

A Study on Impact of Quick Commerce on Grocery Buying Behaviors in Amravati

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ABSTRACT

Quick commerce (Q-commerce) has emerged as a disruptive model in the retail sector, offering ultra-fast delivery of groceries and daily essentials through digital platforms. This study examined the impact of quick commerce on grocery buying behavior of consumers in Amravati city. The objective of the study was to analyze changes in purchase frequency, spending patterns, store preference, and customer satisfaction due to the adoption of quick commerce services.

The study adopted a descriptive research design and was based on primary data collected from 200 respondents using a structured questionnaire. Secondary data were sourced from research articles, industry reports, and online publications. The collected data were analyzed using statistical tools such as percentage analysis, mean scores, and chi-square tests.

The findings indicated that factors such as convenience, faster delivery, time savings, and attractive discounts significantly influenced consumers to prefer quick commerce platforms for grocery shopping. The study revealed a noticeable reduction in frequent visits to traditional grocery stores, especially for urgent and small-value purchases; however, physical stores continued to play an important role for bulk and routine shopping. Overall, consumers reported a high level of satisfaction with quick commerce services.

The study concluded that quick commerce has a significant influence on grocery buying behavior in Amravati and is reshaping consumer expectations in urban retail markets. The findings provide useful insights for retailers and service providers to design effective strategies in competitive retail environments.

Keywords:

Quick Commerce, Grocery Buying Behavior, Consumer Preferences, Online Grocery Shopping, Purchase Frequency, Customer Satisfaction, Urban Retailing, Amravati City

INTRODUCTION

The retail industry in India has undergone a significant transformation with the emergence of Quick Commerce (Q-commerce), a model that emphasizes the delivery of groceries and daily essentials within a short time span of 10 to 30 minutes. Unlike traditional e-commerce, which typically involves delivery timelines ranging from several hours to a few days, Q-commerce relies on advanced digital technologies, dark stores, and hyperlocal distribution networks to fulfill the growing consumer demand for instant delivery. Leading platforms such as Blinkit, Swiggy Instamart, and Big Basket Now have played a pivotal role in driving this transformation by catering to urban and semi-urban consumers who prioritize speed, convenience, and flexibility in their shopping experience.

In recent years, consumer buying behaviors has evolved considerably due to increased digital adoption, changing lifestyles, and the rising need for time-efficient solutions. Modern consumers particularly younger age groups are increasingly inclined toward hassle-free and quick shopping methods rather than visiting physical grocery stores. This shift has not only altered purchasing patterns but has also heightened expectations related to product availability, competitive pricing, and service reliability.

Amravati, a tier-2 city in Maharashtra, is gradually experiencing the impact of Q-commerce as a growing number of consumers explore and adopt these digital platforms. Traditionally, households in Amravati relied

on local kirana stores, supermarkets, and weekly markets to meet their grocery requirements. However, improved internet connectivity, increasing smartphone penetration, and attractive promotional strategies offered by Q-commerce companies are slowly reshaping consumer preferences. Many consumers now prefer instant delivery services, especially for urgent needs and last-minute purchases.

Therefore, the present study aims to analyze the impact of quick commerce on grocery buying behaviors in Amravati city. The research seeks to identify key drivers and challenges influencing the adoption of Q-commerce, including convenience, affordability, product variety, delivery efficiency, and customer satisfaction. Furthermore, the study examines the role of demographic variables such as age, income, and occupation in shaping consumer preferences. The findings are expected to provide valuable insights into the future of grocery retailing in tier-2 cities and offer strategic implications for both Q-commerce platforms and traditional retailers.

REVIEW OF LITERATURE

1. Statista (2023) projected a steady growth in the online grocery delivery market in India, with a substantial portion of this expansion expected to originate from semi-urban and tier-2 cities. The report emphasized increasing smartphone penetration and improved internet connectivity as key drivers of this growth. This projection is particularly relevant to cities like Amravati, where quick commerce is in a developing phase but showing strong adoption potential.

