

**A STUDY ON CONSUMER PREFERENCES AND BUYING BEHAVIOUR IN THE QUICK COMMERCE  
MARKET**

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**Abstract:**

*The quick commerce industry has experienced remarkable growth in recent years, fundamentally transforming consumer purchasing patterns for daily essentials. Unlike traditional e-commerce platforms with delivery timeframes of one to two days, quick commerce emphasizes ultra-fast fulfillment within 10-30 minutes. This research investigates consumer preferences and buying behavior in the quick commerce sector, with specific focus on Navi Mumbai. The study employs primary data collected from 100 respondents through structured questionnaires, examining key factors including convenience, delivery speed, pricing, product availability, and overall satisfaction. Findings reveal that convenience and time efficiency serve as primary motivators for platform adoption, though concerns regarding delivery charges and occasional stock shortages temper the customer experience. The research concludes that while quick commerce is becoming deeply embedded in urban lifestyles, sustained growth requires companies to prioritize consistent service quality and customer satisfaction.*

**Keywords:** *Quick Commerce, Consumer Preferences, Buying Behaviour, Convenience, Navi Mumbai*

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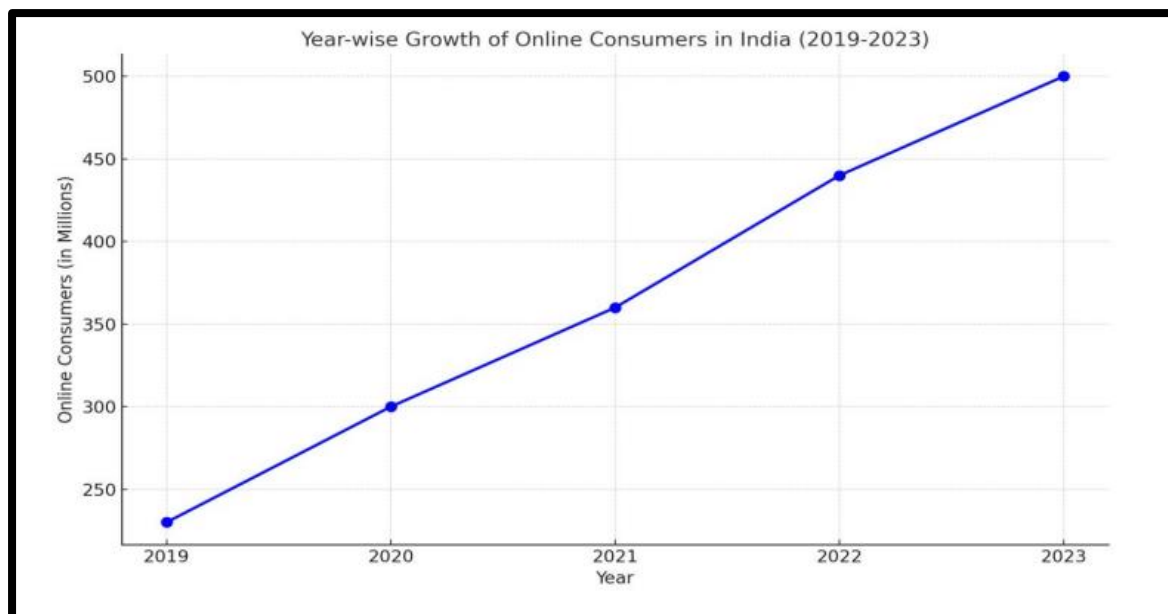
**Introduction:** The advancement of technology and widespread internet penetration have fundamentally altered shopping behaviors, making online purchasing a routine aspect of daily life. Following traditional e-commerce, a revolutionary model known as quick commerce (q-commerce) has emerged, distinguished by its commitment to delivering products within exceptionally short timeframes—typically between 10 and 30 minutes. This model particularly addresses urgent consumer needs such as groceries, snacks, medicines, and other everyday essentials.

In India, quick commerce has expanded rapidly across urban centers, with prominent platforms such as Zepto, Blinkit, Swiggy Instamart, and BigBasket gaining significant market share. These companies achieve ultra-fast delivery through innovative infrastructure including dark stores (micro-warehouses) and hyperlocal supply chain systems that position inventory

closer to consumers.

