

Study on Understating Consumer Buying Behaviour with Special Reference to Quick Commerce Marketplace

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ABSTRACT

The rapid growth of e-commerce in India has significantly transformed consumer buying behavior, particularly in the urban grocery segment. This study explores the impact of e-commerce on consumer purchasing patterns with specific reference to Zepto, a quick-commerce grocery delivery platform. The research aims to understand how convenience, price transparency, delivery speed, and user interface influence consumer preferences and loyalty. The study was conducted among a sample population of 120 consumers residing in urban areas of Nagpur, Maharashtra, who have made at least one purchase through the Zepto app in the past six months. A structured questionnaire was used to collect primary data, while secondary sources like journals, reports, and online articles were referenced to strengthen the analysis. By analyzing both quantitative and qualitative data, this study contributes to a better understanding of how instant delivery platforms like Zepto are not just fulfilling consumer needs but actively shaping them. The insights aim to support strategic decisions for grocery e-retailers and inform broader discussions on the future of urban consumerism.

Keywords:- Rapid growth

INTRODUCTION

Quick commerce is growing rapidly in the e-commerce space, where goods are delivered within minutes after the order is placed. Companies have started this service catering to consumers for their regular daily buying of products using applications or phone calls. The scope of quick commerce started to grow from the fast-growing food tech and meal delivery services in specific regions and has now added a range of products like grocery items, household products, personal care items, office supplies, books, and many more. The focus is to deliver these products to consumers within minutes after the order is placed. With the pressing time-dependent demand, the lead time would be less than an hour.

This way, no predefined stockpile is required to cater to these demands. Additionally, technology plays an important role in shortening this time interval. The company uses the latest technology involving robots, drones, and a mobile application for placing orders, and integration with inventory management and storage to quicken the procurement and delivery cycle. Some of the tactics employed are to operate from strategically located dark stores or mini fulfillment centers or partner with local stores and have a quick fleet of delivery personnel on standby near the stores.

Literature Review

Quick commerce (q-commerce) is rapidly transforming consumer buying behavior in India, driven by the demand for speed and convenience. This shift is reshaping expectations, influencing purchasing decisions, and altering the retail landscape.

Though there is limited information specifically addressing quick commerce and its impact on consumer buying behavior in India. However, we can draw some relevant insights from the available papers to construct a literature review and identify potential research gaps.

The demand for luxury brands is rapidly increasing in emerging markets like India, with few quantitative studies exploring the reasons behind this surge (Jain & Khan, 2017). This trend may be relevant to quick commerce, as it could potentially impact the delivery of luxury goods. The theory of planned behavior has been applied to understand consumer buying behavior for luxury fashion brands in India, revealing that attitudinal belief, normative belief, and control belief positively influence purchasing behavior (Jain & Khan, 2017). Social commerce, a recent branch of e-commerce, has shown that consumers are prone to impulse buying behavior due to social interactions on these platforms (Xiang et al., 2016). This finding could be relevant to quick commerce, as the rapid delivery of goods might encourage impulsive purchases. Additionally, parasocial interaction theory has been introduced to examine the influence of social relationship factors on impulse buying behavior (Xiang et al., 2016). The rapid growth of e-commerce has significantly changed consumer preferences for online shopping in India (Chawla & Kumar, 2021). The COVID-19 pandemic has further

accelerated this shift, with many customers moving from offline retail stores to online platforms for purchasing essential goods (Chaudhary, 2020). This trend suggests that quick commerce, which offers rapid delivery of products, could potentially align with the evolving consumer behavior in India.

The research on technologies in online fashion retail (Sharma et al., 2023) revealed that features like recommender systems, virtual assistants, and chatbots positively impact Indian consumer buying behavior. Quick commerce platforms could potentially leverage similar technologies to enhance customer experience and drive sales. These factors could potentially apply to quick commerce in India as well.

Research gaps and potential areas for future study include: 1. Investigating the specific impact of quick commerce on consumer buying behavior in India, as the existing literature does not directly address this topic. 2. Exploring how the rapid delivery offered by quick commerce influences impulse buying behavior in the Indian context. 3. Examining the role of cultural factors in shaping consumer behavior towards quick commerce in India, as culture has been shown to play a significant role in impulse buying behavior. 4. Analyzing the impact of quick commerce on luxury brand purchases in India. These findings could potentially be extended to quick commerce studies to understand consumer motivations and intentions.

