

Impact of Quick Commerce on Grocery Buying Behaviour: Evidence from an Emerging Indian Urban Market

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Abstract

Purpose: Quick commerce platforms offering ultra-fast delivery have transformed grocery retail ecosystems. This study investigates their influence on grocery buying behaviour in an emerging Indian city context.

Design/Methodology/Approach: Primary data were collected from 109 consumers in Nagpur city using a structured questionnaire. Descriptive statistics, Pearson correlation, chi-square testing, and regression analysis were employed to examine relationships among platform usage, customer satisfaction, demographic factors, and willingness to pay premium delivery charges.

Findings: Results indicate that quick commerce complements rather than replaces traditional grocery shopping. Customer satisfaction does not significantly influence willingness to pay additional delivery charges, suggesting persistent price sensitivity. Age shows only marginal influence on adoption behaviour.

Research Implications: The study extends omnichannel retail theory to quick commerce settings in emerging markets.

Practical Implications: Quick commerce firms should emphasize convenience positioning while maintaining competitive pricing strategies.

Originality/Value: Provides empirical evidence from a tier-II Indian city, a context underrepresented in quick commerce research.

Keywords: Quick Commerce, Omnichannel Retail, Consumer Behaviour, Digital Grocery, Emerging Markets, India.

Introduction

'Quick commerce' has disrupted the e-commerce market since 2020 (Patil et. al, 2021). Aiming to cater the demand for daily goods, groceries, vegetables, and fruits, it has the potential to revolutionize the buying behaviour of customers. Stojanov (2022) defined quick commerce as a type of e-commerce meant to deliver the products to the doorstep of customers when the customer demands them in less than an hour. These instant deliveries initially started from home-delivered meals from hotels and expanded to various items like groceries, medicines, cosmetics, electronics, etc. It appeals to the customers for its speed of instant market purchases with the convenience of shopping made from home.

Shawar Saleem (2025) analyzed quick commerce using the ABCD framework, covering its advantages, benefits, constraints, and disadvantages. As quick-commerce is a fast-growing industry, Q-

commerce platforms will help businesses explore factors such as convenience, urgency, and price sensitivity that drive consumer choices.

The major factors encouraging the growth of quick commerce are convenience, urbanization, and busy lifestyles compelling companies to focus on instant deliveries. The impact of Q-commerce led to workers being incentivized to shorten the delivery time; cost and pricing are the key determinants influencing consumer channel choice in grocery shopping. The results revealed that the majority of respondents (90%) prefer supermarkets or hypermarkets to other types of stores (Alkhiyami et al., 2025).

Quick commerce in India has emerged as the fastest-growing segment of the digital economy, and the penetration will be hit from 3.2% in 2026 to 4.3% by 2030; however, in global comparison, penetration remains significantly higher in China. ([© Statista 2026](#))

Digital retail transformation has accelerated with the emergence of quick commerce (Q-commerce), characterized by delivery timelines under 30 minutes. Unlike conventional e-commerce models, quick commerce emphasizes immediacy and hyperlocal fulfillment systems. The emergence of Q-commerce has an immediate impact on the business of local Kiran stores, which dominated in meeting the customer demands beyond monthly shopping from wholesale markets or supermarkets/malls.

While metropolitan adoption has been widely discussed, behavioural impacts in tier-II Indian cities remain insufficiently explored. In tier II cities, traditional kirana stores continue to dominate grocery retail in India, raising questions regarding substitution versus coexistence between channels.

This study examines whether quick commerce fundamentally alters grocery purchasing behaviour or merely supplements existing consumption patterns in Nagpur in the state of Maharashtra. It also explored the feasibility of the Omni -channel model of retailing.

Literature Review

The current study was analysed through existing research on various factors like quick commerce and consumer behaviour, consumer buying satisfaction and various determining factors of consumer behaviour on quick commerce platforms.

Risbaa Singh (2024) reported that with the growth of the q-commerce industry, consumer behavior has been influenced by the expectation of smooth, quick, logical, and secure processes. The fast delivery leads to repeat purchases just in time, but delivery charges impact purchase decisions negatively. Consumers like free home delivery saving time and money.

Ambaliy (2025) revealed that quick commerce platforms such as Blinkit, Swiggy, Instamart, and Zepto have been positively adopted by young, educated, and digitally aware consumers, becoming an integral part of daily routines in urban areas due to the growing demand for speed, convenience, and 24x7 accessibility in grocery and essential item delivery.

Datta J. and Bose S. (2024) reported that e-commerce is becoming more and more significant due to the behaviour of consumers shifting more towards online purchases for both essential and non-essential items, rather than buying goods physically in traditional manner. This was emphasised as "A Game Changer for the Economy" by CII in 2016, long before the pandemic, due to the ease and comfort of doing business online. They attempted to understand the relevance of e-commerce in today's society and whether it has contributed towards the betterment of e-commerce and brought in consumer satisfaction. They also noted that E-commerce can become a sustainable practice while doing businesses online across the world by lowering delivery time.

Haneefa, K. V., & Singh, H. (2025) studied quick-commerce with an aim to provide a complete overview of quick commerce and evaluated its viability and sustainability in India with the help of case studies. They offered suggestions to help this sector's rapid growth in a balanced manner with sustainable business practices. With an emphasis on the urgency of the sustainability issue in the quick commerce space, they contributed to the ongoing discussion on how emerging business trends can be adopted in a sustainable and holistic manner.

M. Sujatha (2025) studied consumer buying behaviour with reference to Zepto grocery products. Their results revealed that fresh fruits and vegetables are the most frequently purchased items, showing customer trust in Zepto's ability to deliver perishable goods efficiently. Consumers prefer online shopping over traditional shopping due to promotional discounts, variety of products, and price comparison, which have played a major role in shifting traditional grocery over online shopping habits.

Kuppili (2025) reported that the adoption rate of Q-commerce is relatively high. The researcher found that speed of delivery and convenience are the driving forces. Customer service satisfaction is reported to be the strongest determinant for the continued use of Q-commerce. Sustainability is secondary to the customer, but the result showed a significant attitude-behavior gap, as the majority of consumers were not willing to spend more or forget convenience for sustainability.

Goswami and Kumari (2024) reported that consumers' purchasing decisions are directed by certain influencing factors, helping the marketer to understand the basis of consumer behaviour and its impact on quick commerce towards consumers' decision-making processes. Their study examined the impact of quick commerce on consumer decision-making and identified factors like delivery speed, promotions, satisfaction, and the likelihood of referring to Q-commerce services. The statistical analysis determined that there is no significant impact of Q-commerce on the consumer decision-making process. They concluded that quick commerce might impact the behavior of customers and preferences but will not completely change the entire decision-making process at a larger level.

Shawar Saleem (2025) observed that understanding the consumer's preferences and choices resulting in demand for the products, developing trust and satisfaction will translate into gaining a competitive advantage in the e-commerce platforms. The biggest constraint is rapid technological advancements might lead to being outdated for the company & consumers on various platforms. The biggest challenges are ethical concerns related to privacy, permission, and data use that may arise during behavioural analysis and are very difficult for smaller organizations.

Nabeera Sheik(2025) concluded 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. The author observed that 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.

According to Apoorva (2025), quick commerce impulsiveness is powered by a combination of convenience, promotional strategies, and psychological triggers. This kind of consumer segment information can help companies maximize targeted marketing efforts, personalized promotions, and ethical advertising tactics to maximize consumer satisfaction and profitability. But the authors also suggest the ethical and regulatory issues. There should be a review of the ethical dimensions of Q-commerce' pushy promotion practices by policymakers and consumer protection bodies for better consumer intelligence and financial empowerment.

Conceptual Framework

The study was based on the following independent and dependent variables.

Independent Variable

- Quick commerce usage frequency
- Customer satisfaction
- Age

Dependent Variables

- Reduction in Kirana store visits
- Willingness to pay premium

Conceptual Model

The conceptual framework for the research is captured in three different dimensions.

• **Age → Usage Frequency Relationship**

Consumers are broadly divided into three categories: *young, middle-aged, and older adults*. It is argued that younger consumers have Higher digital engagement, frequent browsing behaviour, multiple touchpoints per week. Contrary to that, middle-aged consumers have a balanced approach, planning purchases with occasional impulse buying. The older adults, being less tech-savvy compared to younger consumers prefer less frequent but more intentional visits and higher preference for traditional channels.

- **Usage Frequency → Behavioural Change**

The frequency and Behaviour Link explains that shopping frequency directly impacts purchasing patterns. Frequent shoppers develop stronger brand relationships and show increased category exploration.

- **Satisfaction → Premium Payment Pathway**

Following satisfaction dimensions, if met, can lead to premium payment pathways.

- Product quality meets expectations
- Seamless purchasing experience
- Post-purchase support excellence
- Value-for-money perception

The premium threshold will be related to the level of satisfaction of the consumer.

- **Hypotheses**—Based on the conceptual framework, the following hypotheses were tested by the researchers.

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H1: Quick commerce usage significantly reduces visits to traditional grocery stores.

Quick deliveries are accompanied by the cost of delivery charges. If the customers are satisfied with the service of quick commerce, they are expected to be less sensitive to the cost of delivery. To test the relationship between satisfaction and willingness to pay a premium, the following hypotheses was tested.

H2: Customer satisfaction positively influences willingness to pay premium delivery charges.

The use and usage of quick commerce have a direct relationship with the age of the consumer due to the different digital engagement of customers. To study the relationship of age and usage, the researchers tested the following hypotheses.

H3: Age significantly influences quick commerce usage frequency.

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H3: Age significantly influences quick commerce usage frequency.

Methodology

Research Design

The research was basically a quantitative, descriptive, and analytical study using primary and secondary data.

- **Sample-** The sampling method used was convenience sampling. An online survey using Google Forms was conducted in Nagpur city (tier 2) with 109 respondents.
- **Data Collection-** Data was collected using a structured questionnaire using five-point Likert-scale responses.

Reliability of the data was verified using Cronbach's Alpha which was 0.872, indicating good internal consistency among the items studied.

Cronbach's Alpha

Reliability Statistics	
Cronbach's Alpha	N of Items
.872	23

- Statistical Techniques—The researchers used the following statistical techniques to test the hypothesis.
 - Descriptive statistics
 - Pearson correlation
 - Chi-square test
 - Multiple regression analysis

Results

A sample of 109 respondents was considered for the present study, and the collected data were analyzed accordingly.

- **Descriptive Profile**

What best describes your current connection to Nagpur			
		Frequency	Valid Percent
Valid	Permanent Residents	50	45.9
	I belong to another city but am currently staying at Nagpur	53	48.6
	I frequently Visit Nagpur	6	5.5
	Total	109	100.0
Are you staying in Nagpur			
		Frequency	Valid Percent
Valid	Yes	109	100
	No	0	0
	Total	109	100.0
Gender			
		Frequency	Valid Percent
Valid	Male	43	39.4
	Female	66	60.6
	Total	109	100.0
Occupation			
		Frequency	Valid Percent
Valid	Working Professional	23	21.1
	Homemaker	1	.9
	Retired	1	.9
	Student	83	76.1
	Others	1	.9
	Total	109	100.0
Monthly Household Income			
		Frequency	Valid Percent
Valid	Below 20000	44	40.4
	20000-50000	35	32.1
	50000-100000	18	16.5
	Above 100000	12	11.0
	Total	109	100.0
Average Monthly Expenditure on Groceries			
		Frequency	Valid Percent
Valid	Less than 2000	29	26.6
	2000-5000	45	41.3
	5000-10000	24	22.0

	Above 10000	11	10.1
	Total	109	100.0
Factors Influencing Choice of Grocery Shopping Mode Price			
		Frequency	Valid Percent
Valid	always	38	34.9
	Often	19	17.4
	Sometimes	37	33.9
	Rarely	8	7.3
	Never	7	6.4
	Total	109	100.0

Majority respondents (78%) were urban consumers familiar with app-based grocery purchasing, indicating adequate exposure to quick commerce services; however, some respondents (13.7%) reported that factors influencing their choice of grocery shopping mode rarely affect the factor studied, at the same time, price emerged as a dominant factor.

• Hypothesis Testing

H1: To study whether there is any correlation between the quick commerce usage of customers and their traditional shopping visits. The researchers don't support H1 and conclude that there is no relationship between the usages. Pearson's correlation was calculated, and the correlation coefficient $r=0.083$ indicates a weak relationship between the usage of quick commerce and the traditional shopping visits.

Quick commerce and the traditional shopping visits.

Table: Usage of Quick Commerce vs Traditional Shopping Visits			
Chi-Square Tests			
	r-Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	0.083	107	0.39
N of Valid Cases	109		

Interpretation: weak positive relationship; quick commerce supplements traditional retail.

H2: To study the relationship between customer satisfaction and their willingness to pay premium for fast delivery, a chi square test was conducted. As the p-value = 0.266 (>0.05) H2 is not supported. It indicates that although customers are satisfied with the services of Q commerce, they are not willing to pay a premium for the services. It indicates that consumers remain price sensitive despite satisfaction.

H2: Satisfaction vs Willingness to Pay

Table-Satisfaction vs willingness to pay premium for fast Delivery			
Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.979 ^a	8	0.266
Likelihood Ratio	9.964	8	0.268
N of Valid Cases	109		

Interpretation: Consumers are highly price sensitive despite their satisfaction with quick commerce service.

H3: Pearson correlation was calculated to check the correlation between age and primary mode of shopping and frequency of shopping. Although age is positively correlated to traditional Kiran stores, malls, online scheduled delivery platform and quick commerce, but the highest correlation is found to be with traditional Kirana stores (0.163) and lowest with quick commerce (0.073) indicates that the tier 2 cities aren't yet dependent on quick commerce for the daily needs. As the p value is >0.05 we accept the null hypotheses and H3 is not supported. But we can conclude that adoption occurs across age groups with slight youth preference.

H3: Age vs Usage

Age vs Usage Correlations						
		Age	Traditional Shopping stores	Physical shopping experience (Malls)	Online scheduled delivery platforms	Quick commerce
Age	Pearson Correlation	1	.163	.120	.130	.073
	Sig. (2-tailed)		.090	.213	.177	.448
	N	109	109	109	109	109
Traditional Kirana stores	Pearson Correlation	.163	1	.633**	.549**	.353**
	Sig. (2-tailed)	.090		.000	.000	.000
	N	109	109	109	109	109
Physical shopping experience (Malls)	Pearson Correlation	.120	.633**	1	.739**	.644**
	Sig. (2-tailed)	.213	.000		.000	.000
	N	109	109	109	109	109
Online scheduled delivery Platforms	Pearson Correlation	.130	.549**	.739**	1	.798**
	Sig. (2-tailed)	.177	.000	.000		.000
	N	109	109	109	109	109
Quick Commerce	Pearson Correlation	.073	.353**	.644**	.798**	1
	Sig. (2-tailed)	.448	.000	.000	.000	
	N	109	109	109	109	109

**Correlation is significant at the 0.01 level (2-tailed).

Interpretation: Quick commerce is slowly penetrating in tier II cities.

- Regression Analysis**

The researchers tried to study the relationship between the willingness of the customer to pay a premium for faster delivery with age, satisfaction of using quick commerce services and usage frequency of quick commerce platforms as an independent variable. The regression model tested is as follows.

Regression Model

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.071 ^a	.005	-.023	.812	2.151

ANOVA						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.354	3	.118	.179	.910 ^b
	Residual	69.224	105	.659		
	Total	69.578	108			

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Standard Error	Beta		
1	(Constant)	2.241	0.297		7.545	0
	Age in years	0.057	0.092	0.061	0.625	0.534
	Primary Reasons for Using Quick Commerce	0.016	0.047	0.034	0.348	0.728
	How satisfied are you with the overall experience of using quick	-0.015	0.069	-0.022	-0.224	0.823

Willingness to Pay = $\beta_0 + \beta_1(\text{Satisfaction}) + \beta_2(\text{Age}) + \beta_3(\text{Usage Frequency})$

Willingness to pay = $2.241 - 0.015(\text{satisfaction}) + 0.057(\text{age}) + 0.016(\text{usage frequency})$

The R^2 is 0.005, indicating the very weak relationship between dependent and independent variables with a significance level > 0.05 . It indicates that behavioural adoption is driven more by situational convenience than demographics or satisfaction of the customer or past usage frequency

The regression results revealed that the independent variables demonstrated the strength as follows.

- Satisfaction → negative and insignificant predictor
- Usage frequency → Mild behavioural influence
- Age → Maximum explanatory power

Age has a significant impact on the willingness to pay a premium, supporting the majority of respondents who are less sensitive to such a premium in return for quick services in tier two cities.

Discussion

The research was aimed at studying how the quick commerce platforms offering ultra-fast delivery have transformed grocery retail ecosystems in tier II cities where buying behaviours are different than tier I cities. This study investigated the influence of quick commerce on grocery buying behaviour in an emerging Indian city context.

Findings reinforce omnichannel retail theory, suggesting coexistence rather than displacement of traditional retail systems. Indian consumers demonstrate hybrid purchasing behaviour balancing immediacy with cost considerations.

The absence of willingness to pay premium charges highlights sustainability challenges for quick commerce profitability models.

.Theoretical Contributions

This research paper has significantly contributed to the theoretical perspectives. The findings of the research support the omnichannel theory to be extended to the superfast delivery ecosystem. It has provided empirical evidence from emerging urban markets of tier II cities like Nagpur. It also refutes the hypotheses that customer satisfaction can drive the premium pricing for products and superfast deliveries.

Managerial Implications

The managerial implication of the study will impact the decision makers, as the research has revealed that quick commerce is an urgency-driven consumption. Quick commerce needs to maintain price competitiveness in the market to grow in terms of repeat orders. There is room for industry players to explore partnerships with local Kirana shops for last-mile efficiency. The focus of the marketers should be on convenience rather than luxury experiences.

Limitations

The limitations of the research are as follows.

- The study covered only a single city database. Larger databases across multiple cities from varying tiers might have revealed a different picture of q-commerce.
- The survey was conducted to collect the responses in online mode, making it difficult to verify the person who reported the responses.
- The respondents are from certain categories missing out on the cross-sectional design of the respondents

Future Research

The future research has tremendous scope, as the techniques like structural equation modeling can be used to establish the linkages of various variables. A study of metro vs. tier II comparison to understand Q-commerce consumption would be an interesting study for further research. Also, consumer behavioral longitudinal studies can be undertaken for deeper understanding of the behavioral issues. The impact of Q-commerce on the Gig economy and policy framework can be studied in the future.

Conclusion

Quick commerce is reshaping grocery purchasing behaviour through convenience and immediacy but does not currently disrupt traditional retail dominance in tier II cities in India. Hybrid omnichannel consumption defines emerging market retail evolution and, thereby, influences the

consumer buying behaviour across different cities. The consumer behaviour towards quick commerce will slowly move towards the speed of digitalization and will boom with positive impact if the income pattern grows significantly in urban cities. Also, there is a scope for companies to gain competitive advantage in urban cities as quick commerce is encouraging in the market with smart policies, innovative offers and unique services

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