Navi Mumbai presents an ideal environment for studying quick commerce adoption patterns. As a well-planned urban center with substantial populations of working professionals, students, and nuclear families, the city exemplifies modern consumer lifestyles characterized by time constraints and preference for convenience. The busy schedules and urban pressures experienced by Navi Mumbai residents create strong demand for efficient shopping alternatives that minimize time investment while maximizing accessibility.

This study seeks to understand the decision-making processes of Navi Mumbai consumers when utilizing quick commerce platforms, identify the factors that influence their buying behavior, and assess their satisfaction levels with the services provided by these platforms.



### Literature Review:

Extensive academic research has examined consumer behavior in online shopping and digital retail environments. Previous studies consistently identify convenience as one of the most influential factors in online purchase decisions, with consumers showing strong preferences for platforms that minimize time investment and reduce shopping effort.

Within the quick commerce context, delivery speed emerges as a particularly critical factor. Research demonstrates that customers exhibit willingness to pay premium prices when assured of rapid and reliable product delivery. Demographic analysis reveals that young adults and working professionals constitute the primary user base for quick commerce services, reflecting the time-sensitive nature of these consumer segments.

Additional studies highlight several factors contributing to customer satisfaction, including user-friendly mobile application interfaces, attractive discount offerings, and consistent product availability. Conversely, challenges such as delayed deliveries, unexpected fees, and stock unavailability significantly

diminish customer satisfaction and negatively impact repeat purchase intentions.

The existing literature strongly suggests that perceived convenience plays a pivotal role in determining whether consumers continue using a particular platform. This consistent finding across multiple studies provides the theoretical foundation for the hypothesis examined in this research.

1. Bhattacharya and Srivastava (2023) examine quick commerce adoption patterns and satisfaction levels among Indian consumers, highlighting key success factors.
2. Kumar and Sharma (2022) analyze urban grocery shopping evolution, documenting q-commerce's rapid rise.
3. Joshi and Nair (2022) explore service quality's role in building platform loyalty
4. Sharma and Gupta (2023) investigate pricing sensitivity dynamics in this competitive space..

### Scope of the Study:

The scope of this research is deliberately focused on understanding consumer preferences and buying behavior within Navi Mumbai's quick commerce market. The study concentrates primarily on

individuals who utilize quick commerce platforms for purchasing groceries and daily household essentials.

The investigation examines several critical factors: convenience of use, delivery speed, pricing structures, product availability, overall satisfaction levels, and the influence of these factors on repeat purchase intention. Additionally, the research explores how these variables collectively shape consumer loyalty and platform preference.

However, certain boundaries define the research parameters. The study does not extend to rural areas or cities beyond Navi Mumbai. Furthermore, it does not conduct in-depth analysis of the financial performance or operational metrics of quick commerce companies. The research scope remains strictly limited to consumer behavior patterns and perceptions, providing a user-centric perspective on the quick commerce phenomenon.

#### **Significance of the Study:**

This research holds considerable significance as quick commerce represents one of the fastest-growing segments within the retail industry. Understanding consumer preferences enables companies to refine their service offerings and maintain competitive advantage in an increasingly crowded marketplace.

The findings from this study can help quick commerce platforms identify the attributes that customers value most highly, such as ultra-fast delivery and seamless user experience. Simultaneously, the research highlights areas requiring improvement, including delivery charge optimization and enhanced product availability management.

From an academic perspective, this study contributes to the growing body of knowledge regarding consumer behavior in the digital era. As quick commerce continues evolving, research in this domain provides valuable insights for future investigations and helps build comprehensive understanding of how

technological innovation reshapes traditional retail paradigms.

#### **Objectives of the Study:**

1. To examine consumer preferences and platform selection criteria in the quick commerce market.
2. To analyse the various factors that influence consumer buying behavior and decision-making processes.
3. To assess the level of customer satisfaction with quick commerce services and identify satisfaction drivers.
4. To explore how perceived convenience influences customers' likelihood of making repeat purchases.
5. To identify common challenges and problems encountered by consumers when using quick commerce platforms.

#### **Hypothesis of the Study:**

**H<sub>0</sub> (Null Hypothesis):** Perceived convenience of quick commerce platforms does not have a significant influence on consumers' repeat purchase intention.

**H<sub>1</sub> (Alternative Hypothesis):** Perceived convenience of quick commerce platforms has a significant influence on consumers' repeat purchase intention.

