across search advertising platforms. These indicators provide valuable insights into consumer intent and purchasing behaviour. The findings suggest that consumer behaviour in quick commerce is highly intent-driven, with convenience and delivery speed acting as the primary drivers of platform adoption. Branded search queries demonstrate higher conversion rates, while promotional campaigns significantly influence short-term purchasing decisions. Additionally, frequent small-basket purchases indicate a shift toward need-based consumption rather than traditional bulk grocery shopping. The study concludes that quick commerce is reshaping urban retail consumption patterns by enabling faster decision-making and increasing the frequency of purchases. For businesses operating in this sector, optimizing delivery efficiency, maintaining product availability, and implementing targeted promotional strategies remain critical for sustained growth.

**Keywords** – Quick Commerce, Consumer Behaviour, Digital Retail, Purchase Intent, Performance Marketing.

## I. INTRODUCTION

The rapid advancement of digital technology has significantly transformed the retail landscape across the world. In recent years, e-commerce platforms have become a dominant channel for purchasing goods and services due to their convenience, accessibility, and wide product assortment. However, a new retail model known as quick commerce (q-commerce) has emerged as the next evolution of online retail, promising ultra-fast delivery of everyday essentials within minutes.

Quick commerce refers to the on-demand delivery of groceries, personal care items, household essentials, and other frequently used products typically within 10–30 minutes of placing an order. Unlike traditional e-commerce platforms that rely on large centralized warehouses and longer delivery timelines, quick commerce platforms operate through small hyperlocal fulfilment centres, often referred to as dark stores, which are strategically located within urban neighbourhoods. These micro-warehouses enable rapid order processing and efficient last-mile delivery.

India has become one of the fastest-growing markets for quick commerce due to its high urban population density, rapid smartphone adoption, and growing digital payment ecosystem. Major companies such as Blinkit, Zepto, and

Swiggy Instamart have expanded aggressively across metropolitan cities including Delhi, Mumbai, Bangalore, and Hyderabad. Industry estimates suggest that the Indian quick commerce market reached approximately USD 6–7 billion in gross merchandise value (GMV) in 2024, demonstrating remarkable growth compared to its early-stage presence just a few years ago.

According to industry estimates, the Indian quick commerce market reached approximately USD 6–7 billion in gross merchandise value (GMV) in 2024, with annual growth exceeding 70%. Reports suggest that the sector could cross USD 40 billion by 2030 as urban adoption continues to expand (Redseer, 2024).

One of the key factors contributing to the growth of quick commerce is the increasing demand for convenience among urban consumers. Busy lifestyles, long commuting hours, and dual-income households have created a strong demand for services that reduce time spent on routine activities such as grocery shopping. Quick commerce platforms address this need by providing a seamless digital interface that allows users to order products instantly and receive them within minutes.

From a consumer behaviour perspective, this model has the potential to significantly alter traditional purchasing patterns. Conventional grocery shopping typically involves planned purchases conducted on a weekly or monthly basis.



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Consumers prepare shopping lists and buy products in bulk to reduce the frequency of store visits. In contrast, quick commerce encourages high-frequency, low-basket transactions, where consumers purchase items as and when they are needed.

This shift toward on-demand consumption also increases the likelihood of impulse buying behaviour. Since products can be delivered almost instantly, consumers may feel less pressure to plan their purchases in advance. Instead, they may order products based on immediate needs or cravings, such as snacks, beverages, or ready-to-cook meals.

Another important factor influencing quick commerce adoption is the role of digital promotions and marketing strategies. Platforms frequently offer discounts, promotional bundles, and app-based incentives to attract and retain customers. These promotions not only encourage trial among new users but also increase order frequency among existing users. Additionally, strong brand visibility and platform familiarity influence consumer trust and preference.

Despite the rapid growth of quick commerce platforms, academic research examining their impact on consumer behaviour remains relatively limited. Most existing discussions focus on market growth, competitive strategies, and investment trends rather than behavioural implications. Understanding how ultra-fast delivery influences purchasing decisions is essential for retailers, marketers, and platform operators seeking to adapt to changing consumer expectations.

Therefore, this study aims to explore how quick commerce platforms influence consumer buying behaviour in urban India. The research focuses on identifying key drivers of adoption, analysing purchasing patterns, and understanding how delivery speed, convenience, and promotional strategies shape consumer decision-making.

By analysing secondary market data and industry insights, the study provides an overview of emerging behavioural trends within the quick commerce ecosystem. The findings contribute to a deeper understanding of how digital retail innovations are reshaping consumption patterns in modern urban environments.

## II. METHODOLOGY

This research adopts a secondary research methodology to analyse consumer buying behaviour in the quick commerce sector. Instead of conducting primary data collection, the study relies on existing industry reports, publicly available datasets, and performance marketing insights related to quick commerce platforms.

Secondary research is particularly useful for understanding emerging industries where large-scale market data and industry analyses are already available. For this study, data was collected from multiple credible sources including

consulting firm reports, digital commerce industry publications, and market research databases.

### Key sources of information include:

- Industry reports from consulting firms such as Bain & Company and Redseer Strategy Consultants
- Market insights and statistics from digital commerce research platforms such as Statista
- Publicly available company insights and media publications covering quick commerce growth in India
- Performance marketing insights derived from search advertising trends and campaign analytics

The research focuses primarily on urban markets where quick commerce adoption is highest. Major metropolitan cities such as Delhi NCR, Mumbai, Bangalore, and Hyderabad represent the primary operational regions for most quick commerce platforms.

The study analyses several behavioural indicators to understand consumer purchasing patterns within quick commerce platforms. These indicators include:

- Purchase frequency patterns
- Basket size behaviour
- Consumer preference for speed and convenience
- Impact of promotional offers on purchasing decisions
- Brand familiarity and platform loyalty

The collected data was analysed using descriptive analysis techniques to identify recurring behavioural patterns and trends. Observations were drawn by comparing insights across different industry sources to develop a comprehensive understanding of consumer decision-making within the quick commerce ecosystem.

This methodological approach enables the study to combine insights from multiple data sources, providing a broad perspective on how quick commerce platforms are influencing urban consumer behaviour.

## III. RESULTS AND FINDINGS

The analysis of available industry data and market reports reveals several significant trends in consumer behaviour within the quick commerce sector in India.

One of the most prominent behavioural shifts is the increase in purchase frequency accompanied by smaller basket sizes. Unlike traditional grocery shopping where consumers typically purchase multiple items in a single visit, quick commerce users tend to place multiple orders throughout the week. This pattern reflects a transition toward need-based consumption, where consumers order products whenever a requirement arises rather than planning large purchases in advance.

Delivery speed emerges as one of the most influential factors driving quick commerce adoption. Many consumers prefer platforms that offer delivery within a short time frame, often between 10 and 20 minutes. The ability to receive products almost instantly reduces the need to travel



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to physical stores and eliminates waiting time associated with traditional online grocery delivery.

Convenience is another major factor shaping consumer behaviour. Quick commerce platforms provide a user-friendly mobile interface that enables customers to browse products, compare prices, and place orders within seconds. Integrated digital payment options further simplify the purchasing process, making the entire shopping experience seamless and efficient.

Market studies indicate that quick commerce users place 3–4 orders per week on average, compared to traditional online grocery users who typically order once every one to two weeks (Bain & Company, 2024).

Promotional offers also play a critical role in influencing purchasing decisions. Platforms frequently provide discounts, bundled deals, and limited-time offers that encourage consumers to place additional orders. These promotional campaigns often increase short-term sales and boost basket sizes, particularly for snack items, beverages, and ready-to-eat products.

Search behaviour on digital platforms also provides insights into consumer intent. Branded search queries, where consumers directly search for specific brands or products, tend to generate higher conversion rates compared to generic searches. This indicates that many quick commerce users already have a clear purchase intent when using these platforms.

Another key finding relates to the importance of product availability and inventory management. Since quick commerce platforms promise rapid delivery, stock-outs can significantly impact customer satisfaction and conversion rates. Consumers expect essential products to be readily available, and frequent stock-outs may lead to switching behaviour toward competing platforms.

The rise of quick commerce also has implications for traditional retail formats. While neighbourhood grocery stores continue to play an important role in the retail ecosystem, quick commerce platforms are increasingly competing for convenience-driven purchases. However, rather than completely replacing physical stores, quick commerce appears to complement existing retail channels by fulfilling urgent and small-scale purchase needs.

Overall, the findings suggest that quick commerce platforms are reshaping consumer behaviour by promoting faster decision-making, increasing order frequency, and encouraging impulse purchases.

Industry reports also show that snacks, beverages, and ready-to-eat food items account for a large share of quick commerce purchases, suggesting that impulse-driven consumption plays a significant role in this category (Statista, 2024).

## IV. CONCLUSION

The emergence of quick commerce has introduced a significant transformation in the digital retail landscape. By offering ultra-fast delivery of everyday essentials, quick commerce platforms have successfully addressed the growing demand for convenience among urban consumers. This study examined how quick commerce platforms influence consumer buying behaviour by analysing industry insights and secondary market data. The findings indicate that delivery speed, convenience, and promotional strategies are the primary factors driving adoption and continued usage of quick commerce platforms.

Consumers increasingly rely on quick commerce for frequent and small purchases rather than traditional bulk shopping. This shift reflects a broader change in consumption patterns where immediacy and accessibility play a central role in purchasing decisions. The ability to receive products within minutes reduces the need for advance planning and encourages spontaneous purchasing behaviour.

Additionally, the study highlights the importance of operational efficiency in maintaining customer satisfaction. Reliable delivery performance, consistent product availability, and competitive promotional strategies are essential for sustaining consumer trust and platform loyalty.

As quick commerce continues to expand across Indian cities, businesses must adapt their marketing strategies and supply chain operations to meet evolving consumer expectations. Retailers and platform operators should focus on improving last-mile logistics, optimizing inventory management, and enhancing digital user experience to remain competitive in this rapidly growing sector.

Future research may explore long-term economic sustainability, competitive dynamics with traditional retail formats, and the impact of quick commerce on supply chain efficiency and urban logistics.

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