International Journal of Creative and Open Research in Engineering and Management
ISSN: **3108-1754 (Online)**
Volume 02 Issue 05 May-2026 | Impact Factor: 3.5

Post-Pandemic Consumer Spending Behaviour and the Impact of Digital Marketing on Quick Commerce Platforms: A Study of Ahmedabad City

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How to Cite this Article:

Madhu, K., Makwana, A. & Limbachiya, A. (2026). Post-Pandemic Consumer Spending Behaviour and the Impact of Digital Marketing on Quick Commerce Platforms: A Study of Ahmedabad City. International Journal of Creative and Open Research in Engineering and Management, 02(05). https://doi.org/10.55041/ijcope.v2i5.812

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Abstract

The rapid growth of quick commerce platforms after the COVID-19 pandemic has significantly transformed consumer purchasing behaviour and digital retail practices. This study examines post-pandemic consumer spending behaviour and the impact of digital marketing on quick commerce platforms in Ahmedabad city. The study focuses on understanding how demographic factors, digital marketing strategies, psychological influences, and digital payment trust affect consumer purchase decisions and repeat usage behaviour on quick commerce platforms.

A descriptive research design was adopted for the study. Primary data was collected from 460 respondents through a structured questionnaire using convenience sampling. Statistical tools such as percentage analysis, mean analysis, Chi-square test, Independent sample t-test, and ANOVA were applied using SPSS and Microsoft Excel for data analysis.

The findings reveal that young and educated consumers are the major users of quick commerce platforms. Consumers increasingly prefer quick commerce due to convenience, time-saving benefits, and fast delivery services. Personalized recommendations, flash sales, free delivery offers, and app notifications significantly influence purchase decisions. The study also found that impulse buying behaviour exists at a moderate level, while convenience-seeking behaviour plays a stronger role in platform usage. Digital payment systems, particularly UPI, are highly preferred, and trust in secure payment systems and refund mechanisms positively influences repeat purchase behaviour.

The study concludes that affordability, convenience, personalization, and trust are the key drivers of post-pandemic consumer spending behaviour on quick commerce platforms. The research provides useful insights for marketers and quick commerce companies to improve digital marketing strategies, customer engagement, and service quality in an increasingly competitive market.

Keywords: *Quick Commerce, Consumer Spending Behaviour, Digital Marketing, Post-Pandemic Behaviour, Digital Payments, Ahmedabad City, Impulse Buying.*

Introduction

The retail industry has experienced significant transformation in recent years due to rapid technological advancements, increasing internet penetration, and changing consumer lifestyles. The emergence of e-commerce revolutionized traditional shopping practices by providing consumers with convenience, wider product choices, and home delivery services. However, growing consumer expectations for faster service and instant accessibility have led to the development of a new retail model known as quick commerce (Q-commerce), which focuses on delivering products within a very short time, generally between 10 to 30 minutes.

The COVID-19 pandemic accelerated the adoption of digital platforms and significantly changed consumer purchasing behaviour across the world. Lockdowns, social distancing measures, and health concerns encouraged consumers to shift from traditional offline shopping to online purchasing channels. As a result, quick commerce platforms experienced rapid growth because consumers increasingly preferred safe, contactless, and time-saving shopping solutions for daily essentials such as groceries, snacks, medicines, and household products.

In India, the quick commerce industry has expanded rapidly with the growth of platforms such as Blinkit, Zepto, Swiggy Instamart, BigBasket Now, and JioMart. Urban cities like Ahmedabad have become important markets for quick commerce due to increasing smartphone usage, affordable internet access, rising digital payment adoption, busy lifestyles, and changing consumer expectations regarding convenience and delivery speed.

At the same time, digital marketing has become an essential tool for quick commerce companies to attract and retain consumers. Strategies such as social media advertising, app notifications, influencer marketing, discounts, flash sales, personalized recommendations, and loyalty programs strongly influence consumer awareness and purchase decisions. These strategies not only encourage planned purchases but also stimulate impulse buying behaviour among consumers.

Consumer spending behaviour in the post-pandemic period has become more dynamic and technology-driven. Consumers increasingly rely on digital platforms for product information, reviews, recommendations, and online transactions. Factors such as convenience, speed, trust, payment security, and personalized experiences have become important determinants of purchase behaviour and repeat platform usage.

The present study titled “Post-Pandemic Consumer Spending Behaviour and the Impact of Digital Marketing on Quick Commerce Platforms: A Study of Ahmedabad City” aims to analyse the changing spending behaviour of consumers after the pandemic and examine the role of digital marketing strategies in influencing purchase decisions and repeat usage behaviour on quick commerce platforms. The study also explores the impact of psychological factors, digital payments, and trust on consumer engagement with quick commerce services.