#### **Research Methodology:**

This study employs a descriptive research design, as the primary objective is to describe and analyze consumer behavior patterns within the quick commerce market. Primary data was collected through structured questionnaires distributed among residents of Navi Mumbai. The questionnaire included comprehensive questions addressing frequency of platform usage, preferred platforms, reasons for choosing quick commerce, satisfaction levels, and problems encountered during usage.

#### **Research Parameters:**

**i) Sample Size:** 100 respondents

**ii) Sampling Technique:** Convenience sampling

**Area of Study:** Navi Mumbai

### iii) Sources of Data:

Primary Data: Questionnaire responses from survey participants

Secondary Data: Academic research articles, company websites, industry reports, and peer-reviewed journals

The collected data was analyzed using percentage analysis and interpreted through a practical, application-oriented approach to generate actionable insights.

### Quick Commerce Presence in Navi Mumbai:

Navi Mumbai hosts comprehensive quick commerce infrastructure across all major platforms, serving key areas (Vashi, Nerul, Belapur, Kharghar, Panvel, Ulwe):

**Zepto:** Multiple dark stores enabling 10-minute delivery promise

**Blinkit:** Extensive delivery network with broad coverage

**Swiggy Instamart:** Utilizes established food delivery infrastructure

**BB Now:** Dedicated quick commerce operations via BigBasket

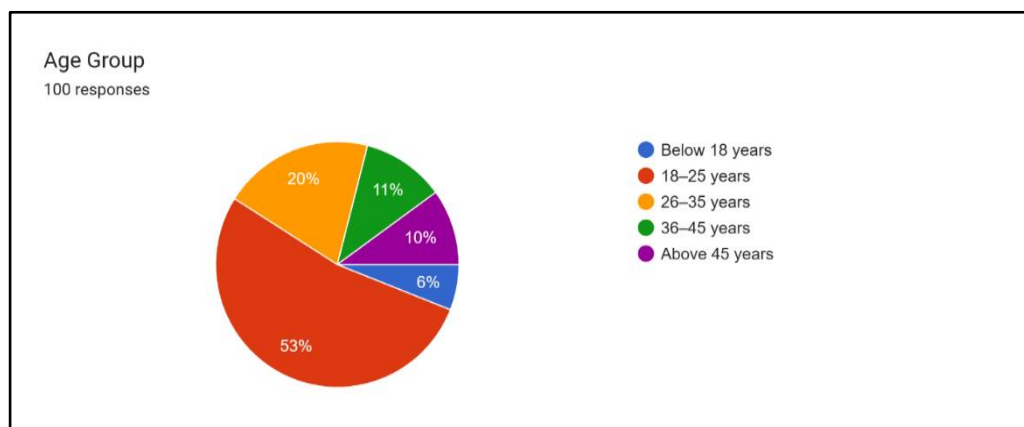
This saturation ensures 24/7 availability for urban consumers' essential needs.

### Data Analysis and Interpretation:

The responses from 100 participants provide meaningful insights into consumer behaviour in the quick commerce market.

#### a. Age Group Distribution

Graph 1

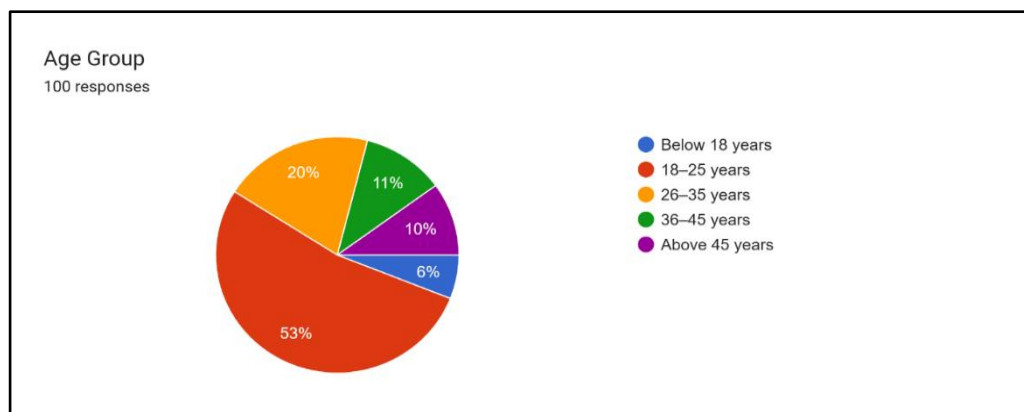


#### Interpretation:

Young adults aged 18-25 years constitute 53% of quick commerce users in Navi Mumbai, demonstrating strong preference for digital convenience solutions among younger demographics. This concentration indicates that marketing strategies and product assortments should be carefully tailored to address the impulsive, technology-savvy purchasing behaviors characteristic of this dominant age cohort. The data suggests that platforms successfully capture early-career professionals and students who prioritize speed and convenience over traditional shopping experiences.

