

Impact of Quick Commerce Applications on Consumer Buying Behaviour and Brand Perception

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Abstract

The rapid rise of quick commerce platforms such as **Zepto**, **Blinkit**, and **Swiggy Instamart** has significantly transformed urban consumer buying behaviour. These platforms promise ultra-fast delivery, often within minutes, reshaping expectations around convenience, immediacy, and accessibility. This study explores how such instant delivery models influence impulse buying, purchase frequency, basket size, and brand switching tendencies. It also examines how constant availability and promotional strategies affect consumers' perception of value and trust toward brands. With curated product listings and algorithm-driven recommendations, quick commerce platforms increasingly act as brand gatekeepers. As a result, traditional brand loyalty is evolving into platform-driven loyalty. The research further analyses how discounts, flash deals, and private labels impact consumer decision-making. While convenience enhances customer satisfaction, it may also reduce planned purchasing behaviour. The study highlights the psychological shift from need-based shopping to urgency-driven consumption. Overall, quick commerce is not just changing how consumers buy, but also how they perceive and relate to brands in a digitally accelerated marketplace.

Keywords: Quick Commerce, Consumer Buying Behaviour, Brand Perception, Impulse Buying, Brand Loyalty, Instant Delivery, Digital Retail, Platform Economy, Private Labels, Urban Consumers.

I. INTRODUCTION

1.1 Introduction

Think about the last time you ran out of milk late at night or suddenly craved a snack while studying or working. Instead of stepping out, you probably opened an app, placed an order, and within minutes, your need was met. This is the new reality shaped by quick commerce platforms like Zepto, Blinkit, and Swiggy Instamart. These platforms have made shopping feel effortless, almost instant, fitting perfectly into our fast-paced urban lifestyles. What once required planning a grocery list and visiting a store now happens in just a few taps on a smartphone. This ease has slowly changed not only how we shop but also how we think about shopping. We are no longer just buying what we need we are often buying what we suddenly want. Flash discounts, “only a few left” notifications, and personalized suggestions gently push us toward quicker decisions. Convenience has turned into instant gratification. At the same time, brands are experiencing a shift in how they connect with consumers. When people trust the platform for speed and

reliability, they sometimes pay less attention to the brand itself. Loyalty begins to move from the product to the app. This transformation raises important questions about how quick commerce is influencing consumer buying behaviour and shaping brand perception in the long run. Understanding this change is essential, as quick commerce is no longer just a trend it is becoming a part of everyday life.

1.2 Objectives of the study

- To study the concept and growth of quick commerce platforms such as Zepto, Blinkit and Swiggy Instamart .
- To compare consumer perception of brands sold through quick commerce platforms versus traditional retail stores .
- To understand consumer satisfaction levels with quick commerce platforms and their effect on repeat purchases.

1.3 Scope of the study

- To study how quick commerce platforms like **Zepto**, **Blinkit**, and **Swiggy Instamart** influence consumers' day-to-day purchasing decisions.
- To analyse changes in buying patterns such as impulse purchases, frequency of orders, spending behaviour, and preference for instant delivery.
- To examine the impact of platform features like discounts, flash sales, recommendations, and private labels on brand perception. examine the impact of platform features like discounts, flash sales,

1.4 Need for the study

- To understand how quick commerce platforms like **Zepto**, **Blinkit**, and **Swiggy Instamart** are changing the way people shop for daily essentials.
- To identify whether instant delivery and attractive discounts are encouraging impulse buying and higher spending among consumers.
- To examine if consumers are becoming more loyal to the platform rather than to individual brands.

1.5 Hypothesis of the study

Objective 1 : To study the concept and growth of quick commerce platforms such as Zepto, Blinkit and Swiggy Instamart .

H0 (Null Hypothesis):

There is no significant growth in quick commerce platforms such as **Zepto**, **Blinkit**, and **Swiggy Instamart**, and they do not significantly influence the retail market.

