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by Chirag Goel

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Project Dissertation Report on

IMPACT OF QUICK COMMERCE PLATFORMS ON CONSUMER BUYING BEHAVIOUR TOWARDS FMCG PRODUCTS IN URBAN INDIA

Submitted By

Chirag Goel

24/BMBA/08

Under the Guidance of

Dr. Yogesh Sharma

Assistant Professor, Delhi School of Management



DELHI SCHOOL OF MANAGEMENT

Delhi Technological University

Bawana Road, Delhi – 110042

Academic Year 2025–2026

CERTIFICATE

Chirag Goel (Roll No. 24/BMBA/08) has completed the Major Research Project entitled "Impact of Quick Commerce Platforms (Zepto, Blinkit, Swiggy Instamart) on Consumer Buying Behaviour towards FMCG Products in Urban India" under my direct supervision. It is submitted as a partial requirement for the award of the Master of Business Administration (MBA) degree in Business Analytics at the Delhi School of Management, Delhi Technological University.

To the best of my knowledge, this work is the candidate's own, it has not been presented earlier for any other degree or diploma, and all secondary material drawn upon has been duly cited and acknowledged.

Date: _____

Signature of Internal Guide: _____

Dr. Yogesh Sharma

Assistant Professor

Delhi School of Management, DTU

DECLARATION

I, Chirag Goel, am a student of the MBA (Business Analytics) programme at the Delhi School of Management, Delhi Technological University. I hereby declare that the Major Research Project entitled "Impact of Quick Commerce Platforms (Zepto, Blinkit, Swiggy Instamart) on Consumer Buying Behaviour towards FMCG Products in Urban India" is my own original work, carried out under the supervision of Dr. Yogesh Sharma.

I gathered the data presented here myself, and it has not been submitted, wholly or partly, for any other academic or non-academic purpose. All secondary information has been referenced appropriately. To the best of my knowledge, this report is free of plagiarised content and adheres to the guidelines laid down by the Delhi School of Management, DTU.

Date: _____

Place: Delhi

Signature: _____

Chirag Goel

24/BMBA/08

MBA – Business Analytics

Delhi School of Management, DTU

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My heartfelt thanks go to Dr. Yogesh Sharma, Assistant Professor at the Delhi School of Management, Delhi Technological University, whose guidance, encouragement, and constructive feedback supported me at every stage of this project.

I am equally thankful to the Head of Department and the faculty of the Delhi School of Management, DTU, who provided the academic setting and resources that allowed this research to be carried out.

I also thank the 150 urban consumers who set aside time to fill in the survey and describe their experience with Quick Commerce platforms; their responses are the empirical foundation of this study.

I further acknowledge the industry reports published by Bain & Company, Kearney, and PwC, and the scholars whose published work informed the theoretical grounding of this project.

Last, I am grateful to my family and friends for their patience, encouragement, and support during this research.

Chirag Goel

MBA – Business Analytics, DSM – DTU

Academic Year 2025–2026

EXECUTIVE SUMMARY

Quick Commerce (Q-commerce) has become a separate retail format that is changing the way urban Indians buy Fast-Moving Consumer Goods (FMCG). With deliveries typically arriving in about 10 to 30 minutes, platforms like Zepto, Blinkit, and Swiggy Instamart have raised the bar for convenience beyond what the local kirana store or traditional e-commerce could offer.

This Major Research Project examines the influence of Q-commerce platforms on FMCG purchase behaviour among urban Indian consumers. The study is descriptive and quantitative; primary data came from a structured questionnaire completed by 150 urban respondents aged 18 to 45. Secondary evidence from industry reports (Bain & Company, Kearney, PwC), peer-reviewed journals, and other academic publications supplements this.

The research is guided by seven objectives that address consumer awareness, the main influences on buying decisions (convenience, delivery speed, pricing and promotions, product variety), shifts in purchasing behaviour, the problems consumers face, and the strategic response of FMCG firms. Regression and Pearson correlation were used to test three hypotheses.

Findings indicate that convenience is the most powerful driver of consumer preference for Q-commerce, followed by pricing and promotional offers. Delivery speed, though central to the model, now works more as a baseline expectation than as a way to stand out. The study also records more impulse buying, less dependence on physical stores, and a move towards frequent, smaller-value orders in place of traditional bulk purchases.

At the 5% significance level, two of the three hypotheses were supported: Hypothesis 1 (Convenience → Consumer Preference) and Hypothesis 3 (Pricing & Offers → Buying Behaviour). Hypothesis 2 (Delivery Speed → Purchase Frequency) was not supported.

The report ends with strategic recommendations for Q-commerce operators, FMCG brands, and marketers, built around customer-centred innovation, adaptable pricing, and closer integration of digital marketing so they can stay competitive in a rapidly changing market.

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CHAPTER 1: INTRODUCTION

1.1 Background of the Study

Over the last two decades, Indian retail has moved through three major waves: first the long dominance of unorganised kirana stores, then the arrival of organised modern retail chains, and most recently the move to e-commerce. Quick Commerce (Q-commerce) is the latest and quickest of these. Better digital infrastructure, broader internet access, near-universal smartphone use, and a young, short-on-time urban population that has become quite comfortable with online transactions have all driven its rise.

India's retail sector was worth about USD 1.1 trillion in 2024 and is expanding at nearly 10% annually. Kirana outlets and large-format chains have traditionally anchored the sector, but digitally native players have started disrupting it at an unprecedented speed. Established e-commerce firms such as Flipkart and Amazon India had already cut delivery times to 24–48 hours; Q-commerce has gone a step further by bringing this under thirty minutes, which has reset consumer expectations of delivery.

Put simply, Q-commerce is an on-demand model that delivers a limited range of products, mostly groceries and FMCG items, within 10 to 30 minutes of the order being placed. It relies on a dense web of small, well-placed fulfilment centres known as "dark stores," located near residential neighbourhoods so that the last stretch of the delivery journey stays short.

Zepto, Blinkit (formerly Grofers, acquired by Zomato in 2022), and Swiggy Instamart are now the three principal players in India's Q-commerce market. Each has invested heavily in technology, logistics networks, and demand-forecasting systems so that delivery promises are met reliably and consistently. In 2024–25, the sector's total gross order value (GOV) in India was estimated at USD 3.34 billion, and projections place it at USD 9.95 billion by 2029 (Kearney, 2025; Bain & Company, 2025).

Most purchases on Q-commerce platforms are FMCG items, including food and beverages, personal care, home care, and basic health products. People once bought such things almost on autopilot from a neighbourhood shop: frequent, effortless, and individually inexpensive. Shifting that habit online prompts real questions about how often people buy, how much they buy at one time, whether they stay loyal to particular brands, and how likely they become to purchase items they had not planned.

This project investigates these behavioural questions in depth, using a primary survey together with a broad body of existing literature.

1.2 Quick Commerce: Concept and Evolution

The term "Quick Commerce" came into use specifically to set ultra-fast, on-demand delivery apart from ordinary e-commerce. E-commerce mostly competes on range and price, whereas Q-commerce competes on speed and convenience and typically operates with a smaller but carefully curated product catalogue.

The concept originated in Europe, where companies such as Gorillas (Germany), Getir (Turkey), and Gopuff (US) pioneered the idea of 10-minute delivery. On reaching India, the model had to be adapted to local shopping habits, infrastructure constraints, and price sensitivity. Instead of relying on large centralised warehouses, Indian players built dark stores: compact, well-located outlets designed purely for rapid fulfilment.

The development of Q-commerce in India falls into three broad phases. From 2019 to 2021, pioneers such as Grofers and Swiggy Instamart trialled same-day grocery delivery, mostly in tier-1 cities. Between 2021 and 2023, the sector grew aggressively as COVID-19 nudged more people towards online grocery shopping; reluctance to enter crowded stores, together with the attraction of delivery at the doorstep, drew in large numbers of new users during this period. Zepto entered in 2021 with a 10-minute delivery promise and soon won a loyal following among urban millennials. From 2023 onwards, the industry has been in a consolidation phase, with companies concentrating on operational efficiency, expanding into tier-2 cities, and diversifying beyond groceries into categories such as electronics accessories, medicines, and beauty products.

Overall, this progression demonstrates how quickly Q-commerce has adapted to new technology, shifting consumer expectations, and competitive pressure within the sector as a whole.

1.3 Industry Overview and Market Size

Q-commerce in India has expanded at an impressive rate. According to a joint study by Bain & Company and Flipkart (2025), it accounted for roughly 45% of all e-grocery orders in India in 2024, compared with under 5% in 2020, which shows just how fast consumers have embraced this convenience-led model.

Table 1.1: Quick Commerce Market Size in India (2021–2025)

Year	Gross Order Value (USD Billion)	YoY Growth (%)	Dark Stores (Approx.)
2021	0.30	—	1,200
2022	0.72	140%	2,800
2023	1.50	108%	5,500
2024	3.34	122%	8,000+

Year	Gross Order Value (USD Billion)	YoY Growth (%)	Dark Stores (Approx.)
2025 (Est.)	5.20	56%	11,000+

Source: Kearney (2025); Bain & Company & Flipkart (2025); PwC (2025)

Zepto, Blinkit, and Swiggy Instamart together hold over 80% of India's Q-commerce market. Blinkit currently leads with about 40% share, followed by Zepto at 27% and Swiggy Instamart at 22% (PwC Consumer Insights Report, 2025); the balance is divided among smaller regional players and newer entrants.

Table 1.2: Comparison of Retail Formats in India

Feature	Kirana Store	Modern Retail	E-Commerce	Quick Commerce
Delivery Time	Immediate (in-store)	Immediate (in-store)	1–5 Days	10–30 Minutes
SKU Range	500–2,000	5,000–50,000	50,000+	2,000–5,000
Pricing	Negotiable	Fixed/MRP	Discounted	MRP/Slight Premium
Convenience	Moderate	Moderate	High	Very High
Digital Adoption	Low	Medium	High	Very High

Source: Compiled from Industry Reports and Secondary Sources

Several macro-level forces support this growth: a bigger base of working professionals in cities, rising disposable incomes, smartphone users crossing 750 million by 2024, the widespread adoption of UPI-based payments, and a continuing post-pandemic liking for low-contact shopping among urban households.