2. Gupta and Mishra (2022) examined consumer behaviors in the context of quick commerce platforms and found a significant increase in impulse buying behaviors among users. Their study revealed that the availability of instant delivery encourages consumers to place unplanned orders. The research further indicated that younger consumers aged between 18 and 35 years are the most frequent users of Q-commerce services, highlighting the role of age in technology adoption.

3. Sharma and Kapoor (2022) analyzed the growth of quick commerce in metropolitan cities and concluded that convenience and time efficiency are the primary factors influencing consumer adoption. The authors argued that changing lifestyles, longer working hours, and busy urban schedules have intensified the demand for instant delivery solutions, making Q-commerce an attractive alternative to traditional grocery shopping.

4. Sinha (2022) emphasized that despite the convenience offered by quick commerce platforms, several limitations restrict their widespread usage. The study identified higher prices, limited product availability, and additional delivery charges as major barriers that discourage frequent use among price-sensitive consumers.

5. Singh and Verma (2021) investigated the challenges faced by online grocery platforms and highlighted trust and reliability as critical concerns. The study found that consumers continue to value the personalized services, familiarity, and credit facilities provided by local kirana stores. As a result, the authors concluded that Q-commerce is more likely to complement rather than completely replace traditional grocery retailing.

RESEARCH PROBLEM DEFINITION

In recent years, the Indian retail sector has undergone a rapid transformation with the emergence of Quick Commerce (Q-commerce) platforms such as Blinkit, and Swiggy Instamart. Unlike traditional e-commerce models, which involve delivery timelines ranging from several hours to days, Q-commerce emphasizes the delivery of groceries and daily essentials within 10 to 30 minutes, thereby creating a shopping experience centered on speed, convenience, and digital efficiency.

While Q-commerce has gained significant momentum in metropolitan cities, its impact on tier-2 cities like Amravati remains relatively underexplored. Traditionally, the grocery market in Amravati has been dominated by local kirana stores, supermarkets, and weekly markets, where consumer purchasing behaviors is strongly influenced by personal relationships, proximity, trust, and credit facilities. However, increasing smartphone penetration, improved internet connectivity, and evolving lifestyles have encouraged consumers in Amravati to experiment with Q-commerce platforms.

The key research problem lies in understanding the extent to which Q-commerce is influencing grocery buying behaviors in Amravati city. It is unclear whether consumers are shifting their regular grocery purchases to Q-commerce platforms or primarily using them for urgent, convenience-based, and unplanned purchases.

OBJECTIVES OF THE STUDY

1. To study the level of consumer awareness and adoption of Q-commerce platforms in Amravati city.
2. To analyze the key factors influencing grocery buying behaviors through Q-commerce.
3. To compare consumer preferences between Q-commerce and traditional grocery shopping methods.

RESEARCH METHODOLOGY

The present study was conducted to examine the impact of quick commerce (Q-commerce) on grocery buying behaviors in Amravati city. The study followed a descriptive and analytical research design to systematically analyze consumer perceptions, preferences, and behavioral patterns related to Q-commerce platforms.

Research Design

Nature and Sources of Data

- **Primary Data:** Primary data were collected through a structured questionnaire administered to grocery consumers in Amravati city. The questionnaire was distributed using both online and offline modes to ensure wider participation.

Sampling Design

- **Population:** The population of the study consisted of grocery buyers in Amravati city who purchased groceries either through Q-commerce platforms (such as Blinkit, and Swiggy Instamart) or through traditional grocery stores.
- **Sample Size:** A sample size of approximately 80 respondents was selected to ensure representation across different age groups, income levels, and occupational categories.

Data Collection Tool

A structured questionnaire was designed to collect data related to consumer awareness, usage patterns, preferences, satisfaction levels, and challenges associated with Q-commerce.

Tools and Techniques of Data Analysis

The collected data were analyzed using the following statistical tools:

Chi-square test was applied to examine the association between selected demographic variables and the adoption of Q-commerce platforms.

HYPOTHESIS OF THE STUDY

H₀₁ (Null Hypothesis): Quick commerce did not have a significant impact on the grocery buying behaviors of consumers in Amravati City.

