



A Study of Consumer Behaviour Towards Quick Commerce Services

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How to Cite this Article:

Patil, N. (2026). A Study of Consumer Behaviour Towards Quick Commerce Services. International Journal of Creative and Open Research in Engineering and Management, 2(5), 1-10. <https://doi.org/10.55041/ijcope.v2i5.599>

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<https://doi.org/10.55041/ijcope.v2i5.599>

Abstract

The quick commerce industry in India has witnessed rapid growth in recent years, driven by the increasing demand for instant delivery of groceries, essentials, and lifestyle products. With the emergence of platforms like Blinkit, Zepto, and Swiggy Instamart, consumer behavior in this space has evolved significantly.

Understanding this shift is important because these platforms are now influencing not just what people buy but also how and why they buy. The topic holds relevance as it delves into how consumers are being nudged through digital interfaces, particularly using pricing strategies, dark patterns, and psychological triggers that influence their decisions.

This study aims to explore consumer behavior with a special focus on dark patterns in app design, pricing psychology, and their impact on Average Order Value (AOV). The primary objectives include identifying how design and pricing cues affect decision-making, trust, and repeat purchase behavior.

The research was conducted using a combination of primary data collected via surveys and secondary sources such as industry

reports and academic literature. Both qualitative and quantitative techniques were used to draw meaningful insights from user responses.

Key Words: Quick Commerce, Consumer Behavior, Urban Convenience, Delivery Speed, Digital Retail, E-Grocery, Purchase Patterns, Customer Expectations

I. INTRODUCTION

Quick commerce, often referred to as Q-commerce, is a rapidly growing segment within the e-commerce industry that focuses on ultra-fast deliveries, typically within 10 to 30 minutes. This model has revolutionized consumer expectations, particularly in urban areas, by offering unparalleled convenience and immediacy. Powered by hyperlocal fulfillment centres (often known as dark stores) and real-time inventory tracking, Q-commerce platforms like Blinkit, Zepto, Swiggy, Instamart, and Dunzo have gained massive traction. These platforms cater to daily needs such as groceries, personal care products, and quick snacks, emphasizing speed, accessibility, and ease of use as their core value propositions. The shift toward instant delivery has reshaped the retail landscape, pressuring traditional stores and even large-format online retailers to rethink their logistics and customer service strategies.

The emergence of Q-commerce has created a new paradigm in consumer behaviour by aligning perfectly with modern needs for speed, convenience, and instant gratification. The design of Q-commerce platforms often incorporates behavioural triggers such as urgency cues ("Only 2 left!"), limited-time offers, or free delivery thresholds, which can manipulate purchase decisions and increase average order value. Consumers, especially in metro cities, are displaying higher frequency of purchases, reduced brand loyalty, and greater susceptibility to interface-driven decisions. This evolving landscape



highlights a mutual relationship where the speed and structure of Q-commerce platforms shape consumer expectations, while consumer demand for immediacy and ease of use continues to fuel the growth of the Q-commerce model. Understanding this district, who are active users of quick commerce platforms for daily essentials and impulse purchases. The study primarily focuses on frequent buyers who demonstrate behavioral patterns influenced by digital interface design, including: interaction is critical for businesses aiming to optimize engagement and for researchers studying digital consumer psychology.

II. RELATED WORK

Despite the convenience and speed offered by quick commerce services, several issues hinder their long-term acceptance and regular use among consumers. Growing concerns around user experience, transparency, and ethical design have led to a cautious approach by many consumers towards these platforms..

IV.OBJECTIVE OF THE STUDY

To examine consumer motivations for utilizing quick commerce grocery services in Quick Commerce.

To evaluate the impact of quick commerce on consumer shopping habits, expenditure patterns, and perceived savings in Quick Commerce.

To assess the role of pricing strategies and discounting models in influencing consumer behaviour on quick commerce platforms in Quick Commerce.these schemes.

To analyze the influence of delivery speed and convenience on customer satisfaction in Quick Commerce.

To study the impact of product availability and assortment on consumer preference towards quick commerce platforms.

To examine the role of mobile applications, user interface, and digital payment systems in enhancing the quick commerce shopping experience.

To evaluate the effect of promotional campaigns, cashback offers, and loyalty programs on customer retention in Quick Commerce.

To identify the challenges faced by consumers while using quick commerce grocery services, such as delayed delivery, product quality issues, and hidden charges.

To assess the impact of quick commerce services on traditional retail grocery shopping behaviour.

V.RESEARCH METHODOLOGY

This study follows a descriptive research design, as it aims to analyze the impact of government welfare schemes on rural entrepreneurship. The research focuses on collecting both qualitative and quantitative data to assess the effectiveness of these schemes, level of awareness, challenges faced by rural entrepreneurs, and possible improvements.

