THE RAPID RISE OF QUICK COMMERCE AND ITS INFLUENCE ON MODERN CONSUMER BEHAVIOUR

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Abstract: The rapid development of digital technologies has significantly transformed the retail industry, leading to the emergence of quick commerce (Q-commerce). Quick commerce focuses on ultra-fast delivery services, typically delivering products within minutes, which has greatly influenced consumer shopping behavior and expectations. The present study titled "The Fast Lane of Shopping: Quick Commerce's Grip on Modern Consumers" examines how quick commerce platforms affect purchasing habits, spending patterns, and consumer decision-making. Primary data for the study was collected through a structured questionnaire distributed among respondents using simple random sampling. Statistical tools such as descriptive analysis and the Chi-Square test were applied to analyze the collected data. The results of the study reveal that convenience, urgency, and delivery speed are the primary factors driving the adoption of quick commerce platforms. Although quick commerce is gaining popularity among modern consumers, traditional retail stores still play an important role in planned and bulk purchases.

Key Words: Quick Commerce, Consumer Behavior, Online Retail, Digital Platforms, Instant Delivery.

Introduction

The retail industry has experienced major transformations with the advancement of digital technologies and the widespread adoption of smartphones and online payment systems. One of the most notable developments in recent years is the emergence of quick commerce, which represents the next phase in the evolution of e-commerce. Quick commerce focuses on delivering goods within extremely short time frames, often within 10 to 30 minutes, thereby meeting the increasing demand for convenience and speed among modern consumers.

Quick commerce platforms operate through hyperlocal fulfilment centers known as dark stores, which store frequently purchased items close to consumers. Orders placed through mobile applications are processed instantly and delivered through efficient last-mile delivery systems. This operational model allows companies to deliver groceries, household items, and daily essentials rapidly.

As a result, consumer behavior has begun to shift from planned shopping to more spontaneous and convenience-driven purchasing patterns. Consumers increasingly rely on quick commerce platforms for urgent needs and last-minute purchases. However, the rapid expansion of quick commerce also raises concerns regarding impulsive buying behavior, environmental sustainability, and the long-term impact on traditional retail stores. The present study aims to analyze the impact of quick commerce on modern consumers and evaluate how these platforms influence purchasing behavior and shopping preferences.

Objectives of the Study

The main objectives of the study are:

1. To evaluate the impact of urgency and convenience on the usage of quick commerce platforms.

2. To assess the extent to which quick commerce is reshaping modern consumer shopping behavior compared with traditional commerce.

Methods and Techniques

The study is based on both primary and secondary data. Primary data was collected directly from respondents through a structured questionnaire designed to capture information regarding their usage patterns, spending behavior, and perceptions of quick commerce platforms. Secondary data was obtained from journals, research articles, online publications, and industry reports related to quick commerce and consumer behavior. The study focuses on consumers who regularly use quick commerce platforms for purchasing groceries, household items, and personal care products. It examines how quick commerce influences consumer decision-making, purchasing frequency, and shopping behavior in the digital retail environment. The study was conducted with a sample size of 200 respondents selected for analysis. The study uses Simple Random Sampling, where every member of the

population has an equal probability of being selected. This method helps reduce bias and ensures fairness in selecting respondents.

Results and Discussion

Out of 200 people surveyed, 29 % of the respondents are from the age group of 26 – 35 years, 25 % of the respondents are from the age group 18 – 25 years, 24.5 % of the respondents are from the age group below 18 years and 21.5 % of the respondents are from the age group 36 – 45 years. 31 % of the respondents prefer Quick Commerce for regular grocery shopping, 26 % of the respondents prefer local Kirana stores, 22.5 % of the respondents prefer a combination of all modes and 20.5 % of the respondents prefer supermarkets.

Chi Square Analysis

Hypothesis

Variables used:

- Monthly household income
- Average spending per order in quick commerce
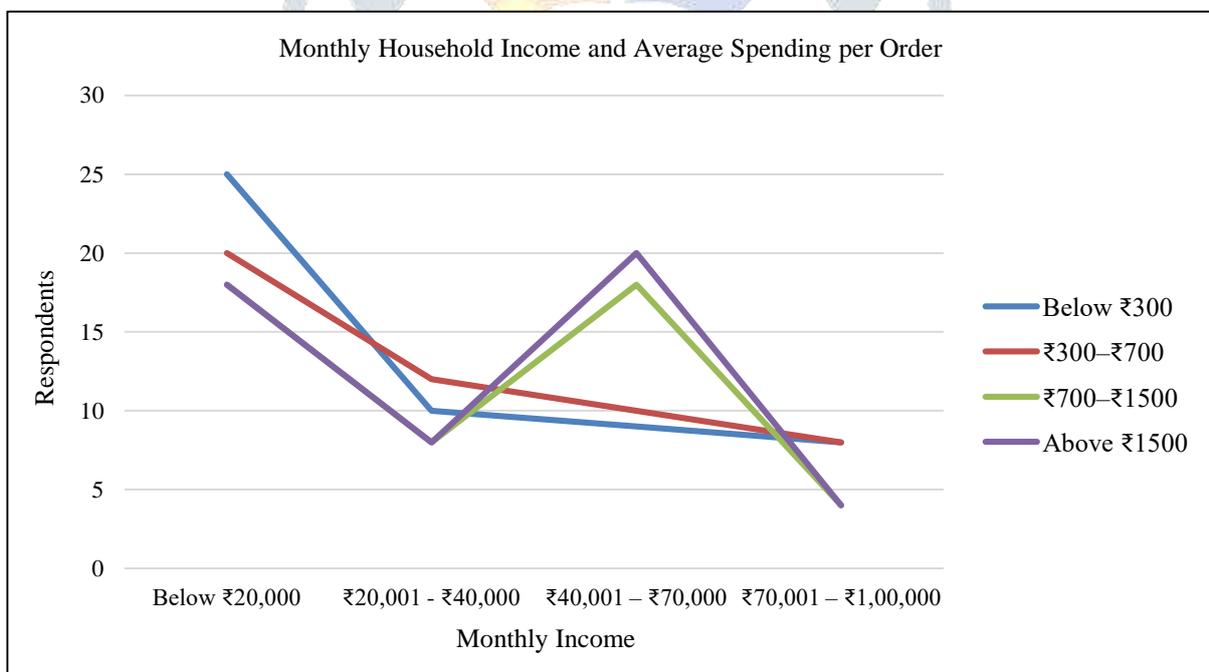
Null Hypothesis (H_0):

There is no significant association between the monthly household income and the average spending per order on quick commerce platforms.

Alternative Hypothesis (H_1):

There is a significant association between the monthly household income and the average spending per order on quick commerce platforms.

Table: Age Group and Preferred Mode of Grocery Shopping

Monthly Income	Below ₹300	₹300–₹700	₹700–₹1500	Above ₹1500	Total
Below ₹20,000	25	20	18	18	81
₹20,001 – ₹40,000	10	12	8	8	38
₹40,001 – ₹70,000	9	10	18	20	57
₹70,001 – ₹1,00,000	8	8	4	4	24
Total	52	50	48	50	200

	Value	Degrees of Freedom (df)	Asymptotic Significance (2-sided) (p)
Pearson Chi-Square	2.14	4	0.71
Number of Valid Cases	200		

Since $p > 0.05$, Null hypothesis (H_0) cannot be rejected.

Interpretation

      The Chi-square test was applied to analyze whether monthly household income is associated with the average spending per order. The obtained χ^2 value of 2.14 with 4 degrees of freedom results in a p-value of 0.71, which is significantly higher than the level of significance ($\alpha = 0.05$).

There is no significant relationship between monthly household income and average spending per order.

Findings of the Study

The major findings of the study include:

- Convenience and delivery speed are the most important factors driving quick commerce usage.

- Many consumers rely on quick commerce for urgent purchases and forgotten items.

- Quick commerce platforms are widely used among young consumers aged 18–25.

- UPI is the most used payment method among respondents.

- Consumers still prefer traditional stores for purchasing fresh fruits and vegetables.

- Quick commerce and traditional retail are likely to coexist rather than replace one another.

Conclusion

      The study titled "The Fast Lane of Shopping: Quick Commerce's Grip on Modern Consumers" highlights the growing influence of quick commerce on modern retail and consumer behavior. Quick commerce platforms have successfully attracted consumers by offering fast delivery, convenience, and easy access to daily essentials. The results indicate that quick commerce is primarily used for urgent purchases and small orders rather than bulk shopping. Although these platforms are gaining popularity, traditional retail stores continue to play an important role in planned shopping activities. Overall, quick commerce is expected to continue expanding as technology advances and urban lifestyles increasingly prioritize convenience. Retail companies must therefore focus on improving logistics infrastructure, reducing operational costs, and maintaining customer trust to sustain long-term growth.

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