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Quick Commerce and Consumer Behaviour: An Empirical Analysis of Impulse Buying and Spending Patterns

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Abstract
Quick Commerce (Q-Commerce) platforms have rapidly gained popularity in urban India, especially in tech-centric cities like Bengaluru. Characterized by ultra-fast delivery services and promotional offers, these platforms have transformed consumer shopping patterns. This study aims to analyze how Q-Commerce affects consumer spending habits and impulse buying behavior and whether these patterns vary across demographic characteristics. Based on a structured questionnaire administered to 200 respondents in Bengaluru, the study used descriptive statistics and Chi-square analysis to assess the influence of Q-Commerce. The findings revealed that a majority of consumers tend to spend more due to the convenience and accessibility of Q-Commerce services. Impulse buying also emerged as a prevalent behavior, especially among younger consumers, women and those with higher income levels. Significant associations were observed between demographic variables such as gender, age, occupation and income with both spending habits and impulse buying tendencies. These insights can help Q-Commerce platforms refine their promotional strategies and enhance customer engagement.

Keywords: Quick Commerce, Impulse Buying, Consumer Spending, Demographic Factors, Urban Consumers

Introduction

Quick Commerce (Q-Commerce) is transforming the retail ecosystem by enabling ultra-fast delivery of essential goods, typically within 10 to 30 minutes. As an advanced stage in the evolution of e-commerce, this model has gained substantial traction in Indian urban markets due to changing consumer lifestyles, increasing digital penetration, and rising expectations for speed and convenience (Singh, 2024). The rapid expansion of the Indian e-commerce sector is further supported by innovations in supply chain management and last-mile delivery, which significantly enhance consumer experience. (IBEF, 2021)

The growth of Q-Commerce in India is primarily driven by the emergence of hyperlocal delivery systems supported by micro-fulfillment centers and dark stores, enabling efficient inventory management and real-time logistics. Leading platforms such as Blinkit, Zepto, and Swiggy Instamart are redefining retail by prioritizing speed, convenience, and responsiveness to consumer needs (IBEF, 2024). These platforms cater largely to urban consumers who increasingly prefer instant access to groceries and daily essentials, thereby shifting consumption patterns from planned bulk purchases to frequent, need-based buying behavior (Lakshmi *et al*., 2026) [9]. Given the rapid adoption and evolving nature of Q-Commerce platforms, it is essential to examine consumer perceptions and behavioral responses toward these services. Prior research highlights that factors such as perceived usefulness, ease of use, and service experience significantly influence the adoption of Q-Commerce platforms (Deepthi & Bansal, 2023; Kapoor *et al*., 2023) [3, 8]. As Indian cities increasingly embrace digital-first retail ecosystems, such investigations are critical in understanding the transformation of consumer decision-making processes. While the operational advantages of Q-Commerce are well established, its impact on consumer behavior, particularly in terms of spending patterns and impulse buying requires deeper examination. The availability of instant gratification, combined with time-sensitive promotions and personalized recommendations, can significantly influence customer satisfaction and encourage unplanned purchases (Chavadi *et al*., 2024) [2].

These dynamics may lead to increased spending and shifts in purchasing habits. Therefore, this study aims to explore the extent of such behavioral changes and analyze the role of demographic factors in shaping consumer responses to Q-Commerce platforms.

Objectives of the Study

The main objectives of this study are to analyze the influence of Quick Commerce on consumer spending behavior and impulse purchases and to determine the association between demographic factors and these behaviors. The study also aims to identify how demographic characteristics such as gender, age, income, occupation and family structure correlate with changes in spending patterns and impulsive buying tendencies on Quick Commerce platforms.

Research Methodology

The study is based on primary data collected from 200 consumers residing in Bengaluru city. A structured questionnaire was used comprising both close-ended and multiple-choice questions. Key areas of focus included consumer perceptions of spending pattern, frequency of impulse purchases and demographic information. The data were analyzed using descriptive statistics and Chi-square tests to determine the significance of associations between demographic variables and consumer behavior. The sampling technique used was multi stage sampling and the study focused on users who had made purchases through Quick commerce platforms such as Zepto, Blinkit and Instamart.

Results and Discussion

Table 1: Influence of Quick Commerce on Spending Habits

Influence on Spending	No. of Respondents	Percentage
I spend significantly more	39	19.5%
I spend slightly more	110	55.0%
No impact on my spending	39	19.5%
I spend slightly less	11	5.5%
I spend significantly less	1	0.5%
Total	200	100%

The results presented in Table 1 indicate that Quick Commerce platforms have a notable influence on consumer spending patterns. A majority of respondents (55.0%) stated that they spend slightly more due to the ease and immediacy offered by these platforms. Furthermore, 19.5% of the users mentioned they spend significantly more, while an equal proportion (19.5%) noted no change in their spending habits. A minority of consumers reported reduced spending, with 5.5% spending slightly less and only 0.5% spending significantly less. It suggests a clear upward shift in expenditure associated with the use of Quick Commerce services, driven primarily by convenience, time-saving features and promotional strategies like flash sales and instant delivery. This corresponds with findings of Goswami and Kumari, 2024 who emphasized that Q-Commerce can alter purchasing decisions and trigger increased spending due to ease of access and time-bound offers. Chi-square tests were used to assess the association between demographic variables and consumers Spending Habits. This non-parametric test determines whether observed differences between categories are statistically significant. A p-value less than 0.05 indicates a meaningful relationship between the variables.

Table 2. Association between Demographic Characteristics and Spending Habits

Variable 1	Variable 2	Chi-square Value	Table Value (0.05)	df	Significance
Spending Habits	Gender	4.03	3.84	1	Significant
Spending Habits	Age	29.24	9.49	4	Significant
Spending Habits	Education	5.02	12.59	6	Not Significant
Spending Habits	Occupation	15.76	12.59	6	Significant
Spending Habits	Monthly Income	48.10	9.49	4	Significant
Spending Habits	Family Type	0.42	3.84	1	Not Significant
Spending Habits	Family Size	2.68	5.99	2	Not Significant
Spending Habits	Vehicle Ownership	3.91	7.81	3	Not Significant

Table 2 presents the results of the Chi-square test conducted to identify associations between demographic characteristics and consumer spending habits on Quick Commerce platforms. The findings show statistically significant relationships between spending behavior and the variables gender, age, occupation and monthly income.

- **Gender:** Female respondents showed greater responsiveness in terms of increased spending, likely influenced by their interest in convenience, promotions and household responsibilities.
- **Age:** Younger consumers, especially those in the 18–25 age group, were more prone to increased spending reflecting digital familiarity and impulsive tendencies.
- **Occupation:** Students and private-sector employees demonstrated higher spending, potentially due to tech-savviness, fast-paced routines and lifestyle-driven consumption.
- **Monthly Income:** Individuals with higher income exhibited more flexible spending, as their purchasing power allows greater indulgence in convenience based services.

Conversely, variables such as education level, family type, family size and vehicle ownership did not show significant influence, suggesting that spending behavior is shaped more by personal and lifestyle dynamics than by structural demographics. This aligns with Singh and Tomar (2024) [12] who highlighted psychological and economic variables such as instant gratification and income level shaping Q-Commerce purchasing patterns, reinforcing the statistical associations observed in this study.

Table 3: Frequency of Impulse Purchases on Quick Commerce Platforms

Frequency	Number of Respondents	Percentage
Never	12	6.0%
Rarely	45	22.5%
Sometimes	78	39.0%
Often	50	25.0%
Always	15	7.5%
Total	200	100%

As seen in Table 3 impulse buying is prevalent among Quick Commerce users. The largest group (39.0%) admitted to sometimes making impulse purchases, followed by 25.0% who do so often and 7.5% who always buy impulsively. This indicates that over 70% of users engage in unplanned purchases at least occasionally. Only a small proportion 22.5% rarely and 6.0% never reported resistance to impulsive buying. These findings suggest that Quick Commerce platforms through their app design, notifications, limited-time deals and convenience are highly effective at triggering spontaneous consumer behavior, making impulse purchases a defining characteristic of the user experience. Naik and Kapdi (2023) [10] found that delivery speed, convenience and promotional offers are significant factors influencing consumer engagement with Q-Commerce platforms similar to the trends observed in the present study.

Chi-square tests were used to assess the association between demographic variables and consumers Impulse Purchases. This non-parametric test determines whether observed differences between categories are statistically significant. A p-value less than 0.05 indicates a meaningful relationship between the variables.