### b. Occupational Profile

Graph 2

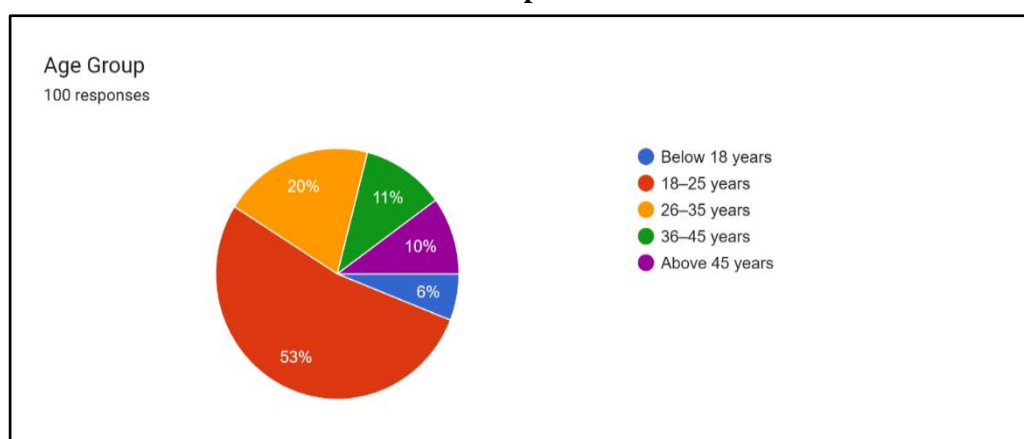


#### Interpretation:

Students represent 48% of users, reflecting how younger consumers gravitate toward quick commerce for instant gratification and impulse-driven purchases. Meanwhile, salaried employees comprise 30% of users, relying on these platforms as vital time-saving tools for efficiently managing household needs alongside professional responsibilities. This dual-segment dominance demonstrates that quick commerce in Navi Mumbai successfully addresses both the desire for immediate satisfaction among youth and the practical need for time optimization among working professionals.

### c. Duration of Platform Usage

Graph 3

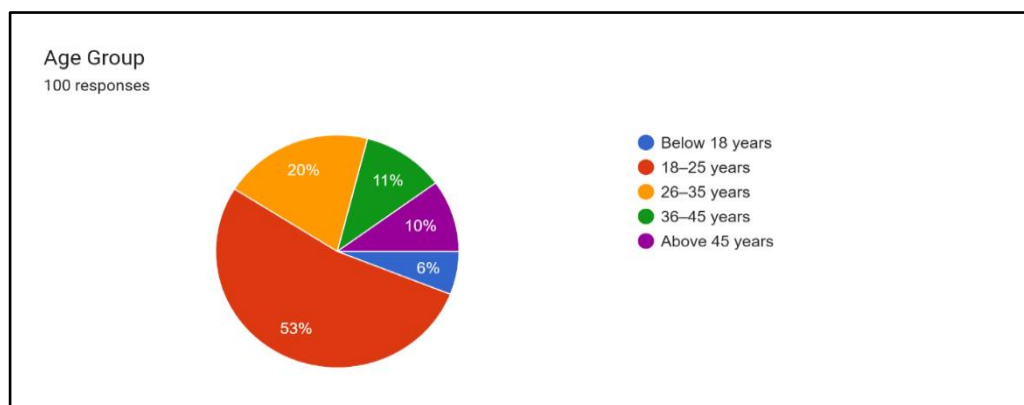


#### Interpretation:

A substantial 43% of respondents report using quick commerce platforms for more than one year, indicating strong customer retention and sustained platform engagement. This finding suggests that quick commerce services have successfully integrated into consumers' regular shopping routines rather than functioning as short-term novelties. The data implies that platforms have effectively created habitual usage patterns, transitioning from experimental adoption to essential shopping channels.