H1 (Alternative Hypothesis):

There is a significant growth in quick commerce platforms such as **Zepto**, **Blinkit**, and **Swiggy Instamart**, and they significantly influence the retail market and consumer shopping patterns.

Objective 2 : To compare consumer perception of brands sold through quick commerce platforms versus traditional retail stores .

H0 Null Hypothesis):

There is no significant difference in consumer perception of brands sold through quick commerce platforms such as **Zepto**, **Blinkit**, and **Swiggy Instamart** and those sold through traditional retail stores.

H1 (Alternative Hypothesis):

There is a significant difference in consumer perception of brands sold through quick commerce platforms such as **Zepto**, **Blinkit**, and **Swiggy Instamart** and those sold through traditional retail stores.

Objective 3: To understand consumer satisfaction levels with quick commerce platforms and their effect on repeat purchases.

H0 (Null Hypothesis):

There is no significant relationship between consumer satisfaction levels with quick commerce platforms such as **Zepto**, **Blinkit**, and **Swiggy Instamart** and their repeat purchase behaviour. **H1 (Alternative Hypothesis):**

There is a significant relationship between consumer satisfaction levels with quick commerce platforms such as **Zepto**, **Blinkit**, and **Swiggy Instamart** and their repeat purchase behaviour.

II REVIEW OF LITERATUR**1. Study of the Influence of Quick Commerce on Consumer Purchase Decisions and Satisfaction – Ravi Rakesh Singh & Prof. Vishal (2024)**

This study explores how quick commerce has influenced consumer purchase decisions and satisfaction, especially after the COVID-19 pandemic. The number of people using platforms like Zepto, Blinkit, and Swiggy Instamart in cities has grown rapidly due to the convenience and speed they offer compared to traditional retail. Customer satisfaction emerges as a key factor in building brand loyalty, driven by fast delivery, reliability, and ease of use. The surge in smartphone users and tech-savvy consumers has made these platforms more accessible. Working professionals, in particular, prefer quick commerce for its time-saving benefits and attractive promotional offers. The study also highlights that while quick commerce is popular, there is room for improvement in areas like product variety, customer experience, targeted marketing, competitive pricing, and promotions. Overall, efficiency, convenience, and speed are the main reasons consumers are increasingly relying on quick commerce for everyday needs.

2. Influence of Social Media on Quick Commerce Platforms – Thouraya Othman Hmidi (2025)

This study examines how social media influences the growth of quick commerce (Qcommerce). Platforms like Instagram, Facebook, WhatsApp, and TikTok frequently display targeted advertisements for groceries, gadgets, and daily essentials. These ads subtly influence users and often convert them into quick commerce customers. The study emphasizes that personalized advertising, based on users' interests, location, and browsing behaviour, increases the likelihood of immediate purchases. However, long-term brand loyalty depends on customer satisfaction rather than just attractive ads. Discounts and promotional offers further attract consumers, but repeat purchases happen only when expectations are met. The research concludes that while social media plays a powerful role in attracting customers, satisfaction remains the key to sustained growth.

3. How Quick Commerce is Reshaping Impulse Purchases of Consumer Goods – Jomon Jose & Jyothi Rachael Mathew (2025)

This study focuses on how quick commerce is encouraging impulse buying behaviour, especially in urban India. With lightning-fast delivery, convenience, curated product selection, and attractive promotions, quick commerce has become part of everyday life rather than a luxury. Platforms such as **Blinkit**, **Zepto**, and **Swiggy Instamart** deliver products within minutes, making spontaneous buying easier than ever. Promotional offers, competitive pricing, and time-saving benefits strongly trigger sudden purchase decisions. The study explains that impulse buying is often driven by discounts, urgency, and convenience. Overall, quick commerce platforms are reshaping consumer behaviour by making instant purchases simple, fast, and highly tempting.