1.4 Problem Statement

Although Q-commerce has grown and been adopted rapidly, academic understanding of exactly how these platforms are altering the buying behaviour of urban FMCG shoppers in India remains limited. Most available material comes from industry practitioners and is often light on statistical rigour, or it looks narrowly at supply chain and logistics concerns instead of at how consumers actually think and behave.

Empirical research centred on consumers is still thin, especially on questions such as: which factors draw consumers most strongly to Q-commerce rather than traditional retail and e-commerce; how buying habits have changed over time; and which frustrations users continue to face. It is also unclear, in statistical terms, how the three most frequently cited drivers (convenience, delivery speed, and pricing) compare in importance for Indian urban consumers.

The present study aims to fill these gaps. It uses primary data from 150 urban consumers, tests three hypotheses through regression and correlation analysis, and is

backed by a thorough and detailed review of secondary sources and earlier published work.

1.5 Objectives of the Study

The main purpose of this research is to understand the way Q-commerce platforms (Zepto, Blinkit, and Swiggy Instamart) influence FMCG buying behaviour among urban Indian consumers. The following specific objectives follow from it:

To outline the growth and concept of Quick Commerce in India's retail sector, with emphasis on FMCG products.

1. To assess how familiar urban consumers are with Quick Commerce platforms and how they view them.
2. To identify and rank the main factors that shape consumer buying decisions: convenience, delivery speed, pricing, promotions, and product variety.
3. To examine how Quick Commerce has altered consumer purchasing patterns, including purchase frequency, order size, and brand-switching tendencies.
4. To identify the practical problems and constraints that consumers encounter when using Quick Commerce platforms.
5. To examine how FMCG companies are modifying their marketing and distribution approaches in response to Quick Commerce's growth.
6. To suggest practical measures that could raise consumer satisfaction and strengthen the wider Quick Commerce ecosystem more broadly.

1.6 Scope of Study

The study covers urban consumers living in five major Indian metropolitan regions (Delhi NCR, Mumbai, Bengaluru, Hyderabad, and Pune) who have bought FMCG products from at least one of the three named Q-commerce platforms. The analysis focuses on the 2022–2025 window, which was the period of Q-commerce's fastest growth in India.

Rural and semi-urban markets, along with specialised Q-commerce formats such as delivery apps limited to pharmacy products, are excluded. Because the design is cross-sectional, the research records behaviour at a single point instead of tracking change over time, and since the focus is on India, the conclusions may not carry over directly to other markets.

1.7 Significance of the Study

Several groups stand to benefit from this research. Q-commerce operators can use the findings to decide which consumer drivers to prioritise in product and service design,

and FMCG companies can use the insights to reconsider how their distribution and marketing should adapt to this channel.

From an academic standpoint, the study contributes to the growing body of work on digital retail change in emerging markets, with empirical evidence specific to urban India. For policymakers and regulators, the findings on consumer pain points and pricing behaviour can feed into future consumer-protection guidelines for the sector.

CHAPTER 2: LITERATURE REVIEW

2.1 Theoretical Framework

Consumer buying behaviour has been studied through several theoretical lenses. Three of these frameworks are especially helpful in explaining why consumers take up Quick Commerce.

Technology Acceptance Model (TAM)

According to Davis's (1989) Technology Acceptance Model, whether a person adopts a technology depends on two beliefs: Perceived Usefulness (PU), meaning the degree to which the technology is thought to improve task performance, and Perceived Ease of Use (PEOU), meaning how effortless it is to operate. For Q-commerce, perceived usefulness corresponds to the time saved and convenience gained, while perceived ease of use reflects how smooth and intuitive the app is. TAM has been widely applied to online grocery adoption (Limayem et al., 2000; Vijayasarathy, 2004) and extends naturally to Q-commerce.

Theory of Planned Behaviour (TPB)

Ajzen's (1991) Theory of Planned Behaviour holds that actual behaviour results from behavioural intention, which is in turn shaped by personal attitude, social norms, and perceived control. In Q-commerce, this means that a consumer's own appreciation of speed and convenience, the influence of peers who already use these apps, and confidence in managing digital payments jointly determine whether, and how often, they use these platforms.

Consumer Decision-Making Process

The traditional five-stage model of consumer decision-making (Kotler & Armstrong, 2020), which moves from need recognition through information search and evaluation of alternatives to purchase decision and post-purchase evaluation, helps show how Q-commerce shortens the buying journey. Deals that refresh constantly in the app and real-time stock visibility largely remove the need for lengthy search and comparison, nudging consumers towards quicker, more habitual purchases.

Integrated Conceptual Framework

This study combines TAM, TPB, and the consumer decision-making model into one conceptual framework (Figure 2.1) that maps the expected relationships among the main variables. Convenience, delivery speed, and pricing/promotional offers are the

three independent variables feeding into consumer buying behaviour, which is measured here as preference for Q-commerce and FMCG purchase frequency. Within the framework, TAM's Perceived Usefulness and Perceived Ease of Use contribute to the Convenience construct; TPB's Attitude, Subjective Norms, and Perceived Behavioural Control determine how strongly platform features turn into purchase intention; and the five-stage decision model accounts for how digital triggers, such as push alerts and one-click reordering, compress the search-and-evaluate stage. Because of their known effect on digital commerce adoption, demographic factors (age, income, occupation) are treated as control variables (Venkatesh et al., 2012). The framework shaped the three hypotheses tested (H1: Convenience → Preference; H2: Delivery Speed → Purchase Frequency; H3: Pricing → Buying Behaviour) as well as the measurement instruments described in Chapter 3.

Figure 2.1: Conceptual Framework — Antecedents of Consumer Buying Behaviour on Q-Commerce Platforms

2.2 Global Studies on Quick Commerce

Academic interest in Quick Commerce has been growing across the world. Reif (2022), analysing the Q-commerce supply chain model at the University of Fribourg, showed that dark stores are profitable only when order density within the delivery radius is sufficiently high, and identified cities with population densities above 5,000 persons per square kilometre as the most suitable markets for the model.

Schorung (2024) examined how logistics-intensive Q-commerce operations are and found that last-mile labour, technology, and inventory costs keep profit margins slim. The study emphasised that pricing decisions have to strike a careful balance between what consumers will pay and the real cost of running the operation.

A survey of consumer adoption in Southeast Asia (ResearchGate, 2025) found convenience to be the leading motivator for 72% of Q-commerce users, ahead of time savings (61%) and promotional offers (53%); it also showed that trust in delivery reliability largely determined whether users returned.

Kearney's global retail advisory report (2025) projects that the worldwide Q-commerce market will exceed USD 72 billion by 2027. It names India, Indonesia, and Brazil as the fastest-growing markets and highlights AI-driven demand forecasting and inventory optimisation as a growing source of competitive advantage.

2.3 Indian Context and Consumer Behaviour

In the Indian setting, Ranjekar and Roy (2023), in a working paper for the Indian Institute of Management Ahmedabad, named delivery speed and hyper-local inventory

management as the two key operational levers behind Q-commerce's success. They also raised concerns about unit economics, in particular the difficulty of earning a profit given high customer acquisition costs and modest average order values.

In its report with Flipkart (2025), "How India Shops Online," Bain & Company noted that Q-commerce has moved well beyond groceries into electronics accessories, beauty, and pharmaceutical products, and that the typical Indian Q-commerce user placed roughly 3.2 orders per month with a basket size of INR 350–500.

A 2024 study in the Indian Journal of Finance and Marketing Research (IJFMR) found that 68% of the urban consumers surveyed had shifted at least partly from physical grocery stores to Q-commerce, and 42% reported higher overall FMCG spending, mainly because of impulse purchases triggered by in-app promotions.

Multiple studies published through IJRPR (2024–2025) found consistently that younger consumers (18–35) took up Q-commerce more quickly and remained more loyal to particular platforms, while those aged 35–45 were more price-conscious and less likely to switch platforms.

ABAcademies (2025) investigated what drives Q-commerce usage and concluded that app usability, personalised notifications, and cashback offers did more to encourage repeat purchases than the initial attraction of fast delivery by itself.

2.4 FMCG Sector and Digital Retail

With a value of about USD 110 billion in 2024, India's FMCG sector is the largest single category sold through Q-commerce platforms. According to PwC's Consumer Insights Report (2025), digital channels now make up 11% of total FMCG sales in India, up from only 4% in 2020, and Q-commerce accounts for about 4 percentage points of that rise.

Kotler et al. (2020) identify four broad influences on consumer behaviour: cultural, social, personal, and psychological. For FMCG bought through Q-commerce, personal factors (notably the pursuit of convenience and time pressure) and psychological factors (impulsiveness and sensitivity to promotions) seem to carry the most weight.

Schiffman and Wisenblit (2019) contend that digital retail environments lower the mental effort of purchasing, which increases purchase frequency and makes consumers more prone to impulse buying. Q-commerce strengthens this effect through push notifications, time-limited deals, and one-click reordering, each designed to trigger quick action.

Private labels have also gained visibility on Q-commerce platforms: Blinkit and Swiggy Instamart have both launched in-house brands in staple FMCG categories at prices below those of national brands, a development with real consequences for brand equity and consumer loyalty in FMCG.

2.5 Research Gaps

Overall, the existing literature leaves a number of gaps that this study seeks to address. First, industry reports provide useful market-level numbers but seldom test specific behavioural hypotheses with rigorous statistics. Second, academic work on Q-commerce consumer behaviour in India is still fairly limited, as most studies look at e-commerce in general. Third, no Indian study has statistically isolated the relative weight of convenience, delivery speed, and pricing, even though these are regularly named together as the main adoption drivers. Fourth, shifts in FMCG-specific purchasing on Q-commerce platforms, as opposed to general grocery behaviour, have not been studied in depth. This study is designed to tackle each of these gaps head-on.

CHAPTER 3: RESEARCH METHODOLOGY

3.1 Research Design

A descriptive research design was adopted, because it suits the aim of capturing how consumers actually behave without any experimental manipulation. It allows respondents to be profiled, their perceptions of convenience, delivery speed, and pricing to be assessed, and inferential tools (regression and Pearson correlation) to be used to establish the relationships among these variables.

The approach is mainly quantitative, with secondary literature providing context and depth. A structured questionnaire ensured that all respondents were assessed against an identical set of measures. As the study is cross-sectional, it captures one snapshot of consumer behaviour from the 2024–25 academic year and does not follow change over time.

The research adopts a post-positivist philosophy, which assumes that an objective reality underlies measurable consumer behaviour even though our instruments can only approximate it imperfectly.

3.2 Data Sources

Primary Data

A structured questionnaire on Google Forms was used to collect primary data from urban consumers who had bought FMCG products from at least one of Zepto, Blinkit, or Swiggy Instamart. The survey was offered in English and Hindi so that a wider range of respondents could take part. Data was collected between October and December 2024. Of 175 questionnaires circulated, 159 usable responses were returned (a 90.8% response rate); after data cleaning, 150 responses were retained for the final analysis.

Secondary Data

Secondary information came from five broad sources: industry reports (Bain & Company/Flipkart 2025, Kearney 2025, PwC 2025); academic journals (the Indian Journal of Finance and Marketing Research, ResearchGate publications, IJRPR articles); working papers (the IIM Ahmedabad Working Paper Series); textbooks (Kotler et al. 2020, Schiffman & Wisenblit 2019, Malhotra 2017); and business news and market intelligence sources (Economic Times, Business Standard, Mint).

3.3 Sampling Plan

The target population comprised urban consumers aged 18–45 in five major Indian cities (Delhi NCR, Mumbai, Bengaluru, Hyderabad, and Pune) who had bought FMCG products on a Q-commerce platform in the previous six months.

Convenience sampling was selected for a number of practical reasons. No defined, listable population of "urban consumers with prior Q-commerce FMCG experience" exists, so probability-based sampling is effectively impractical (Saunders, Lewis & Thornhill, 2019). It is also well accepted in exploratory consumer research that seeks to reveal patterns instead of precise population-level estimates (Malhotra, 2017; Hair et al., 2019). As research on Indian Q-commerce is still in its early days, this study gives priority to building theoretical understanding and testing hypotheses over broad statistical generalisability, a setting in which non-probability sampling is regarded as methodologically acceptable (Churchill & Iacobucci, 2018). To reduce sampling bias where possible, respondents were drawn from five cities and from a range of occupations. A sample of 150 comfortably satisfies the widely used rule of ten observations per predictor in regression (Hair et al., 2019) and is above Green's (1991) suggested minimum for detecting medium effect sizes in multiple regression ($n \geq 50 + 8m$, with m being the number of predictors).

Table 3.1: Sampling Distribution

City	Target Respondents	Responses Received	Valid Responses
Delhi NCR	60	58	55
Mumbai	35	33	30
Bengaluru	30	27	27
Hyderabad	25	23	22
Pune	25	18	16
Total	175	159	150

Source: Primary Survey Data, 2026

3.4 Questionnaire Design

The questionnaire had five sections. Section A gathered demographic details (gender, age, occupation, monthly income); Section B recorded Q-commerce usage patterns (platform preference, frequency of use, FMCG categories purchased); Section C measured key influencing factors on a 5-point Likert scale: convenience, delivery speed, pricing, promotions, and product variety; Section D addressed changes in purchasing behaviour, including frequency, basket size, impulse buying, and brand switching; and Section E combined open and closed questions to capture challenges and overall satisfaction.

Prior to the main survey, the questionnaire was piloted with 15 respondents to test clarity, content validity, and internal consistency. The overall scale produced a Cronbach's alpha of 0.78, which indicates acceptable reliability (Nunnally, 1978); items with weak item-total correlations were revised at that point. Wherever possible,

scale items came from previously validated instruments: convenience items from Seiders et al. (2007) and Jiang et al. (2013); delivery-speed items adapted from Xing et al. (2010); pricing and promotion items from Grewal et al. (2011) and Ngah et al. (2017); and app-usability items based on Davis's (1989) TAM constructs as adapted by Venkatesh & Bala (2008). Two academic experts checked every item to confirm that it was suitably worded for the Indian Q-commerce context.

3.5 Statistical Tools

The following techniques were used to analyse the data:

Descriptive statistics (frequency tables, percentages, and mean scores) to summarise demographic and usage patterns.

- OLS regression, applied to Hypotheses 1 and 3, to examine how convenience and pricing, respectively, relate to consumer buying behaviour (measured as a preference/purchase behaviour score derived from Q14).
- Pearson correlation, applied to Hypothesis 2, to examine the relationship between delivery-speed scores and FMCG purchase frequency (H6).
- ANOVA, run alongside the regressions to test the overall significance of the models.
- IBM SPSS Statistics Version 26 was used for all the analysis, with statistical significance judged at the 5% level ($p < 0.05$).

The three hypotheses tested in this study are:

Hypothesis 1 – Convenience: H_0: Convenience has no significant relationship with consumer preference for Q-commerce. H_1: A significant relationship exists between the two.

Hypothesis 2 – Delivery Speed: H_0: Delivery speed has no significant effect on FMCG purchase frequency. H_1: Delivery speed has a significant effect on FMCG purchase frequency.

Hypothesis 3 – Pricing and Offers: H_0: Pricing and discount offers have no significant influence on consumer buying behaviour. H_1: Pricing and discount offers have a significant influence on consumer buying behaviour.

CHAPTER 4: ANALYSIS, DISCUSSION AND RECOMMENDATIONS

4.1 Demographic Profile of Respondents

This section describes who the 150 survey respondents were, which gives context for the behavioural findings that follow.

4.1.1 Gender Distribution

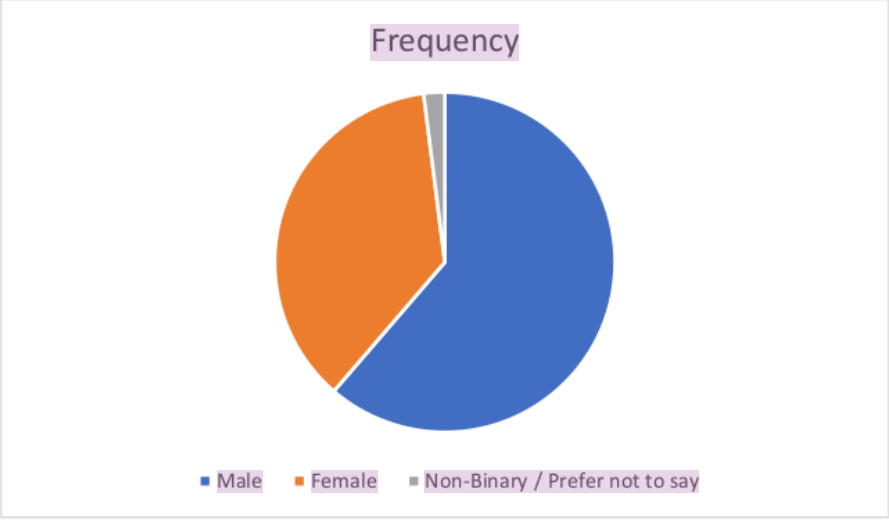
Table 4.1: Gender Distribution of Respondents

Gender	Frequency	Percentage (%)
Male	92	61.3%
Female	55	36.7%
Non-Binary / Prefer not to say	3	2.0%
Total	150	100%

Source: Primary Survey Data, 2026

Men formed the majority of the sample (61.3%), consistent with PwC's (2025) observation that smartphone-based digital commerce usage in urban India leans male. Female participation, at 36.7%, still indicates a sizeable and growing group of women using Q-commerce.

Figure 4.1: Gender Distribution of Respondents



Source: Primary Survey Data, 2026

4.1.2 Age Distribution

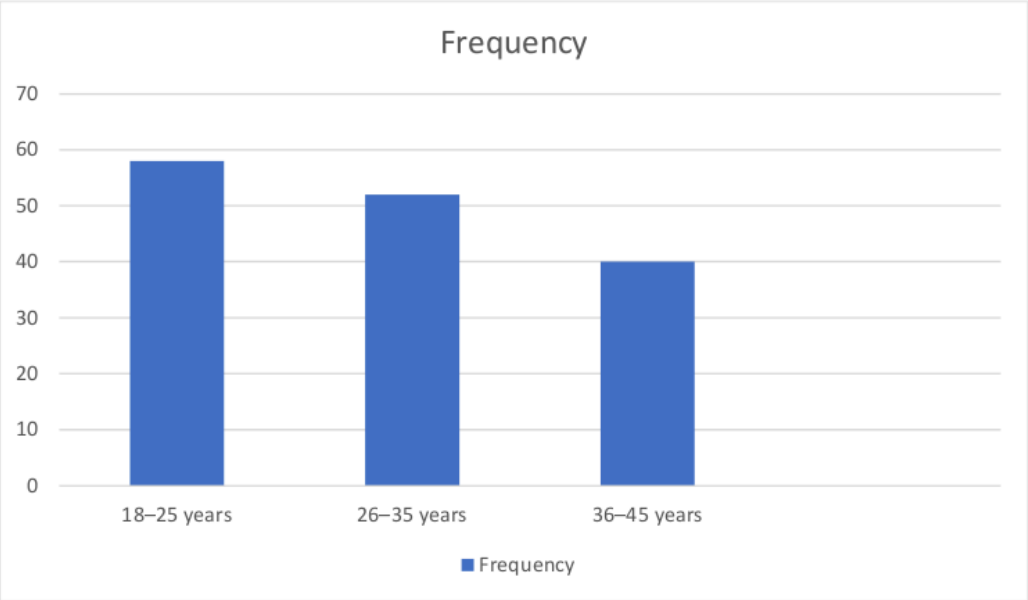
Table 4.2: Age Distribution of Respondents

Age Group	Frequency	Percentage (%)
18–25 years	58	38.7%
26–35 years	52	34.7%
36–45 years	40	26.6%
Total	150	100%

Source: Primary Survey Data, 2026

Almost three-quarters of the sample (73.4%) were between 18 and 35 years old, in line with industry data that identifies millennials and Gen Z as Q-commerce's core users in India. The 18–25 bracket, made up mostly of students and early-career professionals, was the largest single group at 38.7%.

