



### A STUDY ON CONSUMER'S IMPULSE BUYING BEHAVIOR IN QUICK COMMERCE IN VASAI CITY

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#### Abstract:

*India's growing digital economy. With platforms promising delivery in just 10–15 minutes, buying daily essentials has become faster and easier than ever. This shift is not limited to big metropolitan cities—it is now clearly visible in tier-2 cities like Vasai, Maharashtra. With a population of over 1.3 million, Vasai represents a mix of middle-class households, working professionals, and daily wage earners. Its strategic location near Mumbai, combined with high smartphone usage and affordable internet access, has made it an ideal environment for the growth of quick commerce services. While quick commerce has been widely studied in large cities, there is limited research focusing on smaller urban areas like Vasai.*

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#### Introduction:

Quick commerce has quickly become a major part of how people shop today, especially in India's growing digital economy. With platforms promising delivery in just 10–15 minutes, buying daily essentials has become faster and easier than ever. This shift is not limited to big metropolitan cities—it is now clearly visible in tier-2 cities like Vasai, Maharashtra. With a population of over 1.3 million, Vasai represents a mix of middle-class households, working professionals, and daily wage earners. Its strategic location near Mumbai, combined with high smartphone usage and affordable internet access, has made it an ideal environment for the growth of quick commerce services.

While quick commerce has been widely studied in large cities, there is limited research focusing on smaller urban areas like Vasai. Local factors such as a

stronger saving mindset, influence from friends and social media, and even everyday challenges like traffic can shape consumer behavior differently. This study aims to understand these local dynamics and identify what specifically drives impulse buying among users in Vasai.

Something small sets it off - a ping, a price drop, a promise they'll get it tomorrow. Feelings rise without warning, sharp and sudden. That rush shapes what people buy, often before they even decide. Who you are matters - how old, how much you earn - it shifts the pattern. Reactions differ across groups, quietly steering choices. What seems minor adds up over time, changing habits in ways not always seen at first.

This research gathers details straight from people living nearby, using what they share to shape how companies build their systems. Because of this real-world look,



firms might learn ways to support smarter buying choices - without losing ease of access. What grows out of it could shift how stores meet demand in places expanding quickly, such as Vasai, where speed often wins over thought.

### Literature review :

- Singh (2024) found that the rapid growth of digital platforms, along with increased smartphone usage and better internet connectivity, has significantly changed consumer buying behavior in India. Consumers are increasingly shifting from planned purchases to spontaneous ones, mainly due to the ease and accessibility of quick commerce platforms. The study emphasized that speed and convenience play a major role in encouraging such behavior.
- Similarly, Jose (2025) explored how quick commerce affects impulse buying, particularly in the FMCG sector. Using the Stimulus-Organism-Response (S-O-R) framework, the study explained how external factors like app design, delivery speed, and easy payment systems create positive emotional reactions, which then lead to impulsive purchases. It also noted that younger consumers and those with higher disposable incomes are more likely to engage in such behavior.
- Excitement can push people to buy things fast, according to Thi Thuy Ngo's 2025 research. When time runs short on a deal, choices tend to shift away from logic. Urgency plays a big role, nudging behavior without much thought. Offers that last only a while stir up quick reactions instead of careful planning. Some folks struggle more than others when resisting sudden urges. Without strong inner brakes, spending spikes during high-pressure moments. Feelings like thrill open doors to unplanned shopping paths.
- Singh and Tomar (2024) examined how quick commerce affects overall consumer satisfaction and purchasing habits. Their findings showed that while

fast delivery and convenience increase customer satisfaction, they also lead to more frequent, and often unplanned, purchases. Over time, this can develop into a habit of impulse buying. The study also highlighted negative outcomes such as overspending and regret after purchase.

- Escobar-Farfán (2025) further explored the role of digital features in influencing consumer behavior. The research identified app notifications, personalized recommendations, discounts, and smooth checkout processes as major triggers of impulse buying. These features reduce the effort required to make a purchase, making it easier for consumers to act on impulse. The study also noted that the lack of a “cooling-off period” in quick commerce—due to extremely fast delivery—intensifies this behavior.

### Objectives :

1. Identify key triggers: To examine the primary factors—such as app notifications, discounts, and delivery speed—that drive impulse buying among quick commerce users in Vasai.
2. Analyze demographic influences: To assess how age, income, gender, and occupation shape the frequency and patterns of impulse purchases in this local context.
3. Evaluate impacts and strategies: To explore the consequences of impulse buying (e.g., spending regret) and recommend platform strategies for promoting mindful consumption.

### Hypothesis:

#### 1. Identify Key Triggers

- $H_{01}$  (Null Hypothesis): App notifications, discounts, and delivery speed have no significant influence on impulse buying behavior among quick commerce users in Vasai.
- $H_{11}$  (Alternative Hypothesis): App notifications, discounts, and delivery speed have a significant



positive influence on impulse buying behavior among quick commerce users in Vasai.