#### d. Purchase Frequency

Graph 4

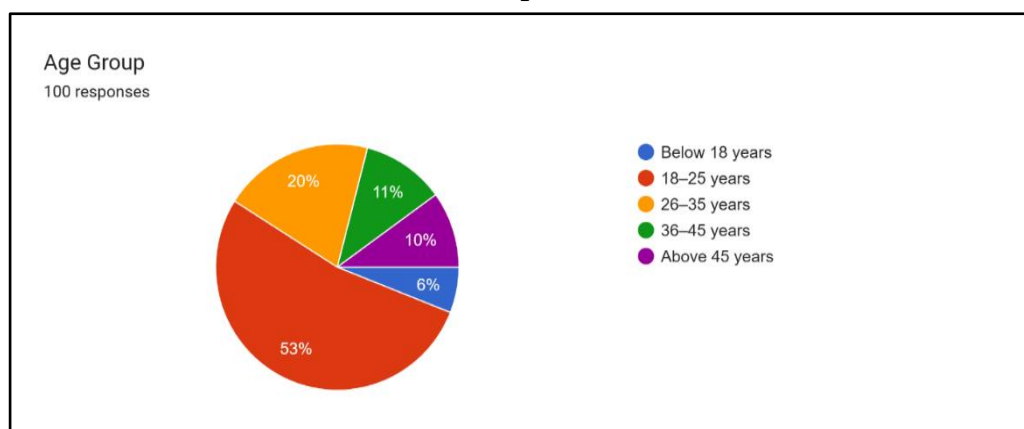


#### Interpretation:

A remarkable 41% of respondents place orders more than once weekly, indicating high platform engagement and frequent reliance on quick commerce services. Additionally, with 26% ordering once weekly and another 26% ordering 2-3 times monthly, the aggregate results demonstrate that quick commerce has evolved into a regular component of consumers' purchasing routines rather than an occasional service. This frequency distribution suggests successful habit formation and platform stickiness.

#### e. Reasons for Platform Preference

Graph 5

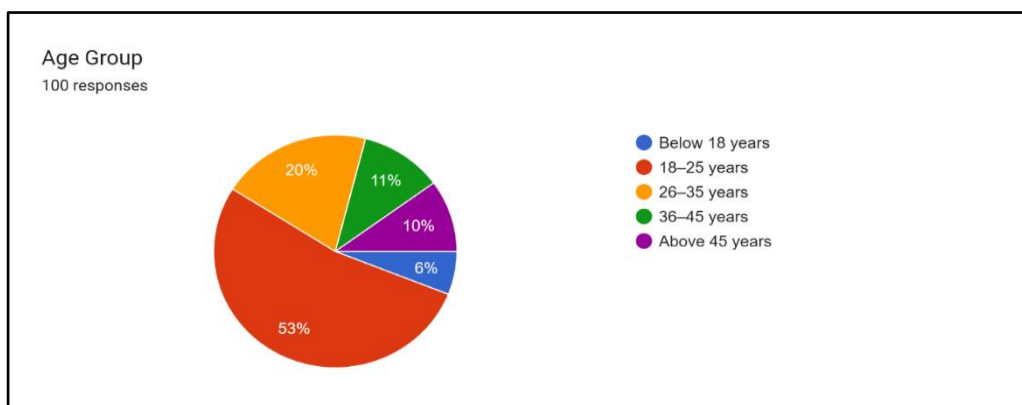


#### Interpretation:

The findings reveal that convenience and ease of ordering (52%) constitutes the primary motivator for preferring quick commerce platforms, followed by insufficient time to visit physical stores (45%) and urgent requirement fulfillment (44%). This hierarchy indicates that time efficiency and convenience serve as stronger motivators than promotional discounts (36%), highlighting that consumers prioritize speed and accessibility over price-based incentives. The data underscores the fundamental value proposition of quick commerce: time-saving convenience rather than cost reduction.