Figure 4.2: Age Group Distribution of Respondents (Bar Chart)



Source: Primary Survey Data, 2026

4.1.3 Occupation Profile

Table 4.3: Occupation of Respondents

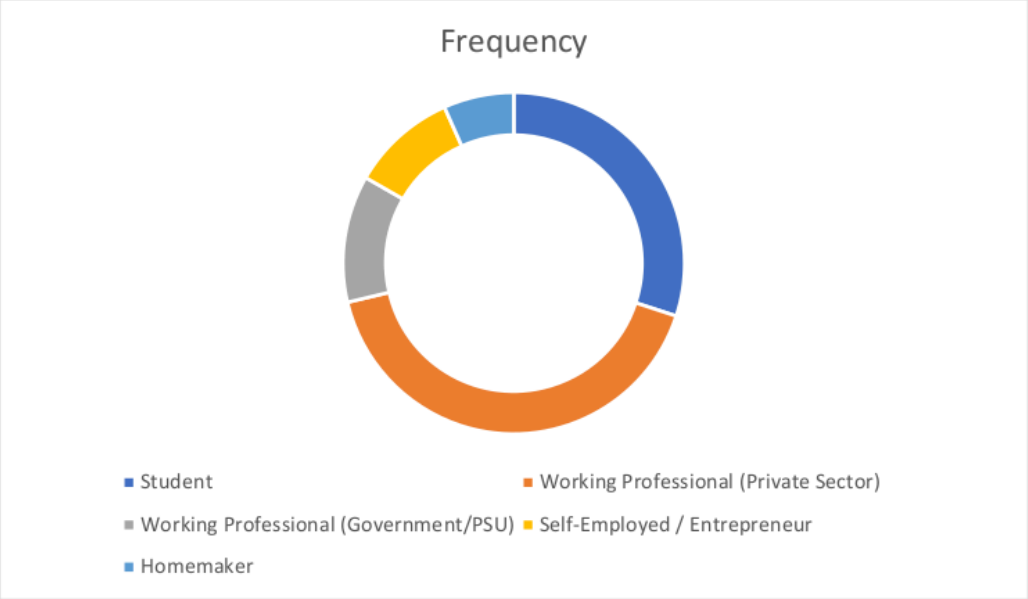
Occupation	Frequency	Percentage (%)
Student	45	30.0%
Working Professional (Private Sector)	62	41.3%
Working Professional (Government/PSU)	18	12.0%
Self-Employed / Entrepreneur	15	10.0%

Occupation	Frequency	Percentage (%)
Homemaker	10	6.7%
Total	150	100%

Source: Primary Survey Data, 2026

Private-sector professionals were the biggest occupational group (41.3%), followed by students (30%). Both groups are typically pressed for time and comfortable with technology, which is precisely the combination that Q-commerce's offer of instant, app-based FMCG shopping targets.

Figure 4.3: Occupation of Respondents (Pie Chart)



Source: Primary Survey Data, 2026

4.1.4 Monthly Income Distribution

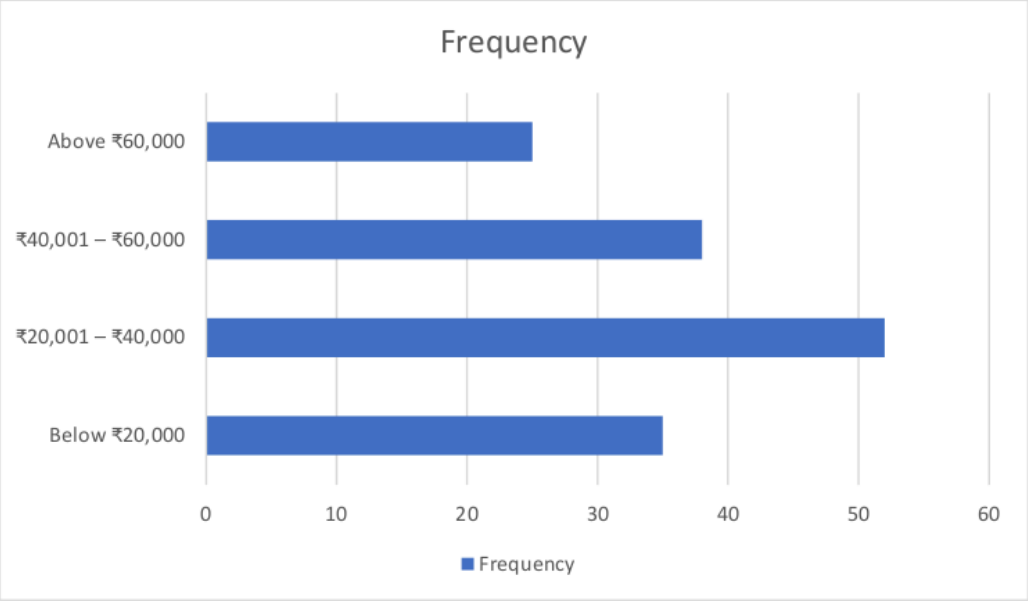
Table 4.4: Monthly Income Distribution

Monthly Income (INR)	Frequency	Percentage (%)
Below ₹20,000	35	23.3%
₹20,001 – ₹40,000	52	34.7%
₹40,001 – ₹60,000	38	25.3%
Above ₹60,000	25	16.7%
Total	150	100%

Source: Primary Survey Data, 2026

The sample leans towards middle-income urban households; the ₹20,001–40,000 bracket was the most common (34.7%), a segment that usually tends to respond well to promotions and cashback offers on Q-commerce platforms.

Figure 4.4: Monthly Income Distribution (Bar Chart)



Source: Primary Survey Data, 2026

4.2 Platform Usage and Awareness

4.2.1 Platform Preference

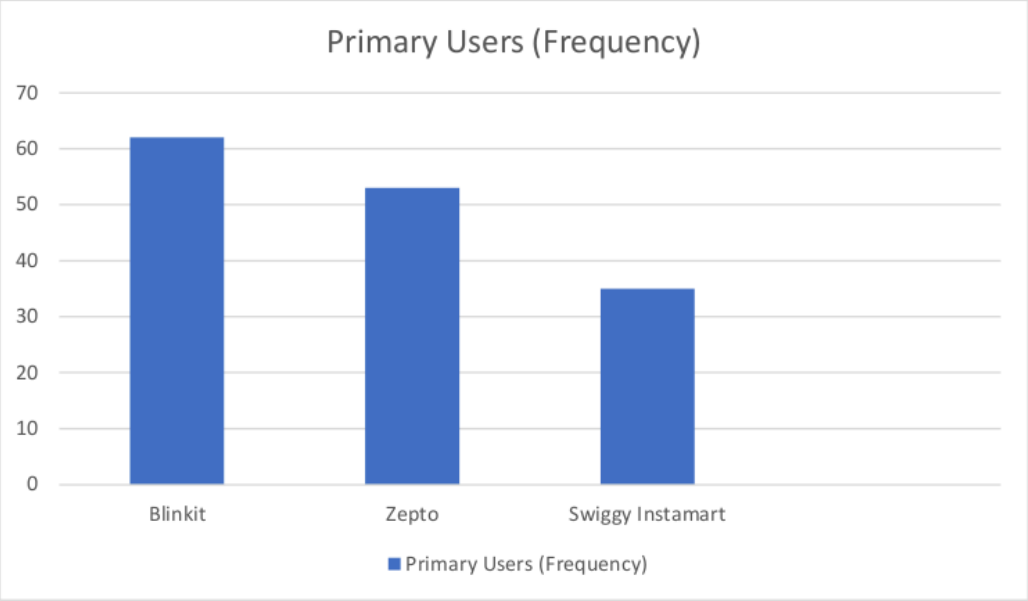
Table 4.5: Platform Preference Among Respondents

Platform	Primary Users (Frequency)	Percentage (%)	Also Use (Multiple Response)
Blinkit	62	41.3%	85
Zepto	53	35.3%	79
Swiggy Instamart	35	23.4%	72

Source: Primary Survey Data, 2026

Blinkit was the most preferred primary platform (41.3%), in line with its market-leading position following the Zomato acquisition and its rapid dark-store expansion. Zepto, although a newer entrant, was the primary platform for 35.3% of respondents, which points to strong brand recall and visibility among younger users. Swiggy Instamart, backed by the broader Swiggy app ecosystem, was preferred by 23.4%.

Figure 4.5: Platform Preference – Zepto vs Blinkit vs Swiggy Instamart



Source: Primary Survey Data, 2026

4.2.2 Frequency of Usage

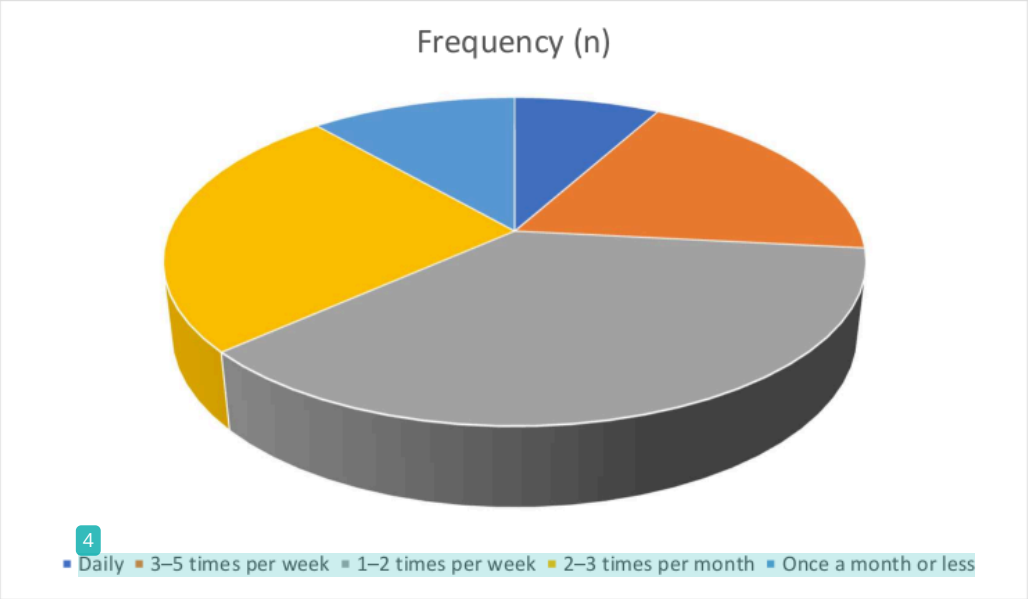
Table 4.6: Frequency of Using Quick Commerce Platforms

Frequency	Frequency (n)	Percentage (%)
Daily	12	8.0%
3–5 times per week	28	18.7%
1–2 times per week	55	36.7%
2–3 times per month	38	25.3%
Once a month or less	17	11.3%
Total	150	100%

Source: Primary Survey Data, 2026

Almost two-thirds of respondents (63.4%) used a Q-commerce platform at least once a week, which indicates a high level of sustained engagement and broadly matches Bain & Company's (2025) finding that Indian Q-commerce users average about 3.2 orders a month.