### 2. Based on Objective: Analyze Demographic Influences

- $H_{02}$  (Null Hypothesis): There is no significant relationship between demographic factors (age, income, gender, and occupation) and impulse buying behavior in quick commerce.
- $H_{12}$  (Alternative Hypothesis): There is a significant relationship between demographic factors (age, income, gender, and occupation) and impulse buying behavior in quick commerce.

### 3. Based on Objective: Evaluate Impacts and Strategies

- $H_{03}$  (Null Hypothesis): Impulse buying behavior in quick commerce has no significant impact on post-purchase outcomes such as spending regret and does not require strategic intervention.
- $H_{13}$  (Alternative Hypothesis): Impulse buying behavior in quick commerce significantly impacts post-purchase outcomes such as spending regret and requires strategic interventions to promote mindful consumption.

### Data analysis and Interpretation :

#### 1. Gender distribution

Male	32	53.3%
Female	28	46.7%
Total	60	100%

#### Interpretation:

The sample consists of a slightly higher proportion of male respondents (53.3%) compared to females (46.7%), indicating a balanced representation for comparative analysis.

#### 2. Age distribution.

Age group	Respondents	Percentage
18-25	26	43.3%
26-35	18	30%
36-45	10	16.7%
Above 45	06	10%

#### Interpretation:

The majority of respondents fall in the 18–25 age group, suggesting that younger consumers are more active users of quick commerce platforms.

#### 3. Frequency of app usage

Usage frequency	Respondents	Percentage
Daily	20	33.3%
Weekly	22	36.7%
Occasionally	12	20%
Rarely	2	10%

#### Interpretation:

Most respondents use quick commerce apps either weekly or daily, indicating high engagement and frequent exposure to impulse triggers.

#### 4. Key Triggers of Impulse Buying (Gender-wise)

Factor	Male	Female
App notifications	65%	71%
Discounts / Offers	78%	82%
Limited time deals	70%	75%
Fast delivery	85%	88%
Easy Payment	72%	76%
Recommendations	60%	68%



### Interpretation:

- Fast delivery is the strongest trigger for both genders.
- Females show slightly higher sensitivity to discounts and notifications.
- Males are also influenced significantly but slightly less compared to females.

### 5. Impulse Buying Behavior (Gender-wise)

Statement	Male	Female
Buy without planning	68%	74%
Purchase without need	62%	70%
Do not compare prices	55%	60%
Feel excitement while buying	75%	80%

### Interpretation:

- Females show slightly higher impulsive tendencies than males.
- A large percentage of both groups engage in unplanned purchases.

### 6. Impact of Impulse Buying

Impact factor	Male	Female
Post purchase re ga	58%	66%
Overspending	64%	72%
Instant satisfaction	80%	85%
Attempt to control	60%	68%

### Interpretation:

- Both genders experience instant satisfaction, reinforcing behavior.
- Females report slightly higher regret and overspending.
- Many respondents attempt to control impulse buying, indicating awareness.

### 7. Awareness About Impulse Buying

Response	Respondents	Percentage
Yes	40	66.7%
No	10	16.7%
Not sure	10	16.7%

### Interpretation:

Most respondents are aware that quick commerce platforms encourage impulse buying, yet continue engaging in such behavior.

### Findings:

1. Fast delivery and discounts are the strongest triggers of impulse buying.
2. Younger consumers (18–25) are the most impulsive buyers.
3. Females show slightly higher impulsive tendencies than males.
4. Impulse buying leads to instant satisfaction but also regret and overspending.
5. Despite awareness, consumers continue impulsive purchases due to convenience.

### Conclusion:

Looking at shopping habits in Vasai reveals something about fast delivery apps and sudden buys. Not just speed matters - what stands out is how little time users take before clicking order. Because things arrive so soon after purchase, second thoughts rarely happen. Instead of weighing options, many simply go ahead without pause. What drives this? The setup itself makes delay feel unnecessary. Few stop to reconsider once they start browsing. Instant arrival changes the mindset altogether. Thinking it over gets replaced by doing it now. That shift happens quietly - but it shapes choices more than expected.

Around this point, the research highlights what happens inside the mind during these choices. Some people like how fast they get things plus the comfort of pressing a



button, yet afterward comes second thoughts or worry over money used too freely. That hints at a twist - what feels good right then might leave behind unease later on.

Another interesting finding is that even though most users are aware that these platforms encourage impulsive behavior, they still continue to use them in the same way. The ease of access and habit of frequent usage make it difficult to resist, showing that convenience often takes priority over logical decision-making.

Overall, the study confirms that quick commerce has a strong influence on impulse buying, driven by both platform features and consumer tendencies. As these services continue to expand, it becomes important for both businesses and users to find a balance between enjoying convenience and practicing mindful spending.

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