The target population for this study consists of urban consumers residing in the metropolitan and semi-urban areas of Pune

- College Students – Rely on quick commerce for instant access to snacks, stationery, and daily essentials.
- Working Professionals – Use the service for time-saving grocery deliveries after work hours.
- Home-makers – Prefer fast delivery for household items and fresh produce without visiting local markets.
- Sample Size
- A total of 100 respondents, were selected using a purposive sampling method, ensuring that participants had relevant experience with government entrepreneurship schemes.
- Sampling Method
- The study employs a non-probability purposive sampling approach, where Q commerce consumers from specific area of Pune were chosen based on accessibility and their participation .
- Research Plan

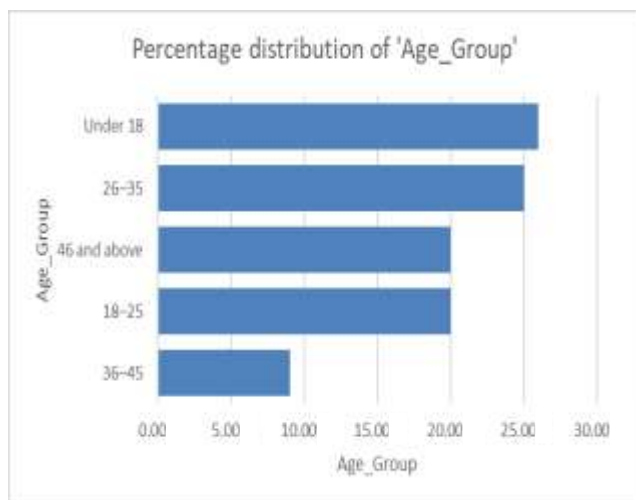


Table 1

Research Parameter	Details
Type of Research Design	Descriptive
Source of Data	Primary Data
Source of Primary Data	Personal Interviews
Tool for Primary Data	Structured Questionnaire
Sample Technique	Non-Probability Sampling
Sampling Method	Simple Random Sampling
Universe	Online Grocery Selling Platforms

Age Group –

Graph 1: Distribution of Respondents by Age Group



VI MAJOR FINDINGS

- Ease of Cancelling Orders** 29% of consumers found the cancellation process very easy, while 26% found it somewhat easy. However, 26% did not attempt cancellation and 19% found it difficult, showing that while the cancellation process is user-friendly for many, a significant portion may face hurdles or avoid cancellations altogether.
- Frequency of Urgency Tactics** 27% of respondents

reported encountering urgency tactics very frequently, and another 24% occasionally. This indicates that 51% of users are regularly exposed to urgency triggers such as flash sales and countdowns.

- Regret After Urgency-Induced Purchases** 43% of consumers admitted to feeling regret after purchases triggered by urgency cues, revealing emotional drawbacks linked with dark patterns that create pressure to buy.
- Perception of Product Bundles** While 29% of users found bundles useful and relevant, 27% perceived them as promotional and avoidable, and 16% found them manipulative. This indicates that 43% of users view bundles skeptically, suggesting resistance to sales-driven tactics.
- Behavior Toward Free Delivery Offers** 24% of respondents always, and 22% often, add items to qualify for free delivery, showing that nearly half (46%) adjust their cart size based on delivery thresholds—indicating a clear influence on AOV.
- Post-Purchase Regret Frequency** A total of 59% of users (30% frequently and 29% occasionally) report experiencing regret after purchasing, pointing toward dissatisfaction often tied to psychological triggers and impulsive decision-making.

VII CONCLUSIONS

The analysis of consumer behavior on Q-commerce platforms reveals a diverse and nuanced landscape, where factors like product trust, usage patterns, and preferences play critical roles in shaping user experiences. Over half of consumers encounter urgency tactics regularly, suggesting these tactics, such as flash sales and countdown timers, are a common feature of the Q-commerce experience. While effective in driving conversions, these strategies must be used judiciously to avoid user fatigue and skepticism. A balanced, data-informed approach to urgency can ensure that it remains a positive influence on user engagement and conversion rates.

The study also highlights the importance of convenience and delivery speed, with these factors being the primary drivers behind user preference for platforms. While Household Essentials lead the product categories, there is a clear demand for multi-category offerings, with platform



preferences indicate that ustend to favor multiple Q-commerce services, with Zepto, Blinkit, and Swiggy Instamart emerging as the top choices. This underscores the importance of service consistency, competitive pricing, and differentiated offerings to capture and retain a loyal customer base. Given that nearly half of users order frequently— weekly or daily—there is a clear opportunity for platforms to develop loyalty programs and offer tailored promotions to reinforce long-term engagement.

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