Figure 4.6: Frequency of Usage of Q-Commerce Platforms (Pie Chart)



Source: Primary Survey Data, 2026

4.2.3 FMCG Categories Purchased

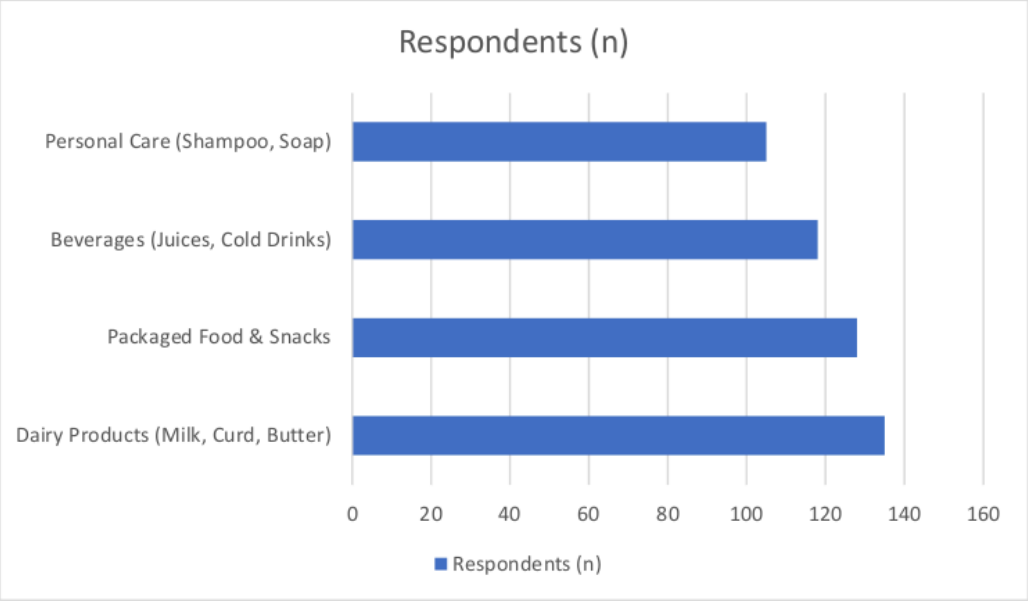
Table 4.7: FMCG Categories Purchased on Quick Commerce (Multiple Response)

FMCG Category	Respondents (n)	% of Total (n=150)
Dairy Products (Milk, Curd, Butter)	135	90.0%
Packaged Food & Snacks	128	85.3%
Beverages (Juices, Cold Drinks)	118	78.7%
Personal Care (Shampoo, Soap)	105	70.0%
Home Care (Detergent, Cleaners)	92	61.3%
Health Supplements / OTC Medicines	72	48.0%
Baby Care Products	28	18.7%

Source: Primary Survey Data, 2026

Dairy (90%) and packaged food and snacks (85.3%) were the most purchased categories, which is understandable given how often these perishable goods are required. That most respondents also buy personal care (70%) and home care (61.3%) products shows that Q-commerce has moved far beyond its early focus on groceries.

Figure 4.7 FMCG Category Distribution (Bar Chart)



4.2.4 Consumer Awareness of Platform Features

Table 4.8: Consumer Awareness about Q-Commerce Features

Feature	Aware (n)	% Aware	Regularly Use (n)	% Regularly Use
Scheduled Delivery	110	73.3%	58	38.7%
Subscription Plans	95	63.3%	45	30.0%
In-App Coupons	138	92.0%	122	81.3%
Loyalty/Rewards Points	105	70.0%	72	48.0%
Real-Time Tracking	142	94.7%	130	86.7%

Source: Primary Survey Data, 2026

Real-time tracking (94.7% awareness) and in-app coupons (92%) were the two most widely recognised features. With 81.3% of respondents actively using coupons, promotions appear to be quite central to overall purchase behaviour, a point explored further in the hypothesis testing in Section 4.3.

4.3 Hypothesis Testing and Findings

4.3.1 Hypothesis 1 – Convenience and Consumer Preference

H_0: The convenience provided by Quick Commerce platforms has no significant relationship with consumer preference for using them. H_1: There is a significant relationship between the two.

Table 4.9: Hypothesis 1 – Regression Model Summary (Convenience)

Model	R	R Square	Adjusted R Square	Std. Error of Estimate
1	0.266	0.071	0.065	1.613

Source: SPSS Output – Primary Survey Data, 2026

Table 4.10: Hypothesis 1 – ANOVA Table

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	31.112	1	31.112	11.951	<0.001
Residual	408.712	157	2.603	—	—
Total	439.824	158	—	—	—

Source: SPSS Output – Primary Survey Data, 2026

Table 4.11: Hypothesis 1 – Coefficients Table

Variable	B (Unstd.)	Std. Error	Beta (Std.)	t	Sig.
(Constant)	1.810	0.293	—	6.168	<0.001
Convenience_Score	0.318	0.092	0.266	3.457	<0.001

Source: SPSS Output – Primary Survey Data, 2026

Interpretation: The model confirms a statistically significant relationship between convenience and consumer preference ($F = 11.951$, $p < 0.001$), and the positive coefficient ($B = 0.318$) indicates that preference grows as perceived convenience rises. Even so, with an R^2 of only 0.071, convenience accounts for just 7.1% of the variance in consumer preference, which is significant but modest, and therefore merits closer attention. Such low R^2 values are quite common in single-predictor behavioural models in marketing research (Hair et al., 2019), and in this case they imply that preference for Q-commerce is the product of many factors acting together rather than convenience alone. Probable omitted variables include consumer innovativeness and comfort with technology, peer influence and social norms, habit and switching costs, the enjoyment of using the app itself, and general prior familiarity with e-commerce. Future studies using multi-predictor models, possibly built on TAM extensions such as UTAUT2 (Venkatesh et al., 2012), would probably yield noticeably better predictive power overall. Based on this result, the null hypothesis H_0 is rejected in favour of H_1.

4.3.2 Hypothesis 2 – Delivery Speed and Purchase Frequency

H_0: Delivery speed has no significant effect on FMCG purchase frequency. H_1: Delivery speed has a significant effect on FMCG purchase frequency.

Table 4.12: Hypothesis 2 – Correlation Analysis (Delivery Speed)

Variable	DeliverySpeed_Score	Purchase Frequency (H6)
DeliverySpeed_Score (Pearson r)	1	-0.041
Sig. (2-tailed)	—	0.608
N	159	159

Source: SPSS Output – Primary Survey Data, 2026

Interpretation: The Pearson correlation of r = -0.041 indicates an almost negligible and statistically insignificant relationship between respondents' ratings of delivery speed and how frequently they purchase (p = 0.608, far above the 0.05 threshold). This may be the most interesting result of the study. It implies that delivery speed, probably the most heavily advertised feature of Q-commerce, no longer influences how often people buy. Herzberg's (1959) Two-Factor Theory, which was first developed to explain workplace motivation but has since been applied more widely to service quality (Johnston, 1995; Silvestro, 1999), offers a helpful way to read this: delivery speed seems to have become a "hygiene factor" for Q-commerce users, something expected as a minimum, able to cause dissatisfaction when it falls short, but unable to increase usage once that minimum is met. This reflects a real and important change in how the sector competes. In the early years (2021–2022), a 10-minute delivery promise was a true differentiator that attracted early adopters through sheer novelty. Now that Zepto, Blinkit, and Swiggy Instamart all offer broadly comparable delivery windows, speed has become commoditised and no longer acts as a "motivator" in Herzberg's sense. In practical terms, platforms that continue to put their main investment into shaving off minutes may face diminishing returns and would be better off focusing on convenience innovation, personalisation, and reliability. Treating delivery speed as a hygiene factor in a mature Q-commerce market is an original contribution of this study and deserves further testing in other markets and settings. In this case, the null hypothesis H_0 is retained and H_1 is rejected.

4.3.3 Hypothesis 3 – Pricing and Offers

H_0: Pricing and discount offers have no significant influence on consumer buying behaviour. H_1: Pricing and discount offers have a significant influence on consumer buying behaviour.

Table 4.13: Hypothesis 3 – Regression Model Summary (Pricing and Offers)

Model	R	R Square	Adjusted R Square	Std. Error of Estimate
1	0.247	0.061	0.055	1.622

Source: SPSS Output – Primary Survey Data, 2026

Table 4.14: Hypothesis 3 – ANOVA Table

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	26.757	1	26.757	10.170	0.002

Model	Sum of Squares	df	Mean Square	F	Sig.
Residual	413.066	157	2.631	—	—
Total	439.824	158	—	—	—

Source: SPSS Output – Primary Survey Data, 2026

Table 4.15: Hypothesis 3 – Coefficients Table

Variable	B (Unstd.)	Std. Error	Beta (Std.)	t	Sig.
(Constant)	1.373	0.442	—	3.104	0.002
Pricingoffers_Score	0.462	0.145	0.247	3.189	0.002

Source: SPSS Output – Primary Survey Data, 2026

Interpretation: This model is also statistically significant ($F = 10.170$, $p = 0.002$), and the positive coefficient ($B = 0.462$) confirms that more appealing pricing and promotions are associated with stronger buying behaviour on Q-commerce platforms. Pricing explains 6.1% of the variance ($R^2 = 0.061$), a modest share that echoes the result for Hypothesis 1 and supports the wider point that no single factor alone drives Q-commerce buying behaviour. It is worth noting that the pricing coefficient (0.462) exceeds the convenience coefficient (0.318), which suggests that price sensitivity may exert a slightly stronger marginal pull on actual purchasing, even though the two variables account for a similar share of total variance. The remaining variance is probably explained by other factors such as how deal-prone individual consumers are, how much they trust the platform, social-proof signals like ratings and reviews, and situational pressures such as time constraints or household size. Adding these variables to future multi-predictor models could noticeably improve model fit and predictive power. As with Hypothesis 1, the null hypothesis H_0 is rejected here in favour of H_1.