The findings of the study will help quick commerce companies, marketers, and researchers better understand evolving consumer behaviour patterns and develop more effective customer-centric marketing strategies in the growing digital retail environment.

Need and Motivation of the Study

The rapid growth of quick commerce platforms after the COVID-19 pandemic has significantly transformed consumer purchasing behaviour in urban markets. Increasing dependence on digital platforms for groceries, daily essentials, and instant delivery services has created new patterns of spending behaviour influenced by convenience, digital marketing strategies, psychological factors, and digital payment systems. Although quick commerce has expanded rapidly in India, limited academic research has been conducted on post-pandemic consumer spending behaviour specifically in Ahmedabad city. Therefore, the present study is motivated by the need to understand the factors influencing consumer adoption, spending patterns, purchase decisions, and repeat usage behaviour towards quick commerce platforms in the evolving digital marketplace.

Literature Review

Studies on Quick Commerce and Consumer Behaviour

Ashish Raj and Das (2025) analysed delivery fee structures and collaborative effort mechanisms between quick commerce platforms and delivery partners. The study found that prior commitment by platforms regarding effort levels improves expected outcomes for both delivery drivers and platforms. The research further suggested that cost-sharing mechanisms enhance operational efficiency and delivery performance in quick commerce systems.

Banerjee (2022) examined the impact of the COVID-19 pandemic on online shopping behaviour in India and found that health concerns, safety, and convenience significantly accelerated the adoption of e-commerce platforms. The study concluded that many consumers permanently shifted towards digital purchasing habits after the pandemic.

Samsukha (2022) explained that quick commerce emerged as an evolution of traditional e-commerce by offering ultra-fast delivery services within minutes. The study emphasized that modern consumers increasingly value immediacy, convenience, and efficient service in their purchasing decisions.

Studies on Digital Marketing and Purchase Behaviour

Ghosh (2021) studied the influence of social media on online purchase behaviour and found that platforms such as Instagram and Facebook significantly affect consumer awareness and purchase intentions. The study highlighted that influencer content, user reviews, and personalized advertisements increase consumer trust and engagement.

Chatterjee (2021) examined the influence of mobile shopping applications on consumer buying behaviour in India. The findings revealed that push notifications, time-sensitive offers, and personalized recommendations increase impulse buying tendencies among consumers.

Studies on Operational and Platform Challenges

Villa (2021) identified operational challenges associated with quick commerce, including traffic congestion, smaller order sizes, and inefficient delivery utilization. The study suggested the use of mobile warehouses and collection points to improve delivery efficiency.

Research Gap

The reviewed literature indicates that previous studies have primarily focused on the operational efficiency of quick commerce platforms, digital marketing influence, online shopping behaviour, and technological developments in e-commerce systems. However, limited research has been conducted on post-pandemic consumer spending behaviour specifically related to quick commerce platforms in Ahmedabad city. Furthermore, very few studies have examined the combined impact of digital marketing strategies, psychological factors, and digital payment trust on consumer purchase behaviour in the context of quick commerce. Therefore, the present study attempts to bridge this gap by analysing post-pandemic consumer spending behaviour towards quick commerce platforms with special reference to Ahmedabad city.

Objectives of the Study

1. To analyse the demographic profile of consumers and its relationship with spending behaviour on quick commerce platforms in Ahmedabad city.
2. To examine post-pandemic consumer spending behaviour towards quick commerce platforms in Ahmedabad city.
3. To analyse the influence of digital marketing strategies such as targeted advertising, discounts, flash sales, and personalized recommendations on consumer purchase decisions in quick commerce.
4. To study the impact of psychological factors such as impulse buying and convenience-seeking behaviour on consumer usage of quick commerce platforms.
5. To evaluate the role of digital payment systems and trust factors in influencing repeat purchase behaviour on quick commerce platforms.

Research Methodology

Research Design

The present study adopts a descriptive research design to examine post-pandemic consumer spending behaviour and the impact of digital marketing on quick commerce platforms in Ahmedabad city. A descriptive research design is appropriate because it facilitates the systematic collection, analysis, and interpretation of data related to consumer behaviour, digital marketing influence, psychological factors, and digital payment trust associated with quick commerce usage.

Nature of the Study

The study is empirical in nature and focuses on analysing consumer perceptions, purchasing behaviour, and platform usage patterns in the post-pandemic environment. The research attempts to identify relationships between demographic variables, digital marketing strategies, psychological influences, and repeat purchase behaviour among quick commerce users.