III RESEARCH METHODOLOGY

This study aims to explore how quick commerce platforms like **Zepto**, **Blinkit**, and **Swiggy Instamart**

influence consumer buying behaviour and brand perception. To achieve this, a descriptive research design will be adopted, as it allows for a detailed understanding of consumer patterns, preferences, and satisfaction levels. Primary data will be collected through structured questionnaires distributed to urban consumers who actively use these platforms. The questionnaire will include both closed-ended questions to capture measurable trends and openended questions to gain insights into personal experiences and motivations. In addition, secondary data will be sourced from research papers, journals, industry reports, and platform-specific data to provide a broader view of market growth and promotional strategies. A convenience sampling method will be used, focusing on metropolitan users of quick commerce, with a sample size of around 100–150 respondents to ensure adequate representation. The collected data will be analyzed using descriptive statistics such as averages, percentages, and frequency distributions, while charts and tables will help visualize trends. The study will examine factors like frequency of purchases, impulse buying tendencies, satisfaction levels, and perceptions of brand value, as well as the impact of platform convenience, delivery speed, and promotions. By combining both primary and secondary sources, this methodology aims to provide a clear and practical understanding of how quick commerce platforms are reshaping consumer behaviour and brand perception in the modern urban retail environment.

4.1 Inferential Statistics:

Inferential statistics is a branch of statistics that uses data from a sample to make conclusions, predictions, or generalizations about a larger population. Since studying an entire population is often difficult or expensive, researchers collect data from a smaller group (sample) and use inferential methods to estimate or test conclusions about the whole population.

Objective 1 to study the concept and growth of quick commerce platforms such as zepto, blinkit, and swiggy instamart

H0: There is no significant association between demographic factors and awareness of quick commerce platforms.

H1: There is a significant association between demographic factors and awareness of quick commerce platforms.

			Cases			
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age group awareness_of_quick_commerce_platforms *	119	99.2%	1	0.8%	120	100.0%

Age group * awarness_of_quick_commerce_platforms Crosstabulation Count

		awarness_of_quick_commerce_platforms													Total
		1.0	1.2	1.4	1.6	1.8	2.0	2.2	2.4	2.6	2.8	3.0	3.2	3.8	
Age group	below 18	2	0	0	1	2	1	1	0	1	2	0	0	0	10
	18-25	9	5	10	7	13	11	9	5	5	4	1	1	1	81
		2	0	1	2	2	0	1	1	0	0	0	0	1	10

	26-35		1												
	36-45	0	1	0	4	1	1	0	0	0	0	0	0	0	7
	above 45	0		2	1	1	1	3	0	0	2	0	0	0	11
Total		13	7	13	15	19	14	14	6	6	8	1	1	2	119

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	42.224 ^a	48	.708
Likelihood Ratio	43.921	48	.641
Linear-by-Linear Association		1	.835
N of Valid Cases	.044 119		

INFERENCE

From the above table, it is clear that the Chi-Square value is 42.224 and the significance value is 0.708, which is more than 0.05. Hence, it is clear that there is no significance relationship between age group and awareness of quick commerce platforms among respondents. So, it is clear that the age of respondents does not affect their level of awareness.

OBJECTIVE 2: To compare consumer perception of brands sold through quick commerce platforms versus traditional retail stores.

H0 (Null Hypothesis):

There is no significant difference in consumer perception of brands sold through quick commerce platforms such as Zepto, Blinkit, and Swiggy Instamart and those sold through traditional retail stores.

H1 (Alternative Hypothesis):

There is a significant difference in consumer perception of brands sold through quick commerce platforms such as **Zepto, Blinkit, and Swiggy Instamart** and those sold through traditional retail stores.

Table 4.2.1

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
Brands sold on quick commerce platforms are of good quality	Between Groups	2.299	2	1.149	2.198	.116
	Within Groups	61.168	117	.523		
	Total	63.467	119			
I trust branded products purchased through quick commerce platforms	Between Groups	1.486	2	.743	1.340	.266
	Within	64.880	117	.555		