4.4 Key Influencing Factors

4.4.1 Factor Ranking

Respondents scored five factors influencing their Q-commerce usage on a 5-point scale (1 = not at all important, 5 = extremely important), and the mean scores were used to rank them.

Table 4.16: Factor Ranking by Consumer Importance (Mean Scores)

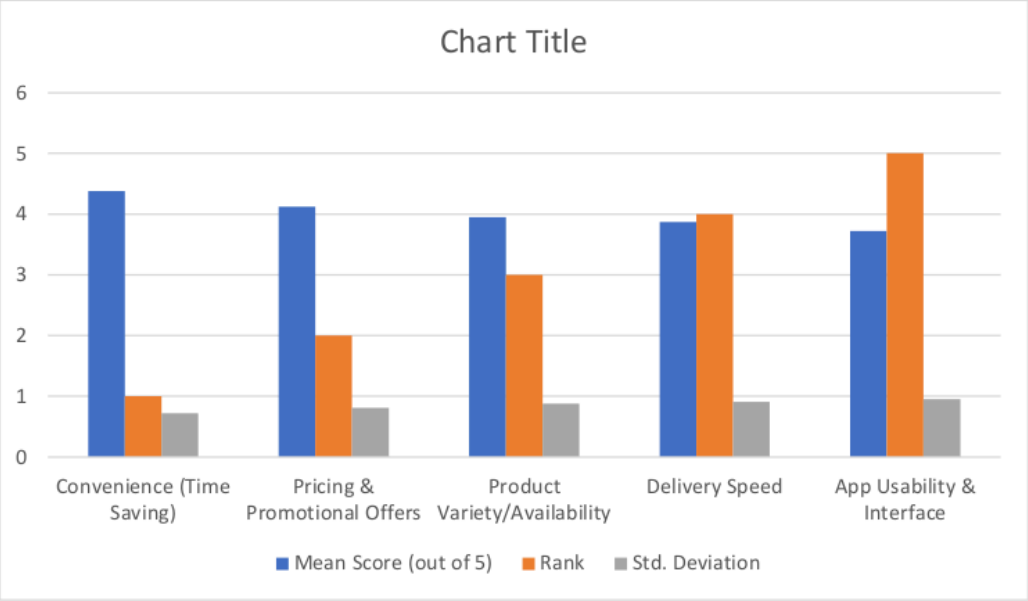
Factor	Mean Score (out of 5)	Rank	Std. Deviation
Convenience (Time Saving)	4.38	1	0.72
Pricing & Promotional Offers	4.12	2	0.81

Factor	Mean Score (out of 5)	Rank	Std. Deviation
Product Variety/Availability	3.95	3	0.88
Delivery Speed	3.87	4	0.91
App Usability & Interface	3.72	5	0.95

Source: Primary Survey Data, 2026

Convenience ranked first with a mean score of 4.38, consistent with both global studies (ResearchGate, 2025; Kearney, 2025) and the Hypothesis 1 regression. Notably, delivery speed ranked only fourth of the five factors, behind convenience, pricing, and product variety, even though it is Q-commerce's most visibly promoted feature; this further supports the Hypothesis 2 finding that speed has become table stakes and not a differentiator.

Figure 4.8: Factor Ranking by Consumer Importance (Bar Chart)



Source: Primary Survey Data, 2026

4.4.2 Convenience: Detailed Analysis

Table 4.17: Impact of Convenience on Purchase Decisions

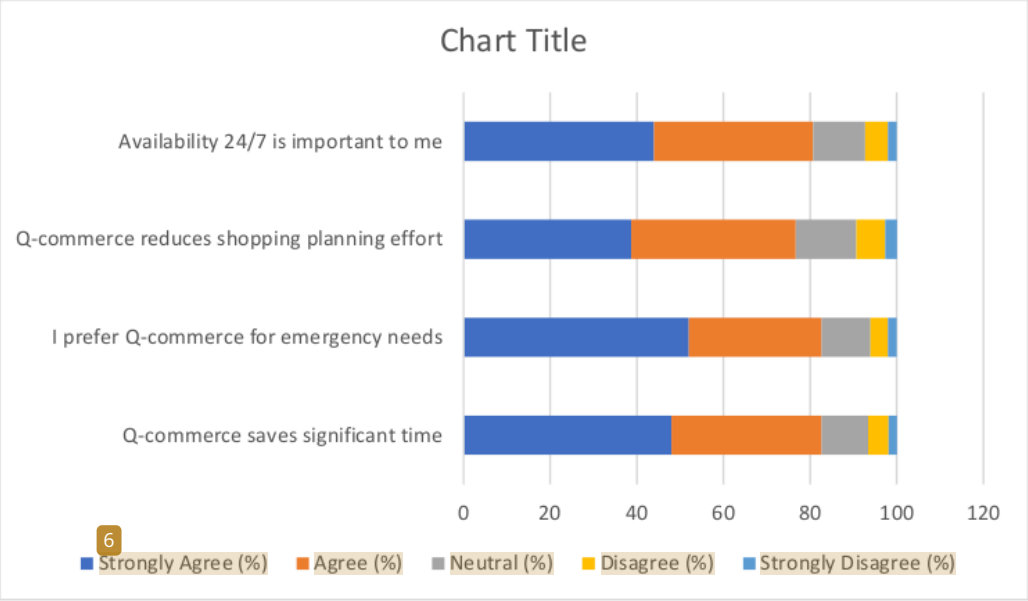
Statement	Strongly Agree (%)	Agree (%)	Neutral (%)	Disagree (%)	Strongly Disagree (%)
Q-commerce saves significant time	48.0	34.7	10.7	4.7	2.0
I prefer Q-commerce for emergency needs	52.0	30.7	11.3	4.0	2.0

Statement	Strongly Agree (%)	Agree (%)	Neutral (%)	Disagree (%)	Strongly Disagree (%)
Q-commerce reduces shopping planning effort	38.7	38.0	14.0	6.7	2.7
Availability 24/7 is important to me	44.0	36.7	12.0	5.3	2.0

Source: Primary Survey Data, 2026

Looking more closely at what "convenience" means to respondents, time savings and readiness for emergencies each received agreement from 82.7% of the sample, making them the two most valued aspects. Round-the-clock availability followed closely (80.7%), in keeping with a wider pattern of "always-on" shopping among urban Indian consumers.

Figure 4.9: Impact of Convenience on Purchase Decisions (Likert Scale Distribution)



Source: Primary Survey Data, 2026

4.5 Consumer Purchasing Patterns

4.5.1 Change in Purchase Frequency

Table 4.18: Change in Purchase Frequency Post Q-Commerce Adoption

Change in Frequency	Frequency (n)	Percentage (%)
Significantly increased	48	32.0%
Somewhat increased	52	34.7%
Remained the same	35	23.3%
Somewhat decreased	10	6.7%
Significantly decreased	5	3.3%

Change in Frequency	Frequency (n)	Percentage (%)
Total	150	100%

Source: Primary Survey Data, 2026

Two in three respondents (66.7% combined) reported buying more often since they began using Q-commerce, which shows how effectively convenience and promotions can generate demand. Only about 10% said they bought less often, possibly because of concerns about pricing or app reliability.

4.5.2 Average Order Value Trends

Table 4.19: Average Order Value (AOV) on Quick Commerce Platforms

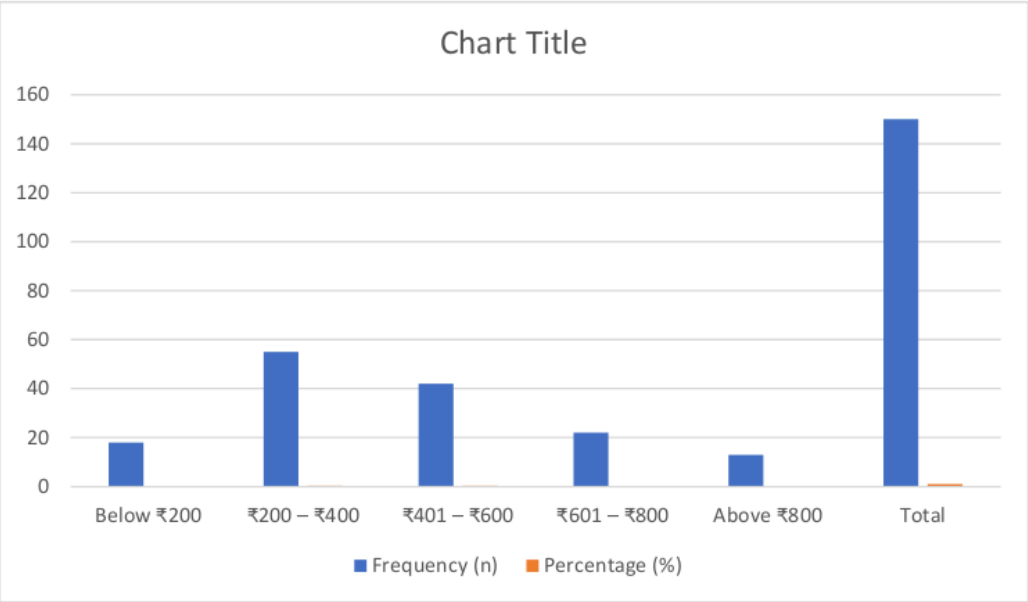
Average Order Value (INR)	Frequency (n)	Percentage (%)
Below ₹200	18	12.0%
₹200 – ₹400	55	36.7%
₹401 – ₹600	42	28.0%
₹601 – ₹800	22	14.7%
Above ₹800	13	8.7%
Total	150	100%

Source: Primary Survey Data, 2026

Nearly half of respondents (48.7%) usually spend between INR 200 and 400 per order, matching Bain & Company's (2025) description of a small-basket, high-frequency buying pattern. This indicates that consumers mainly use Q-commerce to top up their household supplies or meet urgent needs, and not to complete a full monthly grocery shop in a single order.

4.5.3 Impulse Buying and Reduced Physical Store Dependency

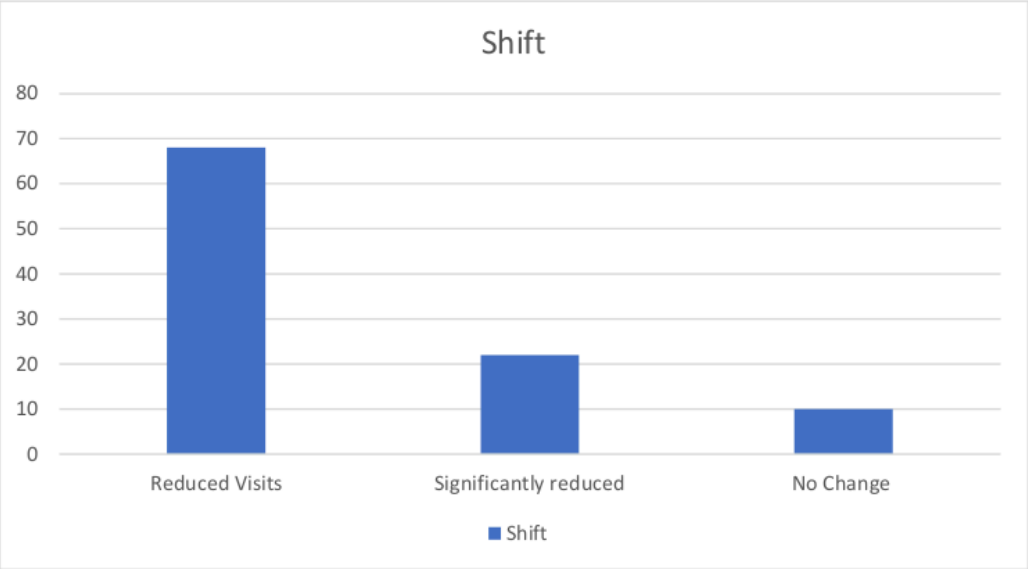
Figure 4.10: Impulse Buying Behaviour Trend



Source: Primary Survey Data, 2026

About 74% of respondents admitted to at least occasional unplanned purchases on Q-commerce apps, and 38% said this happens often. This is consistent with Schiffman and Wisenblit's (2019) observation that reduced cognitive friction in digital shopping tends to encourage more impulse buying.

Figure 4.11: Shift from Physical Retail to Q-Commerce (Bar Chart)



Source: Primary Survey Data, 2026

4.5.4 Brand Switching Behaviour

Table 4.20: Brand Switching Behaviour on Q-Commerce Platforms

Statement	Yes (%)	No (%)	Sometimes (%)
Switched FMCG brand due to Q-commerce discount	42.7	32.0	25.3
Tried a new brand available only on Q-commerce	55.3	24.7	20.0
Preferred platform's private label over national brand	38.0	38.7	23.3

Source: Primary Survey Data, 2026

Over half of respondents (55.3%) have tried a brand sold only on Q-commerce, which indicates genuine brand-switching behaviour and highlights the role of these platforms as a discovery channel for new and challenger FMCG brands.

4.6 Challenges and Limitations from Consumer Perspective

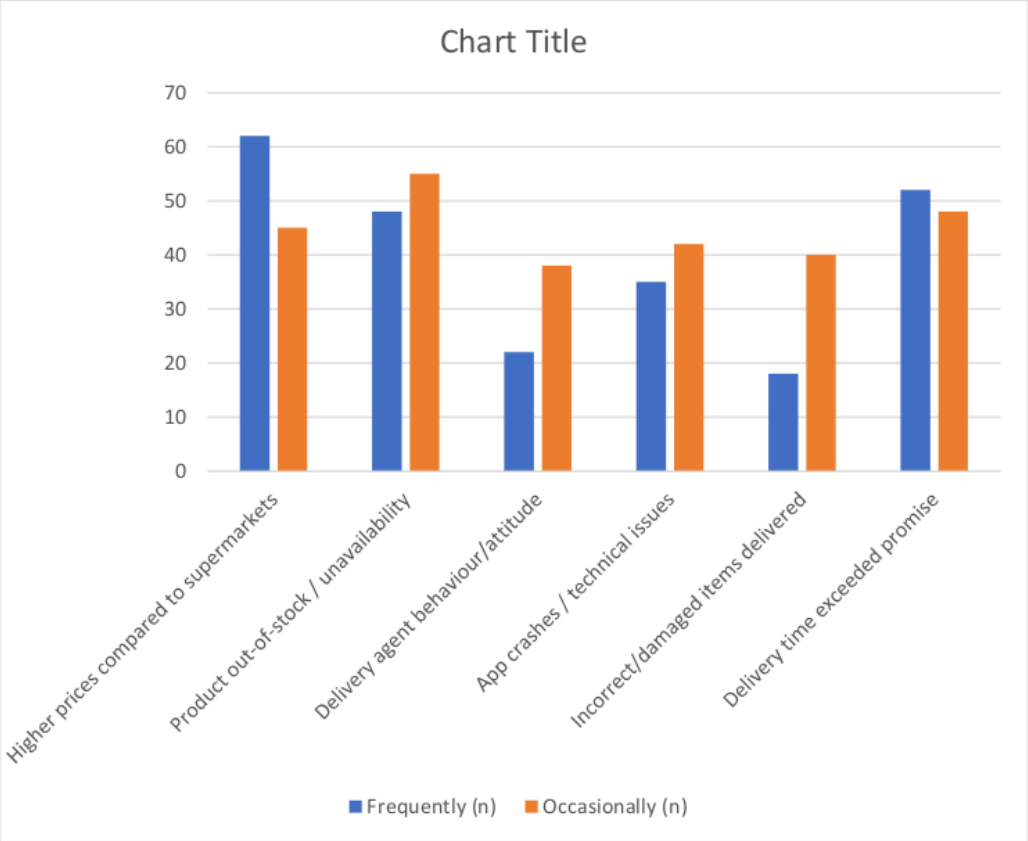
Table 4.21: Challenges Reported by Consumers on Q-Commerce Platforms

Challenge	Frequently (n)	% of Total	Occasionally (n)	% of Total
Higher prices compared to supermarkets	62	41.3%	45	30.0%
Product out-of-stock / unavailability	48	32.0%	55	36.7%
Delivery agent behaviour/attitude	22	14.7%	38	25.3%
App crashes / technical issues	35	23.3%	42	28.0%
Incorrect/damaged items delivered	18	12.0%	40	26.7%
Delivery time exceeded promise	52	34.7%	48	32.0%

Source: Primary Survey Data, 2026

High prices were the most frequent complaint, reported (frequently or occasionally) by 71.3% of respondents, which fits Schorung's (2024) argument that operating costs ultimately reach the customer through prices. Product unavailability (68.7%) and delays past the promised delivery window (66.7%) were the next largest concerns; both point to service-quality gaps that platforms must close if they are to keep consumer trust intact.

Figure 4.12: Consumer Challenges on Q-Commerce Platforms (Bar Chart)



Source: Primary Survey Data, 2026

4.7 Recommendations

The recommendations below are grouped into short-term actions (achievable within 6–12 months) and longer-term initiatives (12–36 months), each tied directly to a specific finding from this study.

- 4.7.1 For Quick Commerce Operators
- [Short-Term Priority 1] Put reliability ahead of raw speed. As delivery speed has effectively become a hygiene factor (Hypothesis 2 was rejected: $r = -0.041$, $p = 0.608$), platforms should move their competitive emphasis away from advertising ever-shorter delivery times and towards consistently honouring the delivery windows they promise. With 66.7% of respondents reporting missed delivery windows, closing this reliability gap is probably the most urgent step available for building trust.
- [Short-Term Priority 2] Refine pricing and promotional strategy. Pricing and offers emerged as the second-strongest driver (Hypothesis 3 accepted: $B = 0.462$, $p = 0.002$), and 81.3% of respondents already use in-app coupons. A transparent, dynamically adjusted pricing model, including loyalty-based

discounts for frequent users, should be a near-term priority given the clear returns on promotional spending that the regression results demonstrate.

- [Short-Term Priority 3] Improve inventory and availability management. Since 68.7% of respondents cited product unavailability as a problem, real-time inventory systems and AI-based demand forecasting should be introduced or extended. This ties directly to the challenges reported in Table 4.21, where stockouts were the second most common complaint; stronger supplier partnerships and wider dark-store SKU coverage would help reduce the stockouts that weaken the convenience proposition central to Hypothesis 1.
- [Long-Term Priority 1] Strengthen convenience through AI-driven personalisation. As convenience remains the dominant driver of preference (Hypothesis 1: B = 0.318, mean importance 4.38/5), platforms should invest in AI-based recommendations, predictive reordering, and voice-enabled ordering. With delivery speed becoming commoditised, convenience innovation is likely to be the main lasting source of differentiation, and even modest improvements in personalisation could noticeably boost loyalty.

[Long-Term Priority 2] Invest in app stability and widen the user base. App crashes and technical glitches were reported by 51.3% of respondents (Table 4.21), and app usability scored lowest of the five factors tested (mean = 3.72). A more stable app architecture, together with multi-language support and more accessible design for older users (the 36–45 group was 26.6% of this sample), would help extend Q-commerce beyond its present millennial/Gen-Z core over the longer term.

4.7.2 For FMCG Companies

- Invest in channel-specific marketing. Brands targeting urban millennials should set aside dedicated digital marketing budgets for Q-commerce, covering in-app banners, sponsored placements, and coupon bundling, as part of the marketing mix.
- Develop a clear private-label strategy. As 38% of respondents prefer platform private labels to national brands, FMCG companies should put money into sharper brand differentiation, consumer education, and exclusive product variants for the Q-commerce channel.
- Use Q-commerce data for inventory decisions. Partnering with platforms to obtain real-time demand data can help FMCG companies fine-tune production and distribution planning and spot fast-moving micro-markets worth targeting directly.

4.7.3 For Policymakers and Regulators

- Improve pricing transparency. Rules requiring clear disclosure of platform surcharges and delivery fees would help consumers understand the true cost of their orders.
- Address gig-worker welfare. Regulatory frameworks on minimum wages, insurance, and working hours for Q-commerce delivery partners are worth serious consideration.
- Strengthen data privacy protection. Rules governing how Q-commerce platforms collect and use consumer purchase data should be tightened in line with global best practice.

