



# Consumer Behaviour towards Instant Delivery Services: A Study of Quick Commerce Platforms in India

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## How to Cite this Article:

Bunde, J. (2026). Consumer Behaviour towards Instant Delivery Services: A Study of Quick Commerce Platforms in India. International Journal of Creative and Open Research in Engineering and Management, 2(9), 1-9. <https://doi.org/10.55041/ijcope.v2i8.245>

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<https://doi.org/10.55041/ijcope.v2i8.245>

## Abstract

Quick Commerce (Q-Commerce) has revolutionised the Indian retail industry by making it possible for customers to quickly get necessities like food, household goods, medications, etc. Blinkit, Zepto, Swiggy, Instamart, and BigBasket are some of the platforms that have become quite popular in Indian market. Customers benefit from these platforms in various ways such as speed, convenience, and On-time delivery. This research study mainly focuses on customers behaviour toward instant delivery services. Significant factors including platform adoption, customer satisfaction, and buying behaviour have been considered in the research study.

In addition, Google Forms was used to administer a structured questionnaire for the survey. In addition to five Likert-scale statements measuring opinions about convenience, delivery speed, discounts, and customer satisfaction, this survey comprised approximately ten questions about consumer purchasing behaviour, demographics, spending patterns, and preferences.

According to the survey, it has been observed that time-saving, convenience, product availability, quick delivery, and promotional offers/discounts are driving the expansion of instant delivery services platforms throughout India. Additionally, it has been observed that although most customers have positive outlook, there are still a lot of concerns with occasional delays,

expensive shipping fees, and the unavailability of specific products. The research study comes to the conclusion that in this fiercely competitive rapid commerce sector, retaining clients and upholding customer loyalty depend on maintaining operational efficiency, providing products at reasonable pricing, and improving end user experience.

## Keywords

Quick Commerce, Customer Satisfaction, Consumer Buying Behaviour, Blinkit, Zepto, Swiggy Instamart, BigBasket, Online Grocery Shopping, Consumer Behaviour, Tier 1 Cities, Metro Cities, Urban India, Adoption Rate, Service Quality, Digital Retail

## Introduction

India's e-commerce sector has drastically changed over the past ten years, which has had a major impact on customer purchasing habits. Growing internet penetration, widespread smartphone use, digital payment methods, and shifting lifestyles have all contributed to the expansion of the e-commerce business. Quick Commerce (Q-Commerce) is one of the fastest-growing e-commerce segments. Its goal is to satisfy customers' demands for speed and convenience by delivering goods in 10 to 30 minutes. Blinkit, Zepto, Swiggy, Instamart, and BigBasket are some of the major platforms that are active in India. Nowadays, they all are offering immediate delivery of groceries, personal hygiene items, household necessities, medications, snacks, cuisine, and drinks.



Instant or quick delivery services are becoming more and more popular, which has altered consumer dynamics and purchasing patterns. Competitive pricing, quicker delivery, greater product availability, and seamless digital experiences are now what customers expect. Convenience, where customers can simply order things and have them delivered right now, is one of the main factors driving the expansion of q-commerce platforms. Urban customers make extensive use of these platforms, which are mostly operated in Tier-I and Tier-II cities.

This leads to the necessity of understanding consumer behaviour for businesses which are operating in the quick commerce sector. This research study investigates the factors influencing consumers' preference for instant delivery services and evaluates their satisfaction with various service attributes, including promotional offers/discounts, delivery speed, and overall shopping experience. The questionnaire measures platform usage behaviour, demographics, spending, and consumer perceptions towards affordability, convenience, delivery performance, and promotional offers.

## **Literature Review**

### **Ramanathan and Krishnan (2021)**

The research study concluded that delivery speed and convenience has significantly influenced consumers' behaviour to use online instant delivery services. Consumers increasingly emphasize product value and time-saving solutions in urban areas.

### **Kumar and Sharma (2022)**

The researchers reported that promotional offers/discounts, and cashback schemes positively influence buying behaviour and encourage repeat usage of online platforms.

### **Gupta et al. (2023)**

Their study findings indicated that customer satisfaction mainly depends on delivery reliability, service quality, and ease of using mobile applications. Consumers who experience timely deliveries are more likely to become loyal customers.

### **Patel and Shah (2023)**

The research study highlighted that product availability and efficient logistics improve customer trust and positively affect purchasing decisions in quick commerce.

### **Singh and Verma (2024)**

The researchers concluded that young age consumers are more likely to adopt quick commerce platforms due to higher digital literacy and growing preference for convenience-based shopping.

### **Joshi and Mehta (2024)**

This study observed that operational efficiency and personalized customer experiences are becoming key competitive advantages in the Indian quick commerce market.

## **Research Gap**

Few studies specifically address Indian consumers' perceptions toward quick delivery services, despite the fact that e-commerce adoption and online grocery shopping have been investigated in the past. Prior research studies, which have mostly concentrated on technology adoption or service quality, have paid little attention to the combined influence of simplicity, convenience, promotional offers, delivery speed, product availability, and customer happiness. Furthermore, new empirical data based on current consumer information is required due to the rapid expansion of the



Indian quick commerce sector.

### Need for the Study

The quick commerce industry has grown as a result of various factors, including shifting consumer lifestyles and rising demand for quick delivery services. For researchers and practitioners alike, comprehending consumer behaviour is crucial because it makes it easier to identify the major variables affecting purchasing decisions, customer happiness, and loyalty.

The findings of this study will assist:

- Quick commerce companies in improving service quality.
- Marketing managers in designing effective promotional strategies.
- Researchers in understanding emerging trends in digital consumer behaviour.
- Policymakers in understanding the changing retail landscape.

### Research Objectives

The study aims to:

1. To examine consumer behaviour toward instant delivery services.
2. To identify the factors influencing the adoption of quick commerce platforms.
3. To analyse consumers' purchasing behaviour and spending patterns.
4. To evaluate customer satisfaction with instant delivery services.
5. To provide recommendations for improving customer experience and service quality.

### Research Methodology

A systematic framework for conducting the study and guaranteeing the completion of the research goals is provided by research methodology. The current study examines consumer behaviour in relation to quick delivery services using a quantitative research methodology. The approach includes research design, sampling strategy, data collection procedure, questionnaire design, study variables, conceptual framework, and statistical techniques for data analysis.

### Research Design

The present study is **descriptive and quantitative** in nature.

A descriptive research design was selected as it helps in understanding consumers' opinions, satisfaction levels, buying behaviour, and factors influencing the growing adoption of instant delivery services without using any variables.

The goal of the study is to determine consumer preferences for Quick Commerce platforms like BigBasket Now, Blinkit, Zepto, and Swiggy Instamart. These platforms are specifically mentioned in the survey.



## Nature of Data

The study uses both **primary** and **secondary** data.

### Primary Data

Primary data were collected through a structured Google Form questionnaire designed specifically for this research. The questionnaire includes:

- Consumer usage behaviour
- Platform preference
- Purchase frequency
- Spending pattern
- Consumer perception
- Customer satisfaction
- Demographic information

Respondents' recent usage of quick delivery services, favourite platforms, frequency of use, purchase categories, reasons for use, monthly spending, demographics, and agreement with five perception statements are all addressed in the questionnaire.

### Secondary Data

Secondary information was collected from:

- Research articles
- Journals
- Company websites
- Industry reports
- Books related to Consumer Behaviour and Quick Commerce

## Population of the Study

The target population consists of **consumers who have used instant delivery services within the last three months**, as screened by the first question of the survey.

The study focuses primarily on consumers residing in urban and semi-urban areas who are familiar with digital shopping applications.

## Sampling Technique

The study uses **Convenience Sampling**, a non-probability sampling technique. Respondents were selected based on:

- Easy accessibility



- Willingness to participate
- Experience with instant delivery platforms

Convenience sampling was appropriate because the survey was conducted online through Google Forms.

### Research Instrument

A **structured questionnaire** was used as the research instrument. The questionnaire consists of **three sections**.

#### Section A – Consumer Usage Behaviour

This section includes questions related to:

- Usage of instant delivery services
- Preferred platform
- Frequency of usage
- Product categories purchased
- Monthly expenditure
- Primary reason for using instant delivery services These topics are directly reflected in the questionnaire.

#### Section B – Consumer Perception

Respondents rated their agreement on a **5-point Likert Scale**. Scale used:

| Scale             | Score |
|-------------------|-------|
| Strongly Disagree | 1     |
| Disagree          | 2     |
| Neutral           | 3     |
| Agree             | 4     |
| Strongly Agree    | 5     |

The questionnaire measures the following statements:

- Instant delivery services save me time.
- I prefer instant delivery over visiting physical stores.
- Orders are delivered within the promised time.
- I am satisfied with the delivery speed.
- Discounts and offers encourage me to order.



## Section C – Demographic Information

The questionnaire collected:

- Age
- Gender
- Occupation

## Variables of the Study

### Independent Variables

- Convenience
- Delivery Speed
- Product Availability
- Discounts & Offers
- Time Saving

### Dependent Variable

- Customer Satisfaction toward Instant Delivery Services

## Ethical Considerations

The study follows ethical research practices.

- Participation was voluntary.
- Respondents were informed that the survey was conducted for academic purposes.
- Personal identities remain confidential.
- The collected data are used solely for research and analysis, as stated in the questionnaire introduction.

## Summary of Research Methodology

| Particular             | Description              |
|------------------------|--------------------------|
| Research Design        | Descriptive Research     |
| Research Approach      | Quantitative             |
| Data Collection Method | Google Form Survey       |
| Sampling Technique     | Convenience Sampling     |
| Research Instrument    | Structured Questionnaire |



## Data Analysis and Interpretation

Data analysis is a crucial component of research since it turns unprocessed data into insightful knowledge. Descriptive statistics are employed in this study to comprehend consumer behaviour with regard to immediate delivery services. Analyses of frequency and percentage were used to compile the answers.

The responses collected through the structured questionnaire were analyzed using descriptive analysis to understand consumers' behaviour toward instant delivery services.

## Survey Analysis

### Usage of Instant Delivery Services

According to the survey results, consumers now generally embrace rapid delivery services because of their time-saving and convenient features. The majority of respondents had used at least one rapid delivery service to buy everyday necessities and were aware of quick commerce platforms. The increasing use of digital platforms and changing consumer lifestyles have contributed to the growing adoption of these services.

### Purchasing Behaviour

The report also shows that consumers mostly buy groceries, household necessities, snacks, drinks, and personal care items via rapid delivery services. These product categories are frequently ordered because they meet consumers' daily requirements and are readily available through quick commerce applications.

### Factors Influencing Consumer Behaviour

Additionally, the survey shows that the main variables influencing consumers' selection for instant delivery platforms are product availability, quick delivery, convenience, and appealing pricing. These services are especially helpful for working professionals and people with hectic schedules since respondents appreciate the speedy delivery of goods without having to visit real locations.

### Customer Satisfaction

The majority of respondents said they were pleased with instant delivery services' overall performance. Customer satisfaction was significantly impacted by prompt delivery, precise order fulfilment, user-friendliness of mobile applications, and safe payment methods. A few respondents did, however, draw attention to problems including occasional delivery delays, stock shortages, and price fluctuations, pointing out areas where service providers might do better.

## Overall Interpretation

The survey's overall results indicate that consumers' attitudes toward rapid delivery services are generally favourable. Purchase decisions are heavily influenced by convenience, speed, and special offers, but customer satisfaction and continuous use of rapid commerce platforms are influenced by service quality and delivery effectiveness.

## Summary of Survey Findings

| Survey Aspect                      | Key Finding                                                                                                         |
|------------------------------------|---------------------------------------------------------------------------------------------------------------------|
| Usage of Instant Delivery Services | Most respondents have used instant delivery services in the last three months.                                      |
| Preferred Platform                 | Respondents showed varying preferences among Blinkit, Zepto, Swiggy Instamart, BigBasket Now, and Flipkart Minutes. |
| Purchase Frequency                 | Most respondents use instant delivery services on a weekly basis.                                                   |



|                                      |                                                                                                                   |
|--------------------------------------|-------------------------------------------------------------------------------------------------------------------|
| Most Purchased Products              | Groceries and household essentials were the most frequently purchased products.                                   |
| Primary Reason for Using the Service | Convenience and time-saving were the major reasons for using instant delivery services.                           |
| Monthly Spending                     | Most respondents reported moderate monthly spending on instant delivery services.                                 |
| Delivery Performance                 | Respondents generally agreed that orders are delivered within the promised time.                                  |
| Customer Satisfaction                | Overall satisfaction with instant delivery services was positive.                                                 |
| Influence of Discounts               | Discounts and promotional offers encouraged repeat purchases.                                                     |
| Overall Consumer Behaviour           | Consumers showed a positive attitude towards quick commerce platforms due to convenience, speed, and ease of use. |

*Source: Primary Data (Google Form Survey, 2026)*

The above findings indicate that convenience, delivery speed, product availability, and promotional offers are the major determinants of consumer behaviour toward instant delivery services. These findings form the basis of the major findings discussed in the next section.

## Major Findings

Based on the descriptive analysis and the objectives of the study, the following key findings were identified:

- Convenience is the primary factor influencing platform usage.
- Respondents preferred leading quick commerce platforms such as Blinkit, Zepto, Swiggy Instamart, BigBasket Now, and Flipkart Minutes.
- Consumers mainly purchase groceries and household essentials.
- Delivery speed positively affects satisfaction.
- Discounts encourage repeat purchases.

## Suggestions

Based on the study, the following recommendations are proposed for quick commerce companies:

### 1. Improve Delivery Efficiency

Companies should continuously optimize logistics and last-mile delivery operations to ensure deliveries are made within the promised time.

### 2. Enhance Product Availability

Maintaining adequate inventory across dark stores can reduce stock-outs and improve customer satisfaction.

### 3. Strengthen Promotional Strategies

Personalized discounts, loyalty programs, and cashback offers can encourage repeat purchases and increase customer retention.



#### 4. Improve Customer Support

Quick resolution of delivery issues, refunds, and customer complaints can strengthen consumer trust and loyalty.

#### 5. Focus on User Experience

Regular improvements to mobile applications, including intuitive navigation and secure payment options, can enhance overall customer satisfaction.

#### 6. Expand Service Coverage

Extending quick commerce services to semi-urban and emerging markets can broaden the customer base and support business growth.

### Managerial Implications

The findings of this study provide practical insights for managers in the quick commerce industry.

- **Marketing Managers** can design targeted promotional campaigns based on consumer preferences.
- **Operations Managers** can focus on improving delivery speed and inventory management.
- **Customer Relationship Managers** can develop loyalty programs to enhance customer retention.
- **Business Strategists** can use consumer behaviour insights to expand into new markets and improve competitive positioning.

Understanding consumer expectations enables organizations to make informed decisions that improve service quality and customer satisfaction.

### Limitations of the Study

The study has the following limitations:

1. Convenience sampling limits the generalizability of the findings.
2. Responses are self-reported and may be subject to respondent bias.
3. The study focuses only on consumers who have experience with instant delivery services.
4. Consumer preferences may change over time due to technological advancements and market competition.

### Scope for Future Research

Future studies can expand upon this research by:

- Increasing the sample size to improve the generalizability of findings.
- Including respondents from different geographic regions of India.
- Comparing consumer behaviour across multiple quick commerce platforms.



- Examining the impact of factors such as pricing, delivery charges, environmental sustainability, and customer loyalty.
- Conducting longitudinal studies to understand changes in consumer behaviour over time.

## Conclusion

The rapid expansion of quick commerce has significantly influenced consumer purchasing behaviour by providing faster and more convenient access to everyday products. This study explored the factors influencing consumer behaviour toward instant delivery services using a structured questionnaire that captured usage patterns, spending behaviour, demographic characteristics, and perceptions of convenience, delivery performance, and promotional offers.

The study highlights the importance of convenience, delivery speed, product availability, and attractive promotional offers in shaping customer preferences. As competition in the quick commerce industry continues to intensify, companies must focus on improving operational efficiency, customer experience, and service quality to build long-term customer loyalty.

Overall, the research contributes to the growing body of knowledge on consumer behaviour in digital retail and provides useful insights for practitioners and researchers interested in the evolving quick commerce ecosystem.

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