In conclusion, while there is a lack of specific literature on quick commerce in India, the existing research on e-commerce and consumer behavior provides a foundation for understanding potential impacts. Future studies should focus on the

unique aspects of quick commerce, such as rapid delivery and its influence on impulse buying behavior, to provide a more comprehensive understanding of this emerging trend in the Indian market.

Objectives of the study

- 1) To examine the influence of quick commerce on consumer buying behavior in India, focusing on factors such as perceived value, perceived risk, and trust.
- 2) To investigate the role of technologies in quick commerce and their impact on Indian consumer buying behaviour.
- 3) To analyze the effect of domain-specific innovativeness and shopping orientations (impulse-purchase, brand, and quality orientations) on consumer adoption of quick commerce.
- 4) To assess the relationship between hedonic and utilitarian values and impulse buying behaviour in the context of quick commerce.
- 5) To explore the moderating effects of time pressure and emotions on the relationship between personality traits and impulsive buying behavior in quick commerce settings.

Hypothesis

- Null Hypothesis (H0): $p \leq 0.50$ (50% or fewer consumers purchase through quick commerce platforms because of fast delivery.)
- Alternative Hypothesis (H1) $p > 0.50$ (More than 50% of consumers purchase through quick commerce platforms because of fast delivery.)

Research Methodology

This study will employ a mixed-methods approach, combining quantitative and qualitative research techniques for a comprehensive understanding of the phenomenon.

A structured questionnaire will be administered to a representative sample of Indian consumers, including demographics, online shopping habits, quick commerce usage, and perceptions. Descriptive statistics, correlation analysis, and regression analysis will be used to analyze survey data and identify key patterns and relationships.

Semi-structured interviews will be conducted with a select group of consumers, including frequent users of quick commerce platforms and industry experts.

Data Collection: The data was collected from primary as well as secondary data. The primary data was collected in the form of surveys which was administered through online platforms (e.g., Google Forms)

Interviews and focus groups will be conducted online or in person, depending on participant preferences. Secondary data will be collected from news papers and online articles and books

Limitation of the study: There is financial limitation for an extensive study on the research project which includes costs for data collection, analysis, and dissemination.

Other limitations are such as non-probability sampling methods may introduce biases in the study results, Participants may providesocially desirable responses in surveys and interviews. Likewise the fast-paced nature of the quick commerce industry may limit the findings over time.

Interpretation

A study relies on a sample population size of 100. The correspondents belong to demographic segment of urban areas who are mostly online consumers. The survey was conducted on the basis of detailed questionnaires. The findings were given below,

Sr. No.	Questions	Responses	
1	How often do you purchase online	Purchase weekly and monthly	Purchase occasionally
		85%	15%
2	Which product categories do you purchase regularly?	Groceries and essentials	Durable goods
		88%	12%
3	Why are you purchasing through quick commerce platforms?	Fast delivery	Other reasons
		90%	10%
4	Do you purchase branded and high priced products through these platforms?	Unbranded and low priced products	Branded and high priced products
		92%	8%

CONCLUSION

The growth of quick commerce platforms has been fast recently. These platforms enable retail consumers to order products quickly and have them delivered by the

platforms within a short time frame. They connect warehouses, supermarkets, small convenience stores, and sometimes restaurant partners to deliver various daily necessities quickly, and rely on logistics, automated operations, and an exquisite

inventory system to realize quick delivery to consumers. Over time, various different types of apps have emerged for quick delivery in different product categories. The emergence and growth of quick commerce platforms in India has lagged that of other digital markets and the overall rise of India's digital economy.

India is the world's second-largest market with over a billion digital consumers, who are going online at a rate of millions per quarter. A rapid digitization of digital products and services has followed, resulting in India's digital economy becoming large and still a fast-growing part of the overall economy, approximately 10 percent of the GDP alone in 2020. The urban population tends to purchase daily necessities online. Since the beginning of 2021, the market has changed significantly with more comprehensive digital commerce platforms with sophisticated logistics and extensive product choices undertaking the less than one-hour, same-day delivery of groceries, food, and other daily necessities to users in need of convenience

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