**f. Time-Saving Perception**

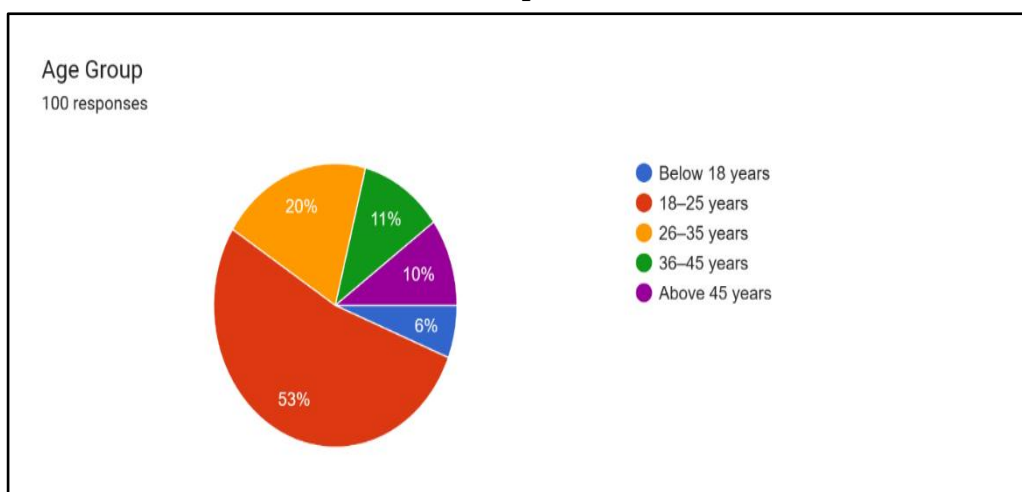
Graph 6


**Interpretation:**

Results demonstrate that a strong majority of respondents perceive quick commerce as significantly time-saving, with 43% selecting rating 4 and 23% selecting rating 5 on the scale. Only a minimal proportion expressed disagreement with this proposition, indicating that time efficiency represents a key factor influencing consumer preference toward quick commerce platforms. This validation of the core value proposition suggests that platforms effectively deliver on their fundamental promise of time optimization.

**g. Overall Satisfaction Assessment**

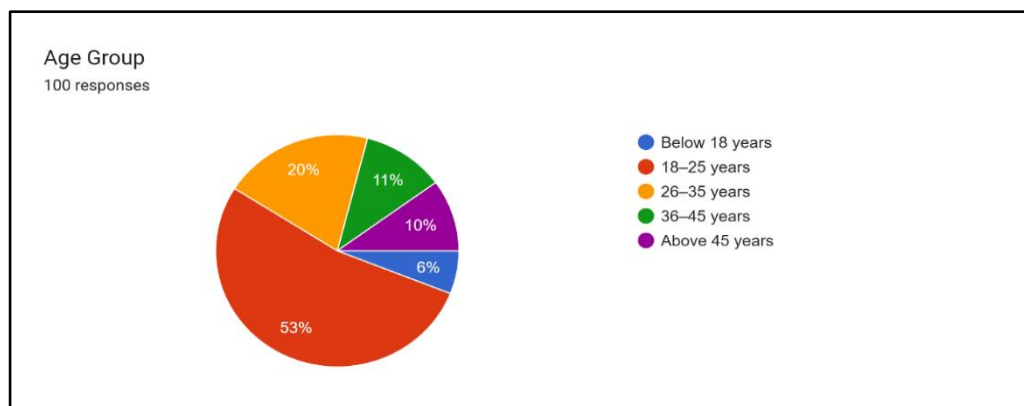
Graph 7


**Interpretation:**

The majority of respondents reported elevated satisfaction levels, with 45% rating their experience as 4 and 24% rating it as 5. This distribution indicates that most consumers maintain positive satisfaction with quick commerce services, reflecting general acceptance and favorable user experiences. The high satisfaction ratings suggest that platforms successfully meet or exceed customer expectations across multiple service dimensions.

### h. Future Usage Intention

Graph 8



#### Interpretation:

Responses indicate robust intention to continue using quick commerce platforms, with 53% rating 4 and 20% rating 5 on the continuance intention scale. This suggests that a substantial majority of consumers are likely to remain loyal platform users, reflecting positive long-term adoption behavior and successful customer retention strategies.

#### Hypothesis Testing:

To empirically examine the influence of perceived convenience on consumers' repeat purchase intention within Navi Mumbai's quick commerce market, Simple Linear Regression analysis was conducted with the following parameters:

- **Independent Variable:** Perceived Convenience
- **Dependent Variable:** Repeat Purchase Intention
- **Sample Size (N):** 100
- **Level of Significance ( $\alpha$ ):** 0.05

#### a) Statement of Hypotheses

**Null Hypothesis ( $H_0$ ):** Perceived convenience of quick commerce platforms does not have a significant influence on consumers' repeat purchase intention.

**Alternative Hypothesis ( $H_1$ ):** Perceived convenience of quick commerce platforms has a significant influence on consumers' repeat purchase intention.

