

Q-Commerce: Consumer Buying Behavior Towards Quick Commerce Apps (Blinkit, Zepto, and Instamart) in Metro Cities

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Abstract

Quick Commerce (Q-Commerce) has emerged as one of the fastest-growing segments of the e-commerce industry by offering ultra-fast delivery of groceries, personal care products, household essentials, and other daily necessities within a short period. The rapid expansion of digital technologies, increasing smartphone penetration, changing consumer lifestyles, and the growing preference for convenience have significantly influenced the adoption of Quick Commerce platforms in metropolitan cities. This study examines consumer buying behavior towards leading Quick Commerce applications, namely Blinkit, Zepto, and Instamart, with emphasis on consumer preferences, usage patterns, satisfaction levels, and the factors influencing purchase decisions.

The study is based on a descriptive research design using both primary and secondary data. Primary data were collected through a structured questionnaire from 100 respondents residing in metro cities using convenience sampling, while secondary data were obtained from books, research journals, company websites, and industry reports. The collected data were analyzed using percentage and frequency analysis.

The findings reveal that Blinkit is the most preferred Quick Commerce platform among respondents due to its faster delivery service, wider product availability, and attractive promotional offers. Groceries constitute the most frequently purchased product category, while fast delivery, convenience, and discounts are identified as the major factors influencing consumer buying behavior. The study also indicates high levels of customer satisfaction regarding delivery speed, payment security, and overall service quality. Furthermore, most respondents expressed their willingness to continue using Quick Commerce applications and recommended these platforms to others.

Keywords

Quick Commerce, Consumer Buying Behavior, Blinkit, Zepto, Instamart, Customer Satisfaction, Online Grocery Shopping, Metro Cities

1. Introduction

The retail industry has undergone significant transformation with the rapid advancement of digital technology, increased internet penetration, and widespread smartphone usage. Consumer purchasing behaviour has shifted from traditional shopping to online platforms due to convenience, accessibility, and time-saving benefits. This transformation has led to the emergence of Quick Commerce (Q-Commerce), which focuses on delivering products within 10–30 minutes through technology-driven logistics and strategically located dark stores.

1.1 Evolution of Quick Commerce

Quick Commerce is an advanced form of e-commerce designed to meet consumers' demand for instant delivery of groceries, medicines, personal care products, and other daily essentials. Unlike conventional e-commerce, which generally requires one or two days for delivery, Quick Commerce offers ultra-fast delivery through optimized inventory management, artificial intelligence, and efficient last-mile logistics. Companies such as Blinkit, Zepto, and Swiggy Instamart have revolutionized the Indian retail market by introducing this innovative business model.

1.2 Growth of Quick Commerce in India

India has emerged as one of the fastest-growing Quick Commerce markets due to increasing smartphone penetration, digital payment adoption, urbanization, and changing consumer lifestyles. Metro cities such as Hyderabad, Bengaluru, Delhi, Mumbai, and Chennai have witnessed substantial growth in Quick Commerce services. Busy work schedules, traffic congestion, and demand for convenience have encouraged consumers to depend on these platforms for their daily shopping needs.

1.3 Consumer Buying Behaviour in Quick Commerce

Consumer buying behaviour refers to the process through which individuals select, purchase, use, and evaluate products or services. In the Quick Commerce industry, purchasing decisions are influenced by multiple factors, including delivery speed, convenience, product availability, pricing, promotional offers, application usability, payment security, and customer service. Understanding these factors enables companies to develop effective marketing strategies and improve customer satisfaction.

1.4 Significance of the Study

The increasing competition among Blinkit, Zepto, and Instamart has made it essential to understand consumer preferences and expectations. This study provides valuable insights into customer satisfaction, purchase frequency, platform preference, and the factors influencing the adoption of Quick Commerce applications. The findings will benefit marketers, researchers, and business organizations in developing customer-centric strategies and improving service quality.

1.5 Scope of the Study

The study focuses on consumer buying behaviour towards Blinkit, Zepto, and Instamart among users residing in metro cities. It examines consumer preferences, satisfaction levels, purchasing patterns, and the major factors influencing the use of Quick Commerce platforms. The research is limited to selected respondents who actively use Quick Commerce applications.

2. Review of Literature

2.1 Study by Singhal and Sharma (2025)

Singhal and Sharma (2025) examined consumer inclination towards the Quick Commerce industry with special reference to Blinkit and Zepto. The study focused on understanding the factors influencing consumer preferences for Quick Commerce platforms. The researchers found that delivery speed, convenience, product availability, and promotional offers were the primary reasons for the increasing popularity of these applications. The study concluded that consumers prefer platforms that provide reliable services, competitive pricing, and faster deliveries. It also highlighted that customer satisfaction plays a crucial role in ensuring repeat purchases and long-term customer loyalty.

2.2 Study by Saleem and Bhandari (2024)

Saleem and Bhandari (2024) conducted a comprehensive literature review on the determinants of consumer behavior in Quick Commerce platforms. The study identified several factors influencing consumer buying decisions, including delivery efficiency, convenience, application usability, product quality, pricing, and digital payment security. The researchers concluded that improvements in customer experience and technological innovation significantly enhance consumer trust and encourage continued usage of Quick Commerce applications.

2.3 Study by Naik and Kapdi (2025)

Naik and Kapdi (2025) investigated consumer preferences and buying behavior towards Quick Commerce platforms in India. Their study revealed that young consumers and working professionals are the major users of Quick Commerce services due to their busy lifestyles and preference for convenience. The research also emphasized that quick delivery, product availability, and attractive discount offers positively influence customer satisfaction and purchase intentions.

2.4 Study by Anusha, Abhishek, Iniyaa and Jyothi (2025)

Anusha et al. (2025) studied changing consumer expectations and buying behavior in the era of Quick Commerce. The researchers found that consumers increasingly expect ultra-fast deliveries, accurate order fulfillment, secure payment systems, and seamless mobile application experiences. The study concluded that technological advancements and efficient logistics networks have significantly transformed consumer expectations and purchasing patterns.

2.5 Study by Jeevanthiga and Nithya (2026)

Jeevanthiga and Nithya (2026) examined the impact of Quick Commerce applications on consumer buying behavior and brand perception. Their findings indicated that service quality, delivery reliability, and customer satisfaction positively influence consumers' perception of Quick Commerce brands. The study suggