

Study on the Rise of Instant Commerce and its impact on Consumer Behavior

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Abstract - Q-Commerce has completely changed the face of modern retail. It is the fastest of all delivery methods, often within minutes, of a product. This study, therefore, looks at the impact of Q-Commerce on consumer behaviour focusing on purchase decisions, brand loyalty, and above all speed and convenience. It determines these major trends by surveying 115 respondents. The study showed increased impulsive buying, preference for speed to brand loyalty and increasing domination of platforms like Blinkit and Swiggy Instamart. Findings show that even though Q-Commerce is changing customer expectations, challenges like delivery costs and sustainability are still present. The research is wrapped up with some possible suggestions on how businesses can turn strategies and adapt them to shift their focus more toward relevant customer needs.

Key Words: Brand Loyalty, Consumer Behaviour, Impulsive Purchasing, Delivery Speed, Instant Commerce, and Q-Commerce.

1. INTRODUCTION

Instant Commerce (Q-Commerce) is the new evolution of e-commerce that has brought about its extremely fast deliveries - mostly in minutes. It is Q-Commerce that brings a drastic change to certain sectors like grocery, food delivery, personal care, and so forth, owing to the innovations in technology and shifting consumer demand. This study thus investigates how Q-Commerce affects consumer choice, how it affects frequency of franchise purchases, and how it affects brand loyalty, as well assessing the implications on e-commerce and traditional retail over the long-term.

1.1 Research Objectives

1. To analyse the key drivers behind the growth of Q-Commerce and its adoption among consumers.
2. To examine how Q-Commerce influences consumer decision-making, purchasing habits, and brand loyalty.
3. To assess the role of convenience, speed, and technology in shaping consumer preferences for Q-Commerce platforms.

4. To evaluate the long-term implications of Q-Commerce on traditional retail and e-commerce industries.

2. LITERATURE REVIEW

1. **Instant Gratification and Consumer Behaviour (Dholakia, 2022):** Instant Commerce uses the principle of instant gratification to reshape purchasing behaviour, especially among Gen Z and millennials. The immediacy of the delivery encourages impulsive buying behaviour and transforms the traditional consideration phase of the buying process.
2. **Platform Loyalty Versus Brand Loyalty (Kumar & Gupta, 2021):** Consumers involved with Q-Commerce platforms usually pay more important attention to the platform's reliability, delivery speed, and user-friendliness than to brand loyalty. This situation forces brands to rework their positioning strategies because it's hardly anymore sales pitched on product brand-loyalties, but more often loyalty to the service provider itself.
3. **The Role of Technology and Convenience (Verma & Shah, 2020):** The success of Instant Commerce is tied strongly to technological advances of mobile apps, real-time tracking, and AI-based recommendations. These conveniences enhance perceived convenience, make decision-making simpler, and create a major influence factor on consumer adoption rates.
4. **Environmental and Operational Challenges (Chatterjee, 2023):** The speed demand of Q-Commerce, on the other hand, raises queries on environmental sustainability. High packaging waste and increased carbon emissions from multiple deliveries amid operational pressures have caused an undeniable call for pro-environment innovations and efficient supply chains in this field.
5. **Consumer Expectations and Hybrid Retail Models (Kantar, 2022; McKinsey, 2022):** Q-Commerce has, on the one hand, seen further growth, and consumers have begun to engage traditional retail and e-commerce platforms for their particular needs on the

other hand. Research demonstrates that while convenience remains a strong driver, product range, bulk ordering, and price competitiveness ensure the sustainment of its traditional counterpart along with the newly emerging instant commerce options.

3. RESEARCH METHODOLOGY

3.1 Area of Study

The consumers studied are urban and semi-urban ones in India, aged between 18 and 45, who are active users of Quick Commerce (Q-Commerce) platforms: Blinkit, Zepto, and Swiggy Instamart. It studies their buying behaviour, preferences, and perceptions about instant delivery services, taking into account differences in consumer behaviour with regard to income levels and occupational background among this group. By doing so, it aims to capture emerging trends and challenges in Q-Commerce adoption involving tech-savvy, convenience-seeking consumers.

3.2 Sample of Study

A total of 115 consumers were surveyed. This varied sample includes persons of different age groups, income levels, and occupations (students, working professionals, and homemakers) and includes representation from both frequent and occasional users of Quick Commerce platforms, thus ensuring great understanding of how Q-Commerce is affecting purchasing behaviour among different consumer segments in urban and semi-urban markets.

3.3 Sampling Technique

The study utilizes random and convenient sampling methods in the selection of study participants, thus ensuring efficient data collection while ensuring accessibility to appropriate segments within the exploratory population.

3.4 Type of Study

This is a cross-sectional survey study using quantitative data, where the structured questionnaire was used to collect information from Q-Commerce consumers at one point in time. The relationship between delivery speed, convenience factors, and purchasing behaviour is investigated while assessing the role of platform features in consumer satisfaction and brand loyalty concerning instant commerce.

3.5 Tools for Data Collection

Data collection relied upon a structured MCQ questionnaire designed to evaluate usage patterns among consumers of Q-Commerce platforms, motivations for purchasing decisions, and perceptions of service quality. The questionnaire focused on the preference factors of the platforms (speed of delivery, price, availability of products), changes in shopping behaviour, and perceptions of traditional retailers.

3.6 Method of Analysis

The collected data were analysed quantitatively. Frequency distributions (percentages) and graphic outputs (pie charts, bar graphs) were used for tracking trends in consumer responses. Correlation analysis was performed to investigate relationships among critical variables, including delivery speed and brand loyalty. These analytical techniques revealed how and to what extent Q-Commerce plays a role in making a purchase and satisfaction with that purchase, indicating the important factors for success of a platform in the instant delivery market.

4. LIMITATIONS OF STUDY

1. **Limited Sample Size:** 115 respondents may not adequately represent the various types of Q-Commerce users.
2. **Geographical Restrictions:** The urban/semi-urban-focus excludes rural opinions.
3. **Rapidly Changing Industry:** Findings could soon become outdated as Q-Commerce trends shift.

5. ANALYSIS AND INTERPRETATION

This analysis focuses on Instant Commerce (Q-Commerce) and its impact on consumer behaviour from feedback gathered from 115 consumers through a structured questionnaire. The study gives insights on consumers' patterns in usage, motivations for purchasing, and perceptions of Q-Commerce platforms. It shows how speed of delivery, convenience, and platform features drive decision-making, brand loyalty, and shopping behaviour. To investigate some of these behavioural trends, correlation analysis was used to check the relationships between key variables such as Brand Comparison and Brand Loyalty versus Willingness to Pay and Perceived Spending. The statistical correlational approach made for meaningful insights into the relationship strength and direction, giving a more rounded-out view on the factors that influence the consumer interaction process with Q-Commerce platforms. Hence, the analysis identifies grappling trends in Q-Commerce adoption and points toward remedial measures in service provision.

5.1 Correlation Analysis of Key Variables

Hypothesis Testing using Pearson's Correlation:

Hypothesis 1:

- **H1:** Brand loyalty of consumers in Instant Commerce is less than in conventional e-commerce.

- **H01:** There is no difference in brand loyalty of consumers using Instant Commerce compared to those using conventional e-commerce.

Table 1: Correlation Between Brand Comparison and Brand Loyalty

	Brand Comparison	Brand Loyalty
Brand Comparison	1	0.891
Brand Loyalty	0.891	1

Pearson’s Correlation Output:

- **Correlation Coefficient (r):** 0.891
- **p-value:** 1.64×10^{-40}

Interpretation:

From the Pearson's correlation analysis carried out on the behavior of brand comparison and brand loyalty on Quick Commerce platforms, the results indicate a strong positive correlation ($r = 0.891$), with a highly significant p-value (1.64×10^{-40}). This shows that users who compare products are likely to show brand loyalty even in Instant Commerce context.

In that case, the data does not substantiate the alternative hypothesis (H1); its findings support the null hypothesis (H01)- suggesting that Instant Commerce does not showcase a considerably lower level of brand loyalty than traditional e-commerce. Indeed, brand loyalty seems to stay quite strong among Quick Commerce users.

Hypothesis 2:

- **H2:** Instant Commerce leads to a willingness to pay a premium for faster delivery.
- **H02:** Instant Commerce does not significantly affect consumers' willingness to pay a premium for faster delivery.

Table 2: Correlation Between Willingness to Pay and Perceived Spending

	Willingness to Pay	Perceived Spending
Willingness to Pay	1	0.896
Perceived Spending	0.896	1

Pearson’s Correlation Output:

- **Correlation Coefficient (r):** 0.896
- **p-value:** 9.54×10^{-42}

Interpretation:

Based on Pearson's correlation analysis between willingness to pay and self-perceptions of increased spending on Quick Commerce, it shows that there is a moderate positive correlation ($r = 0.896$) with a very significant p-value (9.54×10^{-42}). This implies that those consumers who tend to spend more on simplicity and convenience also tend to pay more for immediate delivery. Thus, the data support the alternative hypothesis (H2) and reject the null hypothesis (H02), which signifies that Instant Commerce influences the consumers' willingness to pay more for convenience and speed. The behavioral link between speed in delivery and spending thus emphasizes the immediacy aspect the consumer values in Quick Commerce platforms.

