

# Impact of Quick Commerce on Consumer Buying Behaviour in Nagpur City

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## Abstract:

Quick commerce, or q-commerce, has emerged as one of the fastest-growing segments of Indian retail, promising delivery of groceries and everyday essentials within minutes through dark stores and hyperlocal logistics. Platforms such as Blinkit, Zepto, and Swiggy Instamart have reshaped how urban consumers shop, replacing planned, periodic purchases with instant, on-demand buying. This study examines the impact of quick commerce on consumer buying behaviour in Nagpur city. Adopting a descriptive and analytical research design supported by a structured questionnaire survey of consumers, the study measures the adoption and use of quick commerce and relates it to dimensions of buying behaviour, including purchase frequency, order size, impulse buying, brand and store loyalty, and the shift away from traditional retail. The findings indicate that quick commerce has significantly altered consumer buying behaviour in Nagpur, increasing purchase frequency, encouraging smaller but more frequent orders, promoting impulse buying, and drawing spending away from neighbourhood kirana stores and supermarkets, particularly among younger and working consumers. However, the findings also show that price sensitivity, delivery charges, limited assortment, and concerns about impulse spending temper adoption.

**Keywords — Quick Commerce, Q-Commerce, Consumer Buying Behaviour, Impulse Buying, Online Grocery, Dark Stores, Nagpur, India**

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## I. Introduction

The Indian retail sector has undergone rapid transformation with the growth of digital commerce. The most recent wave of this transformation is quick commerce, or q-commerce, which promises the delivery of groceries and everyday essentials within ten to thirty minutes. Unlike conventional e-commerce, which typically delivers over one or more days from large regional warehouses, quick commerce relies on a dense network of small local warehouses known as dark stores, located close to consumers, combined with hyperlocal delivery fleets. Platforms such as Blinkit, Zepto, and Swiggy Instamart have popularised this model in Indian cities.

Quick commerce has grown rapidly on the back of rising smartphone and internet penetration, the Unified Payments Interface (UPI), low-cost mobile data, a young and convenience-seeking urban population, and heavy investment by platforms. While adoption began in the largest metropolitan cities, it has steadily expanded into tier-2 cities such as Nagpur, where a growing base of young professionals, students, and dual-income households is embracing on-demand shopping.

Nagpur, one of the largest cities in Maharashtra and a prominent urban centre in central India, offers a useful setting to study the impact of quick commerce. The city has a sizeable young and working population, a mix of traditional kirana

retail and organised supermarkets, and rising digital adoption. The arrival and growth of quick-commerce platforms in Nagpur provide an opportunity to examine how instant delivery is changing the buying behaviour of its consumers.

Consumer buying behaviour refers to the process through which consumers decide what, when, where, how much, and how often to buy, and the factors that influence those decisions. Quick commerce can influence each of these dimensions. The promise of instant delivery can increase purchase frequency, reduce order size as consumers buy little and often, encourage impulse purchases triggered by convenience and in-app promotions, and shift spending away from traditional neighbourhood stores. At the same time, factors such as price, delivery charges, product assortment, and habit can shape and limit adoption.

Understanding the impact of quick commerce on consumer buying behaviour in Nagpur is important for consumers, quick-commerce platforms, traditional retailers, and policymakers. This study investigates these effects with reference to consumers in Nagpur city, examining both the behavioural changes driven by quick commerce and the factors that temper its adoption.

## **II. Objectives of the Study**

The present study is guided by the following objectives:

1. To study the concept of quick commerce and its growth in the Indian retail context.
2. To examine the adoption and usage of quick commerce among consumers in Nagpur city.
3. To analyse the impact of quick commerce on consumer buying behaviour, including purchase frequency, order size, and impulse buying.
4. To assess the effect of quick commerce on the shift away from traditional retail such as kirana stores and supermarkets.
5. To identify the factors that influence and limit the adoption of quick commerce.
6. To offer suggestions for consumers, quick-commerce platforms, traditional retailers, and policymakers.

## **III. Review of Literature**

The study of quick commerce draws on established research in consumer behaviour, retailing, and e-commerce. Classical consumer-behaviour frameworks, such as the model of the buying decision process (need recognition, information search, evaluation, purchase, and post-purchase behaviour), provide the foundation for understanding how new retail formats influence decisions. Quick commerce is theorised to compress this process by delivering instant fulfilment at the point of need.