	Groups					
	Total	66.367	119			
Product freshness on quick commerce platforms meets my expectation	Between Groups	4.423	2	2.212	3.012	.053
	Within Groups	85.902	117	.734		
	Total	90.325	119			
Discounts and offers influence my brand choice on quick commerce platforms	Between Groups	.816	2	.408	.529	.590
	Within Groups	90.176	117	.771		
	Total	90.992	119			
I perceive brands on quick commerce platforms as modern and convenient	Between Groups	.803	2	.402	.810	.447
	Within Groups	57.988	117	.496		
	Total	58.792	119			
I am willing to try new brands through quick commerce platforms	Between Groups	1.280	2	.640	.778	.462
	Within Groups	95.426	116	.823		
	Total	96.706	118			

INFERENCE

- The above table shows that the significance values (p-values) for all the variables such as product quality, trust in branded products, product freshness, discounts and offers, modern and convenient perception, and willingness to try new brands are greater than **0.05**.
- Since the significance values are higher than the **0.05 level**, there is no statistically significant difference in consumer perception of brands sold through quick commerce platforms and traditional retail stores.
- Therefore, the null hypothesis (**H₀**) is **accepted** and the alternative hypothesis (**H₁**) is **rejected**

OBJECTIVE 3: To understand consumer satisfaction levels with quick commerce platforms and their effect on repeat purchases

H₀ (Null Hypothesis):

There is no significant relationship between consumer satisfaction levels with quick commerce platforms such as Zepto, Blinkit, and Swiggy Instamart and their repeat purchase behaviour.

H₁ (Alternative Hypothesis):

There is a significant relationship between consumer satisfaction levels with quick commerce platforms such as Zepto, Blinkit, and Swiggy Instamart and their repeat purchase behaviour.

Descriptive Statistics

	Mean	Std. Deviation	N
consumer_satisfaction	2.1604	.55929	120
repeat_purchasebehavior	2.0254	.75913	118

Correlations			
		consumer_satisfaction	repeat_purchasebehavior
consumer_satisfaction	Pearson Correlation	1	.644**
	Sig. (2-tailed)		.000
	N	120	118
repeat_purchasebehavior	Pearson Correlation	.644**	1
	Sig. (2-tailed)	.000	
	N	118	118

INFERENCE

From the above table, the Pearson correlation value for consumer satisfaction and repeat purchase behavior is 0.644. This is a strong positive relationship. The significance value for the relationship is 0.000. This is less than 0.01. This shows that the relationship is statistically significant. This shows that as consumer satisfaction increases, the purchase behavior will also increase.

V. RECOMMENDATIONS AND CONCLUSION

5.1 RECOMMENDATION :

1. Enhance Delivery Experience

Quick commerce platforms should continue to focus on **speed, reliability, and order accuracy**, as these factors significantly influence consumer satisfaction and repeat purchases. Personalized delivery options, real-time tracking, and prompt issue resolution can strengthen brand trust.

2. Integrate Loyalty Programs

Introducing **rewards, cashback, or subscription-based benefits** can encourage repeat purchases and strengthen consumer-brand relationships in a highly competitive market.

3. Expand Product Variety Strategically

While speed is the main USP, platforms should **carefully curate product assortments** based on consumer preferences to avoid overwhelming choices while still offering convenience.

5.2 CONCLUSION:

Quick commerce platforms like **ZEPTO, Blinkit, and Swiggy Instamart** are changing the way people shop. With **super-fast delivery, convenience, and time-saving options**, these services have become a go-to choice for urban consumers, especially busy professionals and tech-savvy users. Consumers are not just drawn to speed they also value **ease of use, attractive deals, and carefully selected products**. Social media and online ads play a role in influencing buying decisions, but lasting loyalty comes from **reliable service, good quality, and overall satisfaction**. Quick commerce is also shaping impulse buying, making it easier for shoppers to make spontaneous purchases without hesitation. At the same time, these platforms still have room to grow. Improving **product variety, personalizing the shopping experience, offering**

competitive pricing, and running thoughtful promotions can strengthen consumer trust and enhance brand perception. Overall, quick commerce is driving a shift toward **conveniencefocused shopping**, showing that in today's fast-paced world, speed and efficiency are just as important as the products themselves.

REFERENCE

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