5.2 Key Findings

- **Dominant User Demographic:** Almost 48% of Instant Commerce users fall within 18 and 24 age groups; hence this evidently implies that Gen Z is indeed at the heart of the audience that Q-Commerce platforms will feed into; a group that emphasizes speed, digital convenience, and services very much on a mobile-first basis.
- **High market awareness and adoption:** 91.3 % of the respondents have knowledge of the Quick Commerce platforms, while more than 78 % utilize them at least sometimes. This, therefore, indicates increasing penetration into daily shopping behaviors.
- **Top Platforms and Usage Patterns:** Blinkit (51.3%), Swiggy Instamart and Zepto were the most favored apps mainly for groceries (67%) and ready-to-eat (55%), verifying their need-based functionality to meet daily culinary requirements.
- **Drivers of Choosing a Platform:** 62.3% indicated convenience and quick delivery as their most-preferred logic for using Q-Commerce, whereas in choosing a platform, 41.7% emphasize being speedy to deliver, confirming immediacy as a key impetus.
- **Consumer Behavioral Shift:** 39.1% stated they were making purchase more frequently; 20% confessed indulging in impulse buying. Quick Commerce has thus begun to define the speedier and reactive purchasing behaviors.
- **Brand Loyalty vs. Speed:** Brand picture preferences are held by 58.3%, while 50.4% say speed of delivery impacts their choice of the brand, suggesting that

opportunities for application of these brands coexist alongside convenience-driven compromises.

- **Impact on Other Shopping Channels:** 29.6% prefer Q-Commerce over traditional e-commerce, while 21.7% visit physical locations less frequently than before; yet, a hybrid model continues to exist, with heavy interaction with traditional channels.
- **Willingness to Pay for Speed:** Slightly more than a fifth, at 18.3%, would pay quite a lot more, while 41.7% would pay a little extra, suggesting that some more price-sensitive consumers are willing to spend on convenience.
- **Areas of Improvement:** Most suggestions for improvements were Lower delivery charges (63.5%), more product variety offered (48.7%) and Quality Assurance (40%).
- **Correlation Study Results:** The correlation study provided further support for the observed behavior. A high positive correlation ($r = 0.891$) found between comparative branding and brand loyalty, confirming that brand loyalty is indeed alive and strong with Instant Commerce users, thereby disproving Hypothesis 1. Furthermore, strong positive correlation ($r = 0.896$) derived between willingness-to-pay for swift delivery and increased spending was supportive of Hypothesis 2. Thus, these findings signify that Instant Commerce, while supporting a convenience-purchase ethos, equally preserves brand loyalty and plays a significant role to upgrade consumers' willingness of paying higher for speed.

6. CONCLUSION

The study illustrates how Instant Commerce, popularly known as Q-Commerce, has transformed consumer behavior in making speed and convenience the sole criteria for purchasing products. The study focuses particularly on young consumers, especially between the ages of 18-24, who account for most Q-Commerce users nearly half of whom rank speed of delivery over other factors in their purchasing decision. The instant-gratification model has a radical effect on shopping routines, increasing frequency of purchasing and impulse buying and diminishing reliance on traditional e-commerce. Oddly, while most are still firmly rooted to particular brands, a larger number are willing to waive their loyalty towards a specific brand in exchange for a faster delivery. This reflects a change in brand loyalty dynamics. However, challenges still remain in delivery costs and sustainability. Only a few who would still be willing to pay the premium costs that ultra-fast price tags come with. However, these findings augur well for Q-Commerce complementing than replacing traditional retail: almost all shoppers still visit physical stores for certain items.

Q-Commerce is more than just being faster in deliveries-it pertains to the manifestation of changing consumer expectations, which will continue shaping the future of retail. Platforms should strike a balance on growth using speed, affordability and sustainability in keeping up with the demands of evolving customers in this competitive landscape.

7. RECOMMENDATIONS

1. **Product Portfolio Expansion:** The strategies must be implemented in diverse platforms to expand product categories, such that even personal care items and household essential lines will be stocked to increase basket size and retain customers.
2. **Dynamic Pricing Structures:** Implementation of tiered memberships and subscription models can provide consumer price resistance and still remain profitable.
3. **Quality Management Systems:** Strengthening supply chain protocols and robust quality control systems will ensure consistency in product freshness and reliability.
4. **Demographic Inclusivity:** Optimization of UI and above-the-line induction channels will be designed to improve metabolic accessibility to the older demographics.

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