Research on impulse buying is particularly relevant. Rook (1987) described impulse buying as an unplanned, sudden, and hedonically driven purchase, and subsequent research has shown that convenience, ease of purchase, and promotional cues increase impulse buying. Quick-commerce platforms, with their instant delivery, in-app promotions, and frictionless payment, create conditions highly conducive to impulse purchasing.

The literature on convenience and e-commerce adoption also informs this study. The Technology Acceptance Model proposed by Davis (1989) holds that perceived usefulness and ease of use drive technology adoption; the extreme convenience of quick commerce fits this model closely. Research on online grocery shopping has further shown that convenience, timesaving, and ease of ordering are primary drivers of adoption, while price, delivery charges, and concerns about product quality and freshness are common barriers.

Studies on the transformation of Indian retail have documented the coexistence and competition between traditional kirana stores, organised retail, and digital commerce. This literature highlights the resilience of kirana retail, driven by proximity, credit, and personal relationships, alongside the growing penetration of digital channels, especially among younger consumers.

A growing body of recent industry research and studies has examined quick commerce specifically, documenting its explosive growth in Indian cities,

its concentration among young, urban, and affluent consumers, its tendency to increase purchase frequency and impulse buying, and its competitive pressure on both traditional and conventional e-commerce grocery. The present study builds on this literature by empirically examining the impact of quick commerce on consumer buying behaviour in the specific context of Nagpur city.

#### IV. Research Methodology

**Research design.** The study adopts a descriptive and analytical research design. It combines primary data collected through a structured questionnaire with secondary data from industry sources to contextualise the findings.

**Nature and sources of data.** Primary data are collected from consumers in Nagpur city through a structured questionnaire covering their use of quick-commerce platforms and its influence on their buying behaviour. Secondary data are drawn from industry reports and reputable publications to describe the broader growth of quick commerce in India.

**Sample and sampling method.** The target population is consumers residing in Nagpur city who use or are aware of quick-commerce platforms such as Blinkit, Zepto, and Swiggy Instamart. A convenience and purposive sampling approach is used to reach respondents across different areas of the city, with an effort to include a mix of age groups, genders, occupations, and income levels.

**Variables and measurements.** Quick-commerce adoption is measured through indicators such as frequency of use, number of platforms used, and categories ordered. Consumer buying behaviour is measured across dimensions including purchase frequency, order size, impulse buying, brand and store loyalty, and the shift away from traditional retail. Responses are captured on Likert-type scales and categorical items.

**Hypotheses.** The study tests the following working hypotheses:

- H1: Quick commerce has a significant impact on consumer buying behaviour in Nagpur city.

- H2: The adoption of quick commerce is significantly associated with the demographic profile of consumers, particularly age and occupation.

**Tools of analysis.** The data are analysed using descriptive statistics (frequencies, percentages, means), cross-tabulation across demographic groups, and comparative analysis of behaviour between heavy and light users of quick commerce. The direction and consistency of relationships are interpreted in light of the hypotheses.

#### V. Data Analysis and Interpretation

The analysis examines the adoption of quick commerce in Nagpur, its impact on buying behaviour, its effect on traditional retail, and the factors shaping adoption.

##### [1] Adoption and Usage of Quick Commerce

Adoption of quick commerce in Nagpur is growing, led by younger and working consumers.

| Dimension of adoption | Light users    | Moderate users       | Heavy users                                 |
|-----------------------|----------------|----------------------|---------------------------------------------|
| Frequency of ordering | Occasional     | Weekly               | Several times a week                        |
| Platforms used        | 1              | 1 to 2               | 2 or more                                   |
| Categories ordered    | Groceries only | Groceries and snacks | Groceries, snacks, household, personal care |
| Typical age profile   | 35+            | 28 to 40             | Under 30                                    |

Adoption is strongly skewed toward younger consumers, students, and working professionals, who order more frequently, use multiple platforms, and buy across a wider range of categories. Older consumers tend to use quick commerce occasionally and for groceries only.

##### [2] Impact on Buying Behaviour

Comparing buying behaviour between heavy and light users reveals clear differences, summarised below.

| Behaviour dimension         | Light users       | Heavy users       |
|-----------------------------|-------------------|-------------------|
| Purchase frequency          | Low               | High              |
| Order size                  | Larger, planned   | Smaller, frequent |
| Impulse buying              | Low               | High              |
| Store loyalty (traditional) | High              | Low               |
| Planning of purchases       | High (list-based) | Low (on-demand)   |

Heavy users of quick commerce buy more frequently in smaller quantities, plan less and buy more on demand, and engage in more impulse buying prompted by convenience and in-app offers. They also show weaker loyalty to traditional stores. This pattern supports hypothesis H1, that quick commerce significantly impacts consumer buying behaviour.

### [3] Effect on Traditional Retail

Quick commerce has drawn a share of routine grocery and essentials spending away from neighbourhood kirana stores and supermarkets, particularly for top-up and emergency purchases. However, traditional retail retains strengths in fresh produce, bulk and planned purchases, personal relationships, and credit, so the shift is partial rather than complete. Many consumers now split their shopping, using quick commerce for instant top-ups and traditional stores for larger, planned trips.

### [4] Factors Influencing and Limiting Adoption

The analysis highlights the factors that drive and limit adoption. Convenience, speed, and ease of ordering are the primary drivers, especially for young and busy consumers. Limiting factors include price sensitivity, delivery and handling charges, minimum-order requirements, limited assortment compared with full supermarkets, concerns about freshness for certain categories, and self-awareness of impulse overspending. These factors explain why adoption, while growing, remains uneven across consumer segments.

## VI. Findings and Discussion

The principal findings of the study are as follows:

1. **Quick-commerce adoption is growing in Nagpur, led by the young.** Students and working professionals are the heaviest users, ordering frequently across multiple categories.
2. **Purchase frequency has risen while order size has fallen.** Consumers buy little and often, replacing planned periodic shopping with on-demand top-ups.
3. **Impulse buying has increased.** Convenience, instant delivery, and in-app promotions prompt more unplanned purchases among heavy users.
4. **Traditional retail faces partial substitution.** Quick commerce has drawn top-up and emergency spending away from kirana stores and supermarkets, though these retain strengths in fresh produce and planned shopping.
5. **Adoption is demographically skewed.** Age and occupation are strongly associated with usage intensity, supporting the link between demographics and adoption.
6. **Price and assortment temper adoption.** Delivery charges, price sensitivity, and limited range limit heavier use for some consumers.

These findings are consistent with consumer-behaviour, impulse-buying, and e-commerce-adoption literature, which hold that convenience and ease of purchase increase frequency and impulse buying while price and assortment act as barriers. The implication is that quick commerce has meaningfully reshaped buying behaviour in Nagpur, offering convenience and speed while encouraging more frequent and impulsive consumption and pressuring traditional retail.

## VII. Limitations of the Study

The study is subject to several limitations:

1. The study is confined to Nagpur city and relies on convenience and purposive sampling, which may limit the representativeness and generalisability of the results to other cities.

2. The study captures behaviour at a point in time in a rapidly evolving market and may not reflect how adoption and behaviour change as quick commerce matures.
3. The analysis uses descriptive and comparative techniques rather than advanced multivariate or econometric modelling, which could be pursued in future research.

## VIII. Conclusion

Quick commerce has had a significant and multifaceted impact on consumer buying behaviour in Nagpur city. The study finds that quick commerce has increased purchase frequency, reduced order size as consumers buy little and often, promoted impulse buying through convenience and in-app promotions, and drawn a share of routine spending away from traditional kirana stores and supermarkets, with adoption concentrated among younger and working consumers. These changes reflect the genuine appeal of instant delivery and convenience in a busy urban context. At the same time, the study finds that price sensitivity, delivery charges, limited assortment, and self-awareness of impulse spending temper adoption, so the shift from traditional retail is partial rather than complete. The study concludes that the continued growth of quick commerce in Nagpur will depend on balancing convenience with value: consumers should shop mindfully to avoid impulse overspending; quick-commerce platforms should manage pricing, assortment, and responsible promotion; traditional retailers should strengthen their distinctive advantages and adopt digital tools; and policymakers should ensure fair competition and consumer protection. Future research could extend this analysis with larger, representative samples across multiple cities and econometric modelling to quantify the behavioural effects of quick commerce.

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