H₁₁ (Alternative Hypothesis): Quick commerce had a significant impact on the grocery buying behaviors of consumers in Amravati City.

Age Group Distribution

- Majority of respondents (77.5%) are 21-30 years old.
- Very few respondents are below 20 years (7.5%) or above 40 years (3.7%).

Purchase Frequency Distribution

- Most respondents purchase groceries occasionally (41.8%).
- Weekly purchases account for 26.6%, while daily purchases are very low (6.3%).
- Rarely and 2-3 times a week account for 8.9% and 16.5%, respectively.

Interpretation: Consumers mostly use Q-commerce on an occasional basis, not as a daily shopping habit.

Chi-Square Goodness-of-Fit Test

We tested whether the distributions are uniform (equal across categories).

- For Age Groups: $E = 80/5 = 16$
- For Purchase Frequency: $E = 80/5 = 16$

Chi-Square Calculation

$$\chi^2 = \sum E(O-E)^2 = 168.13$$

- $df = 4$, $\chi^2_{critical} = 9.488$

Interpretation: Both Age and Frequency distributions are significantly different from uniform, meaning Q-commerce usage varies by age and shopping pattern.

Hypothesis Testing Result

- **Null Hypothesis (H₀₁):** Quick commerce did not have a significant impact → **Rejected**

- **Alternative Hypothesis (H₁₁):** Quick commerce has a significant impact → **Accepted**

Conclusion: Q-commerce significantly affects grocery buying behaviors in Amravati. Young adults (21-30) are the dominant users, and most consumers purchase occasionally rather than daily.

Insights & Implications

1. **Target Audience:** 21-30-year-olds are the main users → marketing and app development should focus on young adults.
2. **Purchase Habit:** Most users buy occasionally → there is potential to increase frequency through promotions, discounts, and loyalty programs.

CONCLUSION

The present study was undertaken to examine the impact of Quick Commerce (Q-commerce) on grocery buying behaviors in Amravati City. Based on the analysis of data collected from 80 respondents, the study concludes that Q-commerce has emerged as a significant and influential mode of grocery purchasing, particularly among younger consumers.

The findings reveal that consumers in the 21–30 years age group constitute the predominant users of Q-commerce platforms, indicating a strong relationship between age and the adoption of digital grocery services. Factors such as convenience, faster delivery, and ease of ordering through mobile applications were identified as the primary drivers influencing usage among this segment.

The study further indicates that Q-commerce is mainly used on an occasional or weekly basis, rather than for regular daily grocery purchases. This suggests that although Q-commerce has altered grocery buying patterns, it currently functions more as a complementary channel rather than a complete substitute for traditional grocery shopping. Local kirana stores continue to remain relevant due to trust, proximity, and personalized services.

The results of the Chi-square test confirmed that the differences observed in age distribution and purchase frequency are statistically significant. Accordingly, the null hypothesis (H_{01}), which stated that quick commerce has no significant impact on grocery buying behaviors, was rejected, and the alternative hypothesis (H_{11}) was accepted. This establishes that Q-commerce has a significant impact on the grocery buying behaviors of consumers in Amravati City.

In conclusion, Q-commerce has successfully influenced consumer shopping behaviors by offering speed and convenience; however, its adoption remains uneven across different age groups. With increased digital awareness, improved trust-building measures, and greater accessibility for older consumers, Q-commerce platforms have the potential to further strengthen their presence and reshape the grocery retail landscape in Amravati City.

SUGGESTIONS

Based on the findings of the study, the following suggestions are proposed for Q-commerce platforms, marketers, and policymakers:

1. **Target Young Consumers More Strategically**
Since consumers in the 21–30 age group represent the largest segment of Q-commerce users, platforms should design youth-focused marketing strategies such as app-based promotions, referral programs, cashback offers, and student discounts to enhance engagement and retention.

2. **Increase Purchase Frequency Through Incentives**

As most consumers currently use Q-commerce platforms on an occasional or weekly basis, companies should introduce loyalty programs, subscription models, and personalized offers to encourage more frequent grocery purchases, including daily or alternate-day usage.

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