#### b) Simple Linear Regression Results

Model Summary

| Particulars             | Value |
|-------------------------|-------|
| R                       | 0.531 |
| R <sup>2</sup>          | 0.281 |
| Adjusted R <sup>2</sup> | 0.274 |
| Sample Size (N)         | 100   |

## Coefficients

| Variable              | Beta ( $\beta$ ) | t-value | p-value |
|-----------------------|------------------|---------|---------|
| Constant              | 1.456            | 3.768   | 0.000   |
| Perceived Convenience | 0.624            | 6.196   | 0.000   |

**Interpretation:**

The correlation coefficient ( $R = 0.531$ ) indicates a moderate positive relationship between perceived convenience and repeat purchase intention, suggesting meaningful association between these variables.

The coefficient of determination ( $R^2 = 0.281$ ) reveals that 28.1% of the variation in repeat purchase intention can be explained by perceived convenience. While this indicates that other factors also influence repeat purchase decisions, convenience clearly represents a significant predictor.

The beta coefficient ( $\beta = 0.624$ ) demonstrates that perceived convenience exerts a positive impact on repeat purchase intention. Specifically, this coefficient indicates that an increase in perceived convenience leads to a corresponding increase in consumers' intention to continue using quick commerce platforms.

Since the p-value (0.000) is substantially less than the significance level (0.05), the result achieves statistical significance at the 95% confidence level.

**Decision:****Decision Rule at  $\alpha = 0.05$ :**

If p-value < 0.05  $\rightarrow$  Reject  $H_0$

As the obtained p-value is less than 0.05, the null hypothesis ( $H_0$ ) is rejected and the alternative hypothesis ( $H_1$ ) is accepted. This provides strong statistical evidence that perceived convenience significantly influences consumers' repeat purchase intention in the quick commerce market.

**Finding of the Study:**

The comprehensive analysis of survey data and statistical testing yields the following key findings:

1. The majority of respondents belong to younger age demographics and are predominantly students or working professionals, indicating that quick commerce adoption is concentrated among digitally active consumers with demanding schedules and time constraints.
2. A significant 43% of respondents have utilized quick commerce platforms for over one year, demonstrating sustained usage patterns and
- 3.

successful customer retention strategies by platform operators.

4. With 41% placing orders more than once weekly, quick commerce has transitioned from occasional convenience to regular component of consumers' purchasing behavior, indicating successful habit formation.
5. Convenience and ease of ordering (52%) emerged as the dominant preference driver, superseding lack of time (45%) and urgent requirements (44%), thereby highlighting the paramount importance of time-saving benefits in platform selection.
6. A substantial majority (66%) agreed that quick commerce platforms provide significant time savings, while 69% reported elevated satisfaction levels, validating the core value proposition.
7. Approximately 73% of respondents expressed strong intention to continue platform usage, indicating robust future usage commitment and positive long-term adoption trajectories.

8. Statistical hypothesis testing resulted in rejection of the null hypothesis ( $H_0$ ) and acceptance of the alternative hypothesis ( $H_1$ ), providing empirical evidence that perceived convenience significantly influences repeat purchase intention.

#### Conclusion:

Quick commerce has transformed urban shopping in Navi Mumbai, driven primarily by convenience and time-saving benefits that consumers value most for daily essentials. High satisfaction levels and strong repurchase intent statistically validated by convenience's significant impact ( $\beta=0.624$ ,  $p<0.001$ ) confirm this represents a fundamental shift in consumer behavior, not a temporary trend.

Long-term success requires addressing delivery charges and stock availability challenges. Platforms maintaining seamless service reliability will dominate this rapidly evolving retail landscape.

#### Suggestions:

1. **Sustain core strengths:** Reinforce ultra-fast delivery and intuitive app experience, as convenience drives 52% platform preference.
2. **Optimize pricing:** Introduce tiered delivery fees with waivers for frequent users to boost repurchase economics.
3. **Improve reliability:** Deploy AI-driven inventory analytics to minimize stockouts and enhance product availability.
4. **Build loyalty:** Launch subscription-based loyalty programs converting satisfaction into long-term advocacy.

#### Limitations:

**Geographic scope:** Findings specific to Navi Mumbai's urban-professional demographic.

**Sample constraints:** N=100 convenience sampling limits statistical power and generalizability.

**Methodological limits:** Cross-sectional self-reports susceptible to response bias.

**Temporal boundary:** February 2026 snapshot; rapid market evolution may alter patterns.

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