

A Study on Factors Influencing Consumer Adoption of Quick Commerce in India.

Nabeera Sheikh

Research Scholar

Amity University, Chhattisgarh

Dr. Neelima Singh Thakur

Assistant Professor

Amity University, Chhattisgarh

Abstract:

The Indian retail landscape is undergoing a significant transformation with the rise of Quick Commerce (Q-commerce), which aims to fulfill consumer demand through rapid delivery of products, particularly groceries and essentials, within a short time frame—typically 10 minutes. This study aims to explore the key factors that influence the adoption of Q-commerce platforms among consumers in India. Using a structured questionnaire, data was collected from 100 respondents through simple random sampling. The results indicate that convenience, time – saving and discounts are among the most influential factors encouraging consumers to shift from traditional or scheduled e-commerce models to quick commerce. This paper also highlights areas where Q-commerce platforms need to improve to ensure long-term sustainability and customer retention.

Introduction:

Quick Commerce (Q-commerce) is a fast-growing retail model that focuses on delivering small quantities of everyday essentials—like groceries, snacks, personal care items, and medicines—within 10 to 30 minutes of ordering. It's designed for convenience, especially in urban areas where people have busy lifestyles and limited time for traditional shopping. To enable such rapid service, Q-commerce companies operate through a network of small, local fulfilment centres or “dark stores” that stock a curated range of high-demand products. Orders are placed via user-friendly mobile apps, and technology like route optimization, real-time tracking, and smart inventory management ensures smooth and speedy deliveries.

What makes Q-commerce stand out is its blend of speed, convenience, and tech-driven efficiency. Factors like ultra-fast delivery, product availability, competitive pricing, ease of app use, and trust in the service all influence how quickly consumers adopt these platforms. Loyalty programs, flexible payments, and a strong brand reputation help companies retain users in a highly competitive space. While Q-commerce thrives in cities due to infrastructure and population density, its success ultimately depends on consistently meeting customer expectations with reliable, affordable, and convenient service.

Review of Literature:

Darji, Chaudhari, and Panchal (2024), in their study “The Impact of Quick Commerce on Customer Purchase Decisions and Consumer Satisfaction,” identify key motivators such as convenience, fast delivery, competitive pricing, and a wide product assortment. Their survey-based research emphasizes that consumers prefer platforms that save time and offer flexible payment options. However, the study also sheds light on operational issues, particularly the importance of maintaining order accuracy and managing returns efficiently to uphold consumer trust.

Similarly, Ranjekar and Roy (2023), in their paper “Critical Success Factors for Quick Commerce Grocery Delivery in India,” focus on the backend operations of QC services. They stress the need for hyperlocal warehousing, real-time inventory tracking, and optimized last-mile delivery, noting that consumer preferences in India are highly localized and require tailored solutions in terms of product mix and pricing.

Lohariwala (2022), in “Factors Affecting the Adoption of Quick Commerce,” discusses how the COVID-19 pandemic significantly accelerated the adoption of QC platforms. Health concerns, lockdown restrictions, and the need for minimal physical contact shifted consumer behaviour toward valuing speed and convenience. The study notes that as consumers become used to rapid delivery, their expectations rise, making them less forgiving of service delays.

Supporting this, the IJFMR (2024) paper “Consumer Preferences and Satisfaction towards Quick Commerce Platforms” finds that platform usability, clear delivery communication, and responsive customer service are essential for ensuring satisfaction and repeat usage.

In a city-specific context, Singh (2024) observes that working professionals and dual-income households in Thane City are the most frequent QC users, valuing reliability and accuracy over discounts, and showing a willingness to pay a premium for consistent service.

Lastly, Harter, Stich, and Spann (2024), in their quantitative study, conclude that late deliveries significantly reduce the likelihood of repurchase, while early deliveries have a moderate positive impact—underscoring the critical role of timely and reliable service in retaining customers.

Objectives:

The key objectives of the study are:

- To identify the key factors influencing consumer adoption of quick commerce
- To evaluate the impact of delivery speed on consumer preference for quick commerce platforms.
- To analyze the role of convenience in consumer adoption of quick commerce.
- To examine the influence of discounts and promotional offers on consumer purchasing decisions in quick commerce.

Research Methodology:

This study adopts a descriptive research design and uses a quantitative approach to explore the factors that influence consumer adoption of quick commerce services. The research will focus on collecting primary data through an online questionnaire, which will be distributed via email and social media platforms. The sample will consist of 100 randomly selected individuals who have used or are familiar

with quick commerce services, ensuring a diverse representation of users. The data collected will include information on consumer habits, preferences, motivations, and challenges related to quick commerce. The analysis will be conducted using Microsoft Excel, where percentages will be calculated to identify the most significant factors influencing adoption, such as delivery speed, convenience, and pricing. The results will be presented in charts, graphs, and tables to clearly illustrate the key trends and patterns among consumers, providing valuable insights into the adoption of quick commerce platforms.

Overall Research Methodology used in this study:

Research design	Descriptive research
Population	All individuals who have access to and are aware or users of quick-commerce services.
Sample size	100
Sources of data	Primary data
Tools of data collection	Structured Questionnaire
Tool and technique of data Analysis	MS Excel through percentages and charts
Sampling technique	Random Probability Sampling

Data analysis and interpretation:

- The age-wise distribution of respondents shows that the majority (42%) fall within the age group of 18–30 years, indicating a strong inclination of younger individuals towards quick commerce platforms. This is followed by 27% in the 31–43 age group, suggesting adoption across middle-aged users as well.
- Gender distribution reveals a higher participation of female respondents (57%) compared to male respondents (43%), which may reflect the usage trends or preferences among different genders when it comes to quick commerce services.
- In terms of occupation, students account for the highest percentage (40%), followed by employed individuals (36%). This highlights that both younger and working populations rely significantly on quick commerce for their needs. Self-employed (11%) and unemployed (13%) respondents form a smaller segment of users.
- Regarding monthly income, 33% of respondents earn between ₹20,000–₹40,000, and 28% fall in the ₹40,001–₹60,000 bracket. This suggests that quick commerce services are primarily utilized by individuals with moderate income levels, for whom affordability is a key factor.
- Awareness of quick commerce services is exceptionally high, with 97% of respondents confirming familiarity with platforms such as Blinkit, Instamart, and Zepto. This indicates extensive market penetration and public recognition.

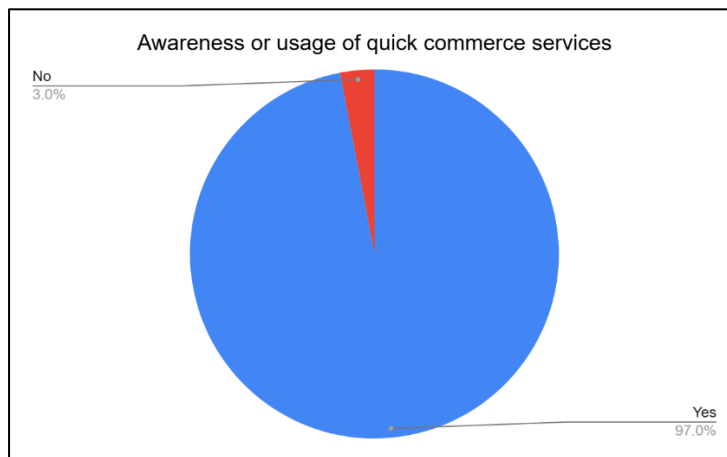


Figure – Showing how many individuals are aware of and use quick commerce services

- In terms of usage frequency, 39% of respondents use quick commerce services 2–3 times a month, and 34% use them once a month. This demonstrates that quick commerce is used periodically but is not a daily utility for most users.

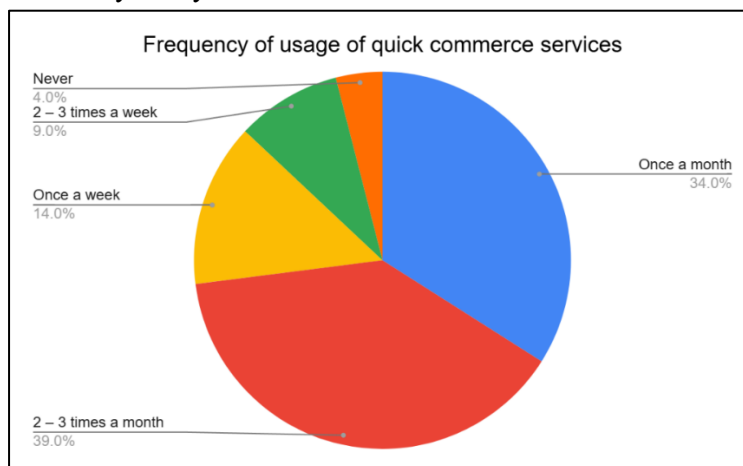


Figure – Showing how often customers use quick commerce services

- Fast delivery is a critical expectation among users, as 86% of respondents rated it as “very important.” This reflects the defining value proposition of quick commerce platforms.
- Timeliness in delivery was positively rated, with 62% indicating that their orders arrive on time “most of the time,” and 47% stating that they “always” receive their orders on time. Only 15% noted occasional delays, and none reported rare deliveries.
- Product availability on quick commerce platforms appears satisfactory, with 43% of users often finding what they need, and 19% always finding their desired products. However, 13% rarely find what they need, suggesting room for improvement in inventory management.
- When it comes to product categories, the most commonly purchased items are snacks and beverages (39%), followed by personal care and hygiene products (27%). Groceries and household items each account for 15%, while over-the-counter medicines are least purchased (4%).

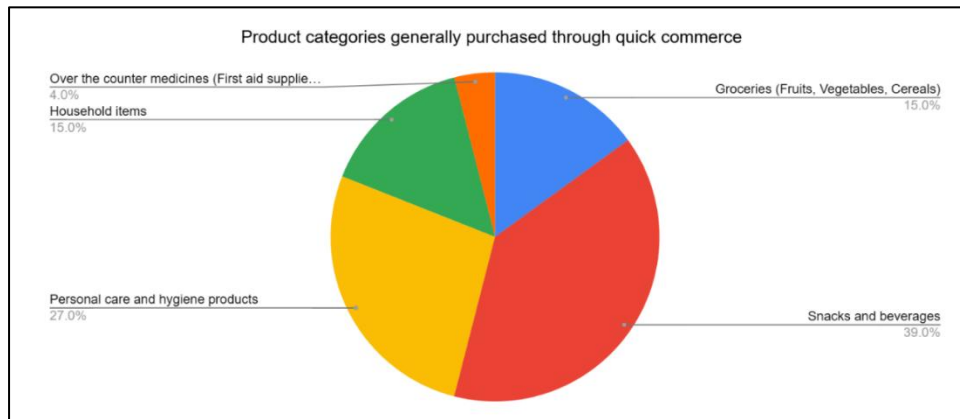


Figure – Showing product categories individuals typically purchase through quick commerce

- A major barrier to the frequent use of quick commerce is the high delivery fee, cited by 49% of respondents. Limited product range (26%) and a preference for in-store shopping (21%) are also notable constraints.
- Offers and discounts play a significant role in influencing usage, with 99% of respondents confirming that such promotions impact their purchasing decisions.



Figure – Showing influence of discounts or special orders in using quick commerce platforms

- Despite the influence of offers, only 14% of users are subscribed to loyalty or membership programs offered by quick commerce platforms. This reveals an opportunity to strengthen user engagement through improved subscription benefits.
- Convenience and time-saving features are the primary drivers for using quick commerce. A vast majority (98%) of respondents acknowledged that these services save time and effort compared to visiting physical stores.
- Trust in the quality of products, platform usability, and ease of access are secondary motivators, with 10%, 8%, and 27% of respondents respectively indicating these as reasons for use.

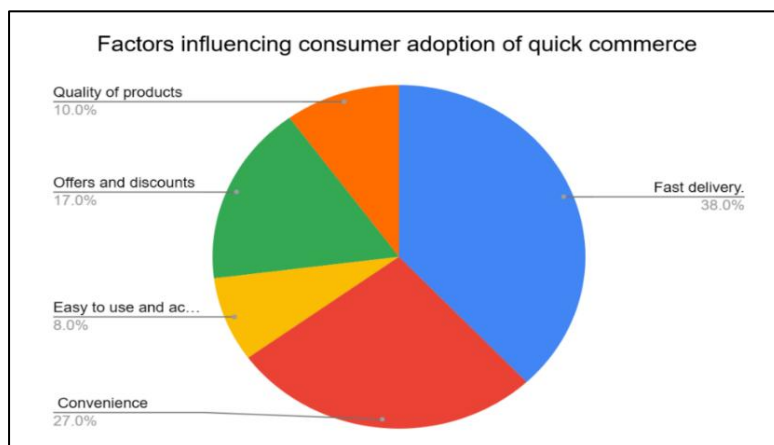


Figure –8 Showing what motivates individuals for using quick commerce services

- Finally, 81% of respondents stated that they would recommend quick commerce services to others, indicating a high level of customer satisfaction and potential for organic growth through word-of-mouth.

Findings and conclusion:

The findings of the study clearly highlight the rapid expansion and widespread adoption of quick commerce services across various segments of society. With high awareness levels and regular usage among students, working professionals, and middle-income earners, quick commerce platforms like Blinkit, Instamart, and Zepto have successfully positioned themselves as convenient, time-saving alternatives to traditional retail. The demand is especially strong among the younger demographic and urban users who prioritize fast delivery, ease of use, and doorstep access to daily essentials. The popularity of these platforms is further driven by regular promotional offers and discounts, which significantly influence purchasing decisions.

Despite the overall positive sentiment, some barriers to full-scale adoption still remain. High delivery charges and limited product availability continue to deter frequent use, especially among price-sensitive users. However, the trust in service quality, the time efficiency it provides, and a willingness among users to recommend these platforms to others suggest a strong and growing consumer base. With continued improvements in product range, pricing strategies, and loyalty programs, quick commerce is poised to become an even more integral part of modern shopping habits, catering to the evolving needs of consumers who seek speed, convenience, and reliability.

Recommendations:

- Broaden product variety by adding more brands across various categories such as groceries, household items, beauty and personal care etc to meet wider customer needs.
- Partner with popular brands to offer exclusive launches, promotions, and co-branded campaigns that enhance credibility and attract users.
- Leverage AI for personalized experiences such as tailored product suggestions, “buy again” options, and automated reorder prompts.
- Maintain high delivery reliability and communicate delivery performance to build trust.

- Run frequent discounts and personalized promotional offers to attract price-sensitive users.
- Highlight time - saving and convenience benefits in marketing campaigns.
- Ensure availability and quick access to high-demand items like snacks and personal care products.
- Launch customer referral programs to tap into the 81% of users willing to recommend the service.
- Gather feedback regularly to improve user experience and identify service gaps.

References:

- David Stepaniuk (2025). "What is Quick Commerce". <https://www.netguru.com/blog/what-is-quick-commerce>.
- India Brand Equity Foundation (2024). "THE RISE OF QUICK COMMERCE IN INDIA: REVOLUTIONISING RETAIL AND LAST-MILE DELIVERY". <https://www.ibef.org/blogs/the-rise-of-quick-commerce-in-india-revolutionising-retail-and-last-mile-delivery>.
- Unicommerce (2024). "Quick Commerce in India: Trends, Business Models & Challenges & Their Solutions". <https://unicommerce.com/blog/quick-commerce-india-business-models-challenges-strategies/>.

Bibliography:

- Alice Harter, Lucas Stick, and Martin Spann (2024). "The Effect of Delivery Time on Repurchase Behaviour in Quick Commerce". The Effect of Delivery Time on Repurchase Behaviour in Quick Commerce | Request PDF.
- Jiyanshu Darji, Niraj Chaudhari, and Hasmukh Panchal (2024). "The Impact of Quick Commerce on Customer Purchase Decisions and Consumer Satisfaction". https://www.irjmets.com/uploadedfiles/paper//issue_4_april_2024/52573/final/fin_irjmets1712912519.pdf
- Ravi Singh (2024). "A Study of the Influence of Quick Commerce on Consumer Purchase Decisions and Satisfaction in Thane City". https://www.researchgate.net/profile/RaviSingh182/publication/386275630_A_STUDY_OF_THE_INFLUENCE_OF_QUICK_COMMERCE_ON_CONSUMER_PURCHASE_DECISIONS_AND_SATISFACTION_IN_THANE_CITY/links/674b2387359dcb4d9d459793/A-STUDY-OF-THE-INFLUENCE-OF-QUICK-COMMERCE-ON-CONSUMER-PURCHASE-DECISIONS-AND-SATISFACTION-IN-THANE-CITY.pdf
- Vishal Baniekar and Debiit Roy (2023). "Critical Success Factors for Quick Commerce Grocery Delivery in India". (PDF) Critical success factors for quick commerce grocery delivery in India: an exploratory study.