



A Study on the Role of Quick Commerce in Reshaping Packaged Snacks (Namkeen Snacks) Distribution Networks

Mr. Prasad Nitin Todkar

Student, MBA Department
Dhole Patil College of Engineering, Pune

Prof. Kanif Satav

Professor, MBA Department
Dhole Patil College of Engineering, Pune

Author Email: prasadtodkar.30@gmail.com

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Abstract

The rapid growth of quick commerce platforms has transformed consumer purchasing behaviour in the Fast-Moving Consumer Goods (FMCG) sector. This study focuses on analysing the impact of quick commerce platforms on the purchasing behaviour of consumers for packaged snack products. Factors such as delivery speed, convenience, discounts, and product availability play a major role in influencing online purchasing decisions. The study is based on primary data collected from consumers through a structured questionnaire. The findings reveal that consumers increasingly prefer quick commerce platforms because of fast delivery services and convenience. However, traditional retail stores continue to maintain importance among consumers. The study concludes that quick commerce and traditional retail channels are likely to coexist in the future retail environment.

Introduction

The Indian FMCG sector has experienced rapid transformation due to technological advancements, digitalization, and changing consumer lifestyles. Consumers today prefer faster and more convenient shopping methods for daily-use products. Quick commerce platforms such as Blinkit, Zepto, and Swiggy Instamart have emerged as important distribution channels by offering ultra-fast delivery services within a short period of time. Packaged snack products such as bhujia, sev, mixtures, and chips are widely consumed by Indian consumers.

Traditionally, these products were distributed through kirana stores and supermarkets. However, the growth of quick commerce has changed consumer buying behaviour by providing convenience, product availability, and attractive discounts.



Related Work

Several researchers have studied the growth of quick commerce and its impact on consumer behaviour. Banerjee and Upadhyay (2023) found that delivery speed and product quality strongly influence consumer satisfaction in quick commerce platforms. Tembulkar et al. (2024) identified convenience, discounts, and faster delivery as major factors influencing quick commerce adoption. Gupta and Sharma (2023) highlighted that consumers increasingly prefer online shopping due to convenience and accessibility.

Research Gap

Most of the existing studies focus on consumer satisfaction, delivery efficiency, and technological aspects of quick commerce platforms. Very limited research has been conducted on the impact of quick commerce on packaged snack distribution systems and consumer purchasing behaviour in the FMCG sector.

Objectives of the Study

- To study consumer preference towards quick commerce platforms.
- To analyse factors influencing online purchase of packaged snacks.
- To examine the impact of delivery speed on consumer satisfaction.

Research Methodology

The present study is based on a descriptive research design. Primary data was collected using a structured questionnaire distributed among consumers in Pune city. A total of 100 respondents participated in the survey. Secondary data was collected from research journals, articles, websites, and online sources. The collected data was analysed using percentage analysis, pie charts, and bar graphs with the help of Microsoft Excel.

Model Implementation

The research model was developed to analyse the relationship between quick commerce factors and consumer purchasing behaviour. Independent variables included delivery speed, convenience, discounts, and product availability, while dependent variables included purchase frequency and online platform preference.

Major Findings

- Most consumers prefer quick commerce platforms due to convenience and fast delivery.
- Young consumers are the primary users of quick commerce applications.
- Discounts and product availability significantly influence online purchase decisions.
- Consumers still prefer local kirana stores for regular purchases.
- Popular snack brands such as Haldiram's and Balaji Wafers have strong consumer preference in both online and offline markets.



Conclusion

The study concludes that quick commerce platforms are significantly transforming consumer purchasing behaviour in the FMCG sector. Convenience, faster delivery, and product accessibility are the primary reasons behind the increasing popularity of quick commerce platforms. Although digital retail is growing rapidly, traditional retail stores continue to play an important role in the market.

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