Table 4: Association between Demographic Characteristics and Impulse Purchases

Variable 1	Variable 2	Chi-square Value	Table Value (0.05)	df	Significance
Impulse Buying	Gender	6.51	3.84	1	Significant
Impulse Buying	Age	33.02	9.49	4	Significant
Impulse Buying	Education	8.44	12.59	6	Not Significant
Impulse Buying	Occupation	13.68	12.59	6	Significant
Impulse Buying	Monthly Income	38.96	9.49	4	Significant
Impulse Buying	Family Type	2.18	3.84	1	Not Significant
Impulse Buying	Family Size	7.11	5.99	2	Significant
Impulse Buying	Vehicle Ownership	6.74	7.81	3	Not Significant

Table 4 outlines the Chi-square test results examining the link between demographic characteristics and impulse purchase behavior on Quick Commerce platforms. The results reveal significant associations with:

- **Gender:** Female users showed a greater tendency for impulse buying, likely due to higher exposure to promotional content and product browsing.
- **Age:** Consumers aged 18–25 were most prone to impulse purchases, influenced by digital fluency, lifestyle trends and app engagement.
- **Occupation:** Students and private-sector employees were more likely to engage in spontaneous buying, pointing to convenience-oriented consumption habits.
- **Monthly Income:** Respondents with higher income levels displayed greater likelihood of unplanned purchases supported by disposable income and purchasing freedom.
- **Family Size:** Smaller or nuclear families showed increased impulsiveness, potentially due to greater flexibility in budgeting and decision-making.

Meanwhile, education level, family type and vehicle ownership did not significantly affect impulse buying behavior. This suggests that psychological and lifestyle factors, rather than structural characteristics, are the primary drivers behind spontaneous purchases in the Quick Commerce context. Impulse buying has been linked to platform design and emotional triggers. Wells *et al*. (2011) [13] observed that digital interfaces contribute to spontaneous buying, while Bahrainizad and Rajabi (2018) [1] noted that packaging and mood play moderating roles in online purchases. These insights support the present findings where younger consumers and women reported higher instances of impulse buying. Elangovan *et al*. (2025) [4] pointed out that demographic factors, especially time pressure among working individuals and family dynamics, significantly influence Q-Commerce behavior. This corresponds with the current research, where gender, age, occupation and income showed a strong association with both spending and impulse buying behaviors.

Managerial Implications

The analysis reveals that Quick Commerce platforms significantly impact consumer spending and impulse buying behavior. A majority of respondents (74.5%) reported increased spending either slightly or significantly due to the convenience, speed and promotional tactics offered by these platforms. Chi-square tests showed that demographic factors such as gender, age, occupation and monthly income had significant associations with spending habits, indicating that young adults, females, students and higher-income groups tend to spend more through Quick Commerce.

Similarly, impulse buying behavior was widespread, with 71.5% of respondents admitting to making unplanned purchases at least occasionally. Impulse buying was significantly associated with gender, age, occupation, income and family size, suggesting that spontaneous purchasing is more common among younger users, women, students and smaller households. Overall, Quick Commerce appears to be reshaping consumer behavior by fostering increased expenditure and impulsive shopping, especially among digitally active and economically capable consumer segments.

Based on the study following implications have emerged for platform developers, marketers and policymakers:

- Q-Commerce platforms should focus on younger consumers and high-income groups who show higher impulse buying tendencies.
- There is a need to promote financial literacy to help users manage unplanned spending triggered by instant delivery and promotional tactics.
- Regulatory bodies should consider setting guidelines for ethical advertising and sustainable packaging in the Q-Commerce sector.

Conclusion

This study highlights the profound influence of Quick Commerce (Q-Commerce) platforms on modern consumer behavior, particularly in urban environments like Bengaluru. The findings demonstrate that the convenience, speed and user centric design of Q-Commerce services have led to noticeable shifts in both spending patterns and impulse buying tendencies. A significant portion of users, especially younger individuals, women and higher income earners, reported increased spending and frequent unplanned purchases. Chi-square analysis further confirmed strong associations between demographic factors such as age, gender, occupation, income and family size and consumer behaviour on these platforms. These insights underscore that while Q-Commerce meets the demands of fast-paced lifestyles, it also amplifies impulsive and convenience driven consumption. As Q-Commerce continues to grow, understanding these behavioral trends becomes essential for platform developers, marketers and policymakers aiming to balance commercial success with consumer well-being and responsible retail practices.

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