CHAPTER 5: CONCLUSION

5.1 Summary of Findings

This project aimed to understand how Quick Commerce platforms (Zepto, Blinkit, and Swiggy Instamart) affect FMCG buying behaviour among urban Indian consumers. Using primary data from 150 respondents and a broad base of secondary research, the study reaches the following key findings:

Convenience is the strongest driver of consumer preference for Quick Commerce (mean = 4.38; Hypothesis 1 accepted: $B = 0.318$, $p < 0.001$). Time-pressed urban consumers, especially working professionals and students, value getting FMCG products within minutes without leaving home more than almost anything else the platforms provide.

1. Delivery speed, although central to the model, has no meaningful effect on purchase frequency (Hypothesis 2 rejected: $r = -0.041$, $p = 0.608$), which is arguably the most theoretically interesting result of this study. Seen through Herzberg's (1959) Two-Factor Theory, delivery speed in urban Indian Q-commerce has shifted from a "motivator" that drove usage to a "hygiene factor": expected by default, able to disappoint if absent, but unable to raise usage once delivered. This change suggests that the next real competitive arena for Q-commerce is convenience, personalisation, and reliability and not further reductions in delivery minutes.
2. Pricing and promotions have a meaningful effect on buying behaviour (Hypothesis 3 accepted: $B = 0.462$, $p = 0.002$). In-app coupons (used by 81.3%), cashback, and platform discounts are powerful levers for both prompting purchases and retaining consumers.
3. Quick Commerce has raised purchase frequency for two-thirds (66.7%) of surveyed consumers, reflecting a wider shift towards smaller, more frequent orders in place of the traditional bulk-buying pattern.
4. Impulse buying has risen markedly, with 74% of respondents reporting unplanned purchases prompted by push notifications, limited-time deals, and frictionless one-click ordering.
5. Brand switching is considerable: 55.3% have tried an FMCG brand sold exclusively through Q-commerce, which shows that these platforms are turning into an important discovery channel for new and challenger brands.

6. Consumers still encounter real friction: pricing concerns (71.3%), product unavailability (68.7%), and unreliable delivery windows (66.7%) remain the most common pain points that platforms need to address.

5.2 Implications of the Study

These findings carry weight across several groups of stakeholders.

For Quick Commerce Operators

Convenience must remain at the centre of platform strategy. This is consistent with Davis's (1989) TAM notion of Perceived Usefulness, under which adoption depends on how far a technology truly improves task performance. A mean convenience score of 4.38 out of 5 suggests that consumers see Q-commerce less as a shopping channel and more as a time-saving tool, which echoes Seiders et al.'s (2007) distinction between access convenience and transaction convenience as separate sources of retail value. In practice, Q-commerce is used mainly for quick "top-up" purchases and not full grocery trips, which explains the fairly low average order values (INR 200–400) despite such high usage frequency. Since pricing ranks as the second most important factor, platforms also need pricing strategies that remain flexible and responsive to consumer behaviour. The positive relationship between pricing and buying behaviour (B = 0.462) is consistent with Grewal et al.'s (2011) work on price-value trade-offs in digital retail, in which promotional cues strongly influence purchase decisions for frequently bought, low-involvement categories such as FMCG. The high coupon usage found here (81.3%) mirrors the "deal-prone" consumer type described by Lichtenstein et al. (1990), which suggests that promotions function less as plain discounts and more as tools for building habit and engagement. Finally, operational reliability, especially in inventory availability and keeping delivery-time promises, emerges as the service-quality dimension most closely linked to consumer trust and retention.

For FMCG Companies

Q-commerce demands a fresh look at distribution strategy. FMCG brands must secure a strong presence on these platforms, set prices suited to the channel, and design channel-specific promotions of their own. The growth of impulse buying and brand switching works in both directions: it endangers established brands but also creates a genuine opening for challengers and new launches. Brands would be wise to make active use of the rich consumer data these platforms generate for more targeted, hyper-local marketing.

This study offers three original contributions to the growing literature on digital retail transformation in emerging markets. First and most notably, it applies Herzberg's (1959) Two-Factor Theory to argue that delivery speed has become a "hygiene factor" in mature Q-commerce markets, which is the first use of this lens in an Indian Q-commerce setting. The underlying finding, that delivery speed has no significant relationship with purchase frequency ($r = -0.041$, $p = 0.608$) despite being the most heavily marketed feature, is both unexpected and practically useful, as it suggests that features can move from being differentiators to mere expectations as markets mature. The idea may well apply to other fast-maturing digital services in emerging economies. Second, this is among the first Indian studies to statistically separate the relative importance of convenience, delivery speed, and pricing instead of treating them as one undifferentiated bundle. Third, the multi-city sample ($n = 150$ across five metropolitan areas) is one of the more geographically varied primary datasets on FMCG-specific Q-commerce behaviour in Indian academic literature and can serve as a reference point for future comparative or longitudinal work.

5.35.3 Limitations of the Study

1. Since convenience sampling was used, the findings cannot be safely generalised to the broader population of urban Indian consumers.
2. A sample of 150 is adequate for the regression analyses conducted here but may not fully represent the diversity of Q-commerce users across all income groups, cities, and demographic segments.
3. The cross-sectional design records a single point in time and cannot show how consumer behaviour changes as the market matures.
4. Because the data is self-reported, it may be subject to social desirability bias and imperfect recall, especially regarding spending and purchase frequency.
5. The study covers only three platforms (Zepto, Blinkit, and Swiggy Instamart) and may not reflect behaviour on smaller or regional Q-commerce apps.
6. The R^2 values from the regression analyses (0.071 for convenience, 0.061 for pricing) indicate that each factor on its own explains only 6–7% of the variance in consumer behaviour. Although statistically significant and broadly consistent with what single-predictor models usually yield in marketing research (Hair et al., 2019), this limited explanatory power leaves a large amount of variance unexplained, probably due to omitted variables such

as personality traits (deal-proneness, innovativeness), social influence, habit, and situational context. Future research using multi-predictor models or structural equation modelling (SEM) would likely improve predictive accuracy considerably.

5.4 Scope for Future Research

Several useful directions emerge for future research. Longitudinal studies that follow the same consumers over time would reveal more about how Q-commerce adoption and FMCG buying patterns keep changing. Comparative studies across tier-1, tier-2, and tier-3 cities would help show how adoption and behaviour differ as platforms move beyond the largest metros.

Qualitative methods, such as in-depth interviews or ethnographic fieldwork, could uncover motivations and barriers that a quantitative survey like this one cannot fully capture. Studies comparing consumer behaviour across Zepto, Blinkit, and Swiggy Instamart separately would also help identify platform-specific strategies for attracting and retaining customers.

Lastly, as sustainability concerns rise among urban Indian consumers, research is clearly needed on the environmental footprint of Q-commerce, including packaging waste, the carbon impact of dark stores, and emissions from delivery vehicles.

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ANNEXURE: SURVEY QUESTIONNAIRE

Survey Title: Impact of Quick Commerce Platforms on Consumer Buying Behaviour towards FMCG Products in Urban India

Note to respondents: Please answer each question as accurately as you can.
Responses will be kept confidential and used only for the purposes of this academic study.

Section A: Demographic Information

1. Name (Optional):

   _____

2. Age Group:

   ☐ 18–25

   ☐ 26–35

   ☐ 36–45

3. Gender:

   ☐ Male

   ☐ Female

   ☐ Non-Binary / Prefer not to say

4. Occupation:

   ☐ Student

   ☐ Private Professional

   ☐ Govt./PSU Employee

   ☐ Self-Employed

   ☐ Homemaker

5. Monthly Income:

   ☐ Below ₹20,000

   ☐ ₹20,001–₹40,000

   ☐ ₹40,001–₹60,000

   ☐ Above ₹60,000

Section B: Quick Commerce Usage

6. Which Quick Commerce platform do you use most?

☐ Zepto

☐ Blinkit

☐ Swiggy Instamart

7. How often do you use Quick Commerce platforms for FMCG purchases?

   ☐ Daily

   ☐ 3–5 times/week

   ☐ 1–2 times/week

   ☐ 2–3 times/month

   ☐ Once a month or less

8. Which FMCG categories do you usually buy? (Select all that apply)

   ☐ Dairy

   ☐ Packaged Food

   ☐ Beverages

   ☐ Personal Care

   ☐ Home Care

   ☐ OTC Medicines

   ☐ Baby Care

9. What is your typical order value?

   ☐ Below ₹200

   ☐ ₹200–₹400

   ☐ ₹401–₹600

   ☐ ₹601–₹800

   ☐ Above ₹800

Section C: Key Influencing Factors (5-Point Scale: 1 = Not Important at All, 5 = Extremely Important)

Convenience and time saved by using Q-commerce platforms:

1 2 3 4 5

10. Delivery speed (10–30 minutes):

    1 2 3 4 5

11. Pricing and discount/promotional offers available:

    1 2 3 4 5

12. Product variety and availability on the platform:

    1 2 3 4 5

13. App usability and interface design:

    1 1 2 3 4 5

14. How likely are you to keep using Quick Commerce for FMCG purchases?

    ☐ Very Likely

    ☐ Likely

    ☐ Neutral

    ☐ Unlikely

    ☐ Very Unlikely

Section D: Purchasing Pattern Changes

15. Has your FMCG purchase frequency changed since you started using Q-commerce?

16. ☐ Significantly Increased

    ☐ Somewhat Increased

    ☐ Same

    ☐ Decreased

17. Have you made unplanned (impulse) purchases on Q-commerce platforms?

18. ☐ Yes, frequently

    ☐ Yes, occasionally

    ☐ No

19. Have you cut down on visits to physical stores since using Q-commerce?

    ☐ Yes, significantly

    ☐ Yes, somewhat

    ☐ No change

20. Have you switched FMCG brands because of a Q-commerce promotion?

    ☐ Yes

    ☐ No

    ☐ Sometimes

Section E: Challenges and Overall Satisfaction

21. Which of the following issues have you faced on Q-commerce platforms? (Select all that apply)

    ☐ Higher prices

    ☐ Out-of-stock issues

    ☐ Delivery delay

    ☐ App issues

    ☐ Wrong items

    ☐ Other

22. How satisfied are you overall with Q-commerce platforms? (1 = Very Dissatisfied, 5 = Very Satisfied)

    1 2 3 4 5

23. Would you recommend Q-commerce to a friend or family member?

    ☐ Yes

    ☐ No

    ☐ Maybe

Thank you for taking the time to complete this survey.

MRP

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