Area of the Study

The geographical area selected for the study is Ahmedabad city, Gujarat. Ahmedabad was selected because of its growing urban population, increasing digital adoption, widespread use of smartphones and digital payments, and rapid expansion of quick commerce services in the city.

Sources of Data

The study is based on both primary and secondary data sources.

Primary Data

Primary data was collected directly from respondents through a structured questionnaire. The questionnaire was designed to gather information regarding demographic characteristics, consumer spending behaviour, digital marketing influence, psychological behaviour, digital payment preferences, and trust factors related to quick commerce platforms.

Secondary Data

Secondary data was collected from research papers, journals, articles, books, websites, online databases, and published reports related to quick commerce, consumer behaviour, digital marketing, and digital payments. These sources were used to develop the theoretical framework and support the literature review of the study.

Population of the Study

The population of the study consists of consumers residing in Ahmedabad city who have used quick commerce platforms such as Blinkit, Zepto, Swiggy Instamart, BigBasket Now, and JioMart after the COVID-19 pandemic period.

Sampling Technique

The study employed a non-probability convenience sampling technique. Respondents were selected based on accessibility, willingness to participate, and prior usage experience of quick commerce platforms. Convenience sampling was considered appropriate due to the limited time available for data collection and the need to reach active quick commerce users efficiently through online and offline channels.

Sample Size

The study was conducted using a sample size of 460 respondents. The selected respondents represented different demographic categories such as age, gender, occupation, education level, and income group to obtain diverse consumer perspectives regarding quick commerce usage and spending behaviour.

Research Instrument

A structured questionnaire was used as the primary research instrument for data collection. The questionnaire was divided into different sections covering:

- Demographic profile of respondents
- Consumer spending behaviour
- Usage frequency of quick commerce platforms
- Influence of digital marketing strategies
- Psychological factors affecting purchases
- Digital payment preferences and trust factors

The questionnaire included multiple-choice questions, rating scale questions, and multiple-response questions.

Scaling Technique

A five-point Likert scale was used to measure respondents' perceptions and agreement levels regarding digital marketing influence, psychological behaviour, convenience factors, trust in digital payments, and repeat purchase behaviour.

The scale was structured as follows:

1 = Strongly Disagree
2 = Disagree
3 = Neutral
4 = Agree
5 = Strongly Agree

Similarly, impact-related questions were measured using:

1 = No Impact
2 = Slight Impact
3 = Moderate Impact
4 = High Impact
5 = Very High Impact

Data Collection Procedure

The questionnaire was distributed through Google Forms and shared using online platforms and social networks to collect responses from consumers residing in Ahmedabad city. The online mode of data collection enabled efficient access to respondents and facilitated faster data gathering during the study period.

Validity of the Instrument

The questionnaire was prepared based on the objectives of the study and existing literature related to consumer behaviour, digital marketing, and quick commerce platforms. To ensure content validity, the questionnaire items were reviewed and refined for clarity, relevance, and suitability before final data collection.

Hypotheses of the Study

H_{01}: *There is no significant difference in the mean digital payment trust factor between male and female respondents.*

H_{11}*: There is a significant difference in the mean digital payment trust factor between male and female respondents.*

H_{02}*: There is no significant difference in the mean score of strategies on purchase decision among different occupation groups of respondents.*

H_{12}: There is a significant difference in the mean score of strategies on purchase decision among different occupation groups of respondents.

H_{03}: There is no significant association between age groups and impulse buying behaviour of respondents.
H_{13}: There is a significant association between age groups and impulse buying behaviour of respondents.

H_{04}: There is no significant association between gender and average spending per order on quick commerce platforms.
H_{14}: There is a significant association between gender and average spending per order on quick commerce platforms.

Tools and Techniques for Data Analysis

The collected data was coded, classified, tabulated, and analysed using Microsoft Excel and SPSS software. Both descriptive and inferential statistical techniques were used for analysis.

The following statistical tools were applied:

- Percentage analysis and frequency distribution to analyse demographic characteristics and consumer preferences.
- Mean analysis to evaluate the influence of digital marketing strategies, psychological factors, and trust-related variables.
- Chi-square test to examine associations between categorical variables.
- Independent sample t-test to compare mean differences between two groups.
- ANOVA (Analysis of Variance) to analyse differences among multiple groups.

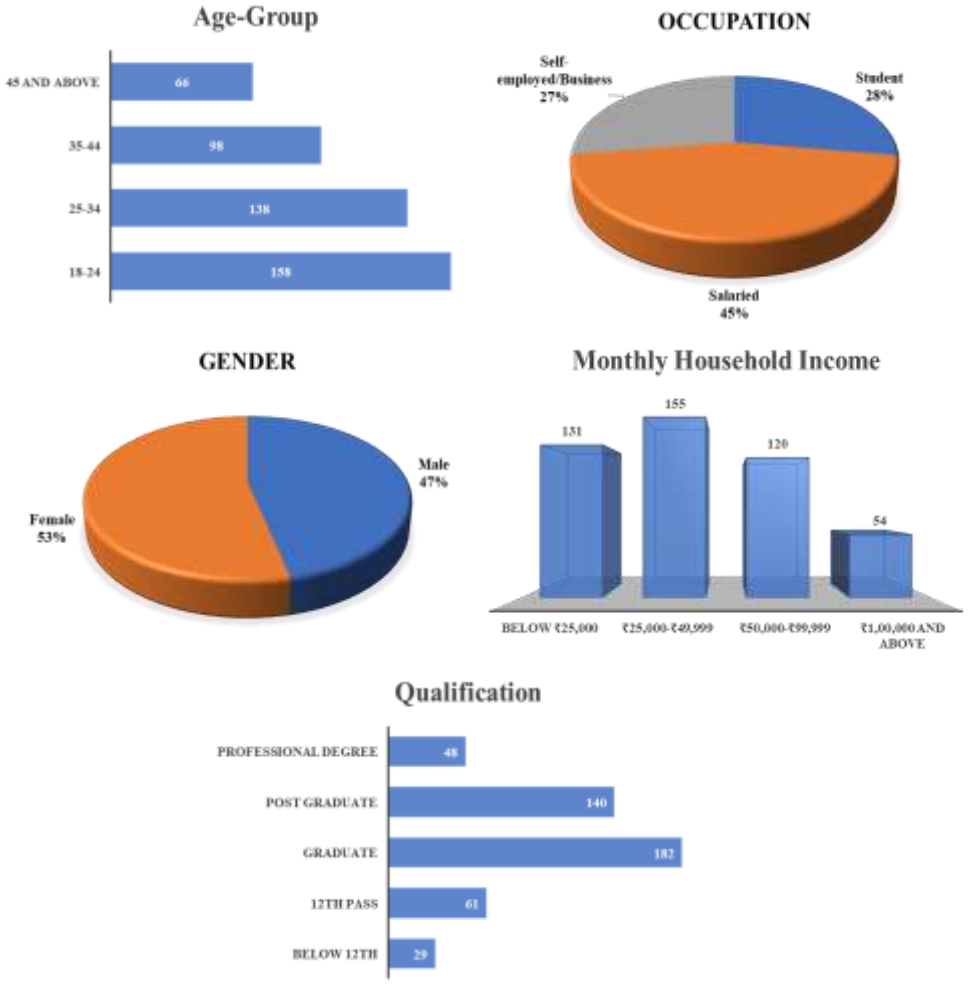
These statistical techniques helped in interpreting consumer behaviour patterns and testing the hypotheses of the study.

Limitations of the Study

1. The study is limited to Ahmedabad city and therefore the findings may not be generalizable to other geographical regions.
2. The study adopted a convenience sampling technique, which may limit the representativeness of the sample.
3. The research is based on self-reported responses, which may involve personal bias or inaccurate reporting by respondents.
4. The study focuses only on selected quick commerce platforms and does not include the entire digital retail sector.
5. The study was conducted within a limited time period; therefore, long-term behavioural changes may not be fully reflected.
6. Consumer behaviour and digital marketing trends are dynamic and may change with future technological and economic developments.

Data Analysis and Interpretation

Objective 1: To analyse the demographic profile of consumers (Age, Gender, Income, Occupation, etc.) and its relationship with their spending behaviour on quick commerce platforms.



Age

The majority of respondents belong to the 18–24 years age group (34.3%), followed by the 25–34 years category (30.0%). This indicates that quick commerce platforms are more widely used among younger consumers, while participation from older age groups is comparatively lower.

Gender

Female respondents account for 53.5% of the sample, while male respondents represent 46.5%. The findings indicate relatively balanced participation from both genders in the study.

Monthly Household Income

Most respondents belong to the middle-income category, with the highest proportion earning between ₹25,000–₹49,999 per month (33.7%). The findings suggest that quick commerce platforms are widely used among middle-income consumers.

Occupation

Salaried respondents constitute the largest occupational group (45.0%), followed by students and self-employed respondents. This indicates higher usage of quick commerce platforms among working individuals.

Qualification

The educational profile shows that the majority of respondents are graduates and postgraduates. This suggests greater adoption of quick commerce platforms among educated consumers.

Objective 2: To examine post-pandemic consumer spending behaviour towards quick commerce platforms in Ahmedabad city.
(Platform Adoption Behaviour, Spending Behaviour, Purchase Preference Behaviour)

Most frequently used platform

Platforms	Frequency	Percent
Zepto	171	16.22
Blinkit	228	21.63
Swiggy Instamart	191	18.12
Big Basket Now	162	15.37
Jio mart	170	16.13
Flipkart Minutes	132	12.52
Total	**1054**	**100**

Blinkit emerges as the most preferred quick commerce platform among respondents, followed by Swiggy Instamart and Zepto. The findings indicate strong consumer adoption of major quick commerce platforms, while comparatively lower usage of Flipkart Minutes suggests weaker market penetration among respondents.

Order frequency

Order	Frequency	Percent
Daily	36	7.8
2-3 times a week	154	33.5
Once a week	114	24.8
2-3 times a month	102	22.2
Once a month or less	54	11.7
Total	**460**	**100.0**

The majority of respondents place orders either once a week or 2–3 times per week, indicating that quick commerce platforms have become a regular part of consumers' purchasing behaviour. Daily usage is comparatively lower, suggesting that consumers primarily use these platforms for convenience-based and occasional purchases.

Change in spending after COVID

	Frequency	Valid Percent
Increased	248	53.9
Remained about the same	159	34.6
Decreased	53	11.5
Total	**100.0**	**100.0**

More than half of the respondents reported an increase in spending on quick commerce platforms after the COVID-19 pandemic. This indicates that the pandemic accelerated the adoption of digital purchasing behaviour and increased consumer dependence on fast delivery services.

Average spending per order

	Frequency	Percent
Below ₹200	52	11.3
₹200-₹399	151	32.8
₹400-₹699	145	31.5
₹700-₹999	75	16.3
₹1000 and above	37	8.0
Total	**460**	**100.0**

Most respondents spend between ₹200 and ₹699 per order on quick commerce platforms. The findings suggest that consumers mainly use quick commerce services for moderate-value and immediate household purchases rather than high-value bulk shopping.

Product Categories Purchased

Categories	Frequency	Percent
Groceries and daily essentials	215	21.94
Fruits and vegetables	189	19.29
Snacks and beverages	254	25.92
Personal care products	188	19.18
Household items	134	13.67
Total	**980**	**100**

Snacks and beverages, groceries, and daily essentials are the most commonly purchased product categories on quick commerce platforms. This indicates that consumers primarily rely on quick commerce services for urgent and convenience-oriented purchases.

Objective 3 To Analyse the Influence of Digital Marketing Strategies on Consumer Purchase Decisions in Quick Commerce

Promotional Strategies Influencing Purchase Decisions
(1= No Impact, 2= Slight Impact, 3= Moderate, 4= High Impact, 5= Very High Impact)

	Mean Rating
Targeted advertising on social media	2.9152
Discounts and coupon codes	3.0630
Free delivery or reduced delivery charges	3.1913
Influencer/social media promotions	3.0348
Personalized product recommendations	3.2870
Limited-time offers / flash sales	3.2804

The findings indicate that personalized recommendations, limited-time offers, and free delivery charges have a stronger influence on consumer purchase decisions compared to general social media advertisements. This suggests that consumers respond more positively to personalized and convenience-oriented promotional strategies.

Most Noticed Digital Marketing Elements

Elements	Frequency	Percent
App notifications	212	19.22
In-app banners and ads	166	15.05
Social media ads	255	23.12
Influencer or celebrity promotions	170	15.41
Email or SMS offers	138	12.51
Personalized product suggestions	162	14.69
Total	**1103**	**100**

Social media advertisements and app notifications are the most noticed digital marketing elements among respondents. In comparison, email and SMS promotions receive relatively lower attention. The findings indicate that mobile-based and interactive promotional channels are more effective in attracting consumer attention.

Objective 4 To study the impact of psychological factors (impulse buying, and convenience-seeking behaviour) on consumer usage of quick commerce platforms.

Impulse Buying Behaviour

	Frequency	Percent
Very Often	72	15.7
Often	104	22.6
Sometimes	178	38.7
Rarely	75	16.3
Never	31	6.7
Total	**460**	**100.0**

The majority of respondents reported engaging in unplanned purchases occasionally while using quick commerce platforms. The findings indicate that impulse buying behaviour exists at a moderate level among consumers.

Mean Rating Analysis of Psychological Factors
(1=Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree)

	Mean Rating
I sometimes make unplanned purchases on quick commerce apps.	2.8630
Limited-time offers strongly influence my buying decisions.	3.0522
I sometimes regret purchases made on quick commerce apps.	3.0413
Quick commerce apps make my life more convenient.	3.3587
I use quick commerce apps to save time and effort.	3.4935
Fast delivery gives me satisfaction and excitement.	3.4609

Convenience-related factors such as time-saving and ease of use received higher mean ratings compared to impulse buying-related statements. The findings suggest that convenience-seeking behaviour is the primary factor influencing consumer usage of quick commerce platforms.

Objective 5 To evaluate the role of digital payments and trust factors in influencing repeat purchase behaviour in quick commerce.

Preferred Mode of Payment

	Frequency	Percent
UPI	186	40.4
Debit Card	44	9.6
Credit Card	55	12.0
Wallet	45	9.8
Cash on delivery	130	28.3
Total	**460**	**100.0**

UPI emerges as the most preferred mode of payment among respondents, followed by debit/credit cards and cash on delivery. The findings indicate a high level of consumer acceptance towards digital payment systems on quick commerce platforms.

Trust in Digital Payment Systems

(1= Strongly Disagree, 2= Disagree, 3= Neutral, 4=Agree, 5= Strongly Disagree)

Statements	Mean Rating
I feel safe while making digital payments on quick commerce apps.	2.9435
I prefer platforms with secure payment options.	3.0913
Good payment experiences encourage repeated purchases.	3.2087
Refund and payment issues are handled properly.	3.1674
Trust in the platform encourages me to purchase repeatedly.	3.3978

Most respondents expressed agreement regarding the safety and reliability of digital payment systems used in quick commerce platforms. The findings suggest that secure payment options and smooth transaction processes positively influence consumer trust and platform usage.

Refund and Payment Security Satisfaction

	Frequency	Percent
1-3	118	25.7
4-6	179	38.9
7-10	93	20.2
More than 10	70	15.2
Total	**460**	**100.0**

Respondents reported moderate to high satisfaction regarding refund processes and payment security mechanisms provided by quick commerce platforms. This indicates that trust-related factors play an important role in encouraging repeat purchase behaviour.

Statistical Inference

Independent Sample t-test: Digital Payment Trust Factor

The Digital Payment Trust Factor was computed using the mean scores of the following statements:

- I feel safe while making digital payments on quick commerce apps.
- I prefer platforms with secure payment options.
- Good payment experiences encourage repeated purchases.
- Refund and payment issues are handled properly.
- Trust in the platform encourages me to purchase repeatedly.

For the independent sample t-test, respondents were divided into two groups based on gender:

- Male respondents
- Female respondents

The independent sample t-test was conducted to examine whether there is a significant difference in the mean digital payment trust factor between male and female respondents using quick commerce platforms.

H_{01}: There is no significant difference in the mean digital payment trust factor between male and female respondents.

H_{11}: There is a significant difference in the mean digital payment trust factor between male and female respondents.

Homogeneity of Variance Test

Levene's Test for Equality of Variances was conducted to test the assumption of homogeneity of variance. Since the p-value (0.530) is greater than 0.05, equal variances are assumed.

	t-test for Equality of Means					
	T	df	Significance		Mean Difference	Std. Erro Difference
			One-Sided p	Two-Sided p		
Equal variance assumed	-1.715	458	0.044	0.087	-0.14516	0.08464
Equal variances no assumed	-1.719	453.193	0.043	0.086	-0.14516	0.08442

Since the two-tailed p-value (0.087) is greater than the significance level of 0.05, we fail to reject the null hypothesis (H_{01}). Therefore, it can be concluded that there is no statistically significant difference in the mean digital payment trust factor between male and female respondents. This indicates that trust towards digital payment systems is relatively similar across both genders.

One-Way ANOVA: Strategies on Purchase Decision and Occupation

The variable "Strategies on Purchase Decision" was computed using the mean scores of the following statements:

- Personalized offers influence my purchase decisions.
- App notifications encourage me to place orders.
- Discounts and flash sales affect my buying behaviour.
- Free or reduced delivery charges influence my purchases.
- Social media promotions attract my attention towards quick commerce platforms.

For the ANOVA test, respondents were divided into the following occupation groups:

- Salaried
- Student
- Self-employed/Business

The One-Way ANOVA test was conducted to examine whether there is a significant difference in the mean score of strategies on purchase decision among different occupation groups of respondents.

H_{02}: There is no significant difference in the mean score of strategies on purchase decision among different occupation groups of respondents.

H_{12}: There is a significant difference in the mean score of strategies on purchase decision among different occupation groups of respondents.

Homogeneity of Variance Test

Levene's Test for Homogeneity of Variance was conducted to examine the assumption of equal variances among occupation groups. Since the p-value (0.400) is greater than 0.05, equal variances are assumed.

ANOVA Table

Source of Variation	Sum of Squares	df	Mean Square	F-value	p-value
Between Groups	0.344	2	0.172	0.204	0.816
Within Groups	385.407	457	0.843		
Total	385.751	459			

Since the p-value (0.816) is greater than the significance level of 0.05, we fail to reject the null hypothesis (H_{02}). Therefore, it can be concluded that there is no statistically significant difference in the mean score of strategies on purchase decision among different occupation groups of respondents. This indicates that digital marketing strategies influence consumers similarly across different occupational categories.

Chi-Square Test: Age Group and Impulse Buying Behaviour

The Chi-Square test was conducted to examine the association between age groups and impulse buying behaviour of respondents using quick commerce platforms.

The variable "Impulse Buying Behaviour" was measured using the following response categories:

- Very Often
- Often
- Sometimes
- Rarely
- Never

The respondents were classified into the following age groups:

- 18–24 years
- 25–34 years
- 35–44 years
- 45 years and above

H_{03}: There is no significant association between age groups and impulse buying behaviour of respondents.

H_{13}: There is a significant association between age groups and impulse buying behaviour of respondents.

		Very Often	Often	Sometimes	Rarely	Never	Total
18-24	Count	23	35	74	20	6	158
	Expected Count	24.7	35.7	61.1	25.8	10.6	158
25-34	Count	22	37	49	26	4	138
	Expected Count	21.6	31.2	53.4	22.5	9.3	138
35-44	Count	14	22	37	14	11	98
	Expected Count	15.3	22.2	37.9	16	6.6	98
45 and above	Count	13	10	18	15	10	66
	Expected Count	10.3	14.9	25.5	10.8	4.4	66
Total	Count	72	104	178	75	31	460
	Expected Count	72	104	178	75	31	460

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	27.622[a]	12	0.006

Likelihood Ratio	26.624	12	0.009
Linear-by-Linear Association	4.058	1	0.044
N of Valid Cases	460		
a. 1 cells (5.0%) have expected count less than 5. The minimum expected count is 4.45.			

Since the p-value (0.006) is less than the significance level of 0.05, the null hypothesis (H_{03}) is rejected. Therefore, it can be concluded that there is a statistically significant association between age groups and impulse buying behaviour of respondents. This indicates that impulse buying tendencies vary across different age categories of consumers using quick commerce platforms.

Chi-Square Test: Gender and Average Spending per Order

The Chi-Square test was conducted to examine the association between gender and average spending per order on quick commerce platforms.

The variable "Average Spending per Order" was measured using the following spending categories:

- Below ₹200
- ₹200–₹399
- ₹400–₹699
- ₹700–₹999
- ₹1000 and above

The respondents were classified into the following gender groups:

- Male
- Female

***H_{04}*: There is no significant association between gender and average spending per order on quick commerce platforms.**

***H_{14}*: There is a significant association between gender and average spending per order on quick commerce platforms.**

		Below ₹200	₹200-₹399	₹400-₹699	₹700-₹999	₹1000 and above	Total
Male	Count	20	76	64	38	16	214
	Expected Count	24.2	70.2	67.5	34.9	17.2	214
Female	Count	32	75	81	37	21	246
	Expected Count	27.8	80.8	77.5	40.1	19.8	246
	Count	52	151	145	75	37	460
Total	Expected Count	52	151	145	75	37	460

Chi-Square Tests			
	Value	**df**	**Asymptotic Significance (2-sided)**
Pearson Chi-Square	3.248[a]	4	0.517
Likelihood Ratio	3.262	4	0.515
Linear-by-Linear Association	0.079	1	0.779
N of Valid Cases	460		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 17.21.			

Since the p-value (0.517) is greater than the significance level of 0.05, we fail to reject the null hypothesis (H_{04}). Therefore, it can be concluded that there is no statistically significant association between gender and average spending per order on quick commerce platforms. This indicates that spending behaviour does not significantly differ between male and female respondents.

Findings of the Study

1. Quick commerce platforms are predominantly used by young consumers aged 18–34 years (64.3%), with a relatively balanced gender distribution and a slight female majority (53.5%). Most respondents belong to low and middle-income groups, highlighting the importance of affordability in platform usage. The user base is largely composed of salaried individuals, students, and educated consumers.
2. Post-pandemic consumer behaviour shows a growing preference for quick commerce platforms due to convenience, fast delivery, and ease of access. Regular order frequency and moderate spending patterns indicate increasing acceptance of quick commerce services among urban consumers in ahmedabad city.
3. Digital marketing strategies significantly influence consumer purchase decisions on quick commerce platforms. Personalized offers, app notifications, and convenience-oriented promotions play an important role in improving consumer engagement and purchasing behaviour.
4. Psychological factors also affect consumer behaviour on quick commerce platforms. Although impulse buying behaviour exists at a moderate level, convenience, accessibility, and time-saving benefits emerge as the major psychological drivers of platform usage.
5. Digital payment systems and trust factors play a significant role in influencing consumer engagement with quick commerce platforms. Upi is the most preferred payment method, while secure transactions and reliable refund systems positively encourage repeat purchase behaviour.

Recommendations

1. Quick commerce platforms should focus on affordable pricing strategies, discounts, and value-based offers to attract middle and low-income consumers. Enhancing convenience through faster delivery, easy reordering, and user-friendly interfaces can further improve customer engagement. Personalized recommendations and clear product information may also help increase platform usage among young and educated consumers.
2. Platforms should improve service efficiency, product availability, and delivery experience to strengthen consumer satisfaction. Loyalty programs, subscription services, and personalized offers may help increase order frequency and customer retention. Greater focus should also be given to high-demand categories such as groceries, snacks, and beverages, while promotional strategies can be used to improve the visibility of less frequently purchased products.
3. Digital marketing strategies should emphasize personalized promotions, flash sales, app notifications, and convenience-oriented offers to influence purchase decisions effectively. Since consumers respond more positively to mobile-based promotional channels, companies should focus more on data-driven and interactive marketing strategies rather than traditional promotional methods.
4. Quick commerce platforms should continue improving convenience, speed, and ease of access, as these factors strongly influence consumer usage behaviour. Limited-time offers and urgency-based promotional messages may also be used carefully to encourage impulse purchases, particularly among younger consumers who are more responsive to such marketing strategies.
5. Platforms should strengthen consumer trust by ensuring secure payment systems, transparent refund policies, and reliable customer support services. Digital payment methods, especially UPI, should be encouraged through promotional incentives and smooth transaction experiences. Improving payment security and maintaining positive user experiences can help increase repeat purchase behaviour and long-term customer loyalty.

Managerial Implications

The findings of the study provide important managerial implications for quick commerce companies operating in competitive urban markets. The study indicates that convenience, fast delivery, affordability, and personalized marketing strategies significantly influence consumer purchasing behaviour. Therefore, platform managers should focus on improving service efficiency, delivery speed, and customer experience to enhance consumer satisfaction and retention.

The study also highlights the importance of digital marketing strategies such as app notifications, personalized offers, flash sales, and discounts in influencing purchase decisions. Companies should increasingly adopt data-driven and customer-centric marketing approaches to improve consumer engagement and platform loyalty.

Further, the findings reveal that secure digital payment systems and reliable refund processes positively influence repeat purchase behaviour. Therefore, platform managers should strengthen payment security measures, maintain transparent refund policies, and encourage digital payment adoption, particularly UPI-based transactions.

The study additionally suggests that psychological factors such as convenience and time-saving benefits strongly influence platform usage. Hence, quick commerce companies should continuously innovate their services and user interfaces to provide seamless and efficient shopping experiences for consumers.

Conclusion

The study concludes that quick commerce platforms have become an important part of post-pandemic consumer purchasing behaviour in Ahmedabad city. Consumers increasingly prefer these platforms due to convenience, fast delivery, ease of access, and time-saving benefits. Young, educated, and middle-income consumers form the major user base of quick commerce services.

The study further reveals that consumers mainly use quick commerce platforms for frequent and moderate-value purchases of groceries, snacks, beverages, and other daily essentials. Digital marketing strategies such as personalized offers, app notifications, discounts, and flash sales significantly influence consumer purchase decisions and engagement.

Psychological factors, particularly convenience and ease of use, strongly affect platform usage behaviour, while impulse buying behaviour exists at a moderate level. In addition, secure digital payment systems, reliable refund processes, and trust in the platform positively influence repeat purchase behaviour, with UPI emerging as the most preferred payment method among respondents.

Overall, the study highlights that affordability, convenience, personalization, and trust are the key factors influencing consumer spending behaviour on quick commerce platforms. Therefore, quick commerce companies should adopt customer-centric and technology-driven strategies to enhance consumer satisfaction and long-term engagement.

The study is limited to Ahmedabad city and selected behavioural factors. Future researchers may conduct comparative studies across different regions or examine additional factors such as customer satisfaction, brand loyalty, artificial intelligence-based personalization, and the long-term impact of quick commerce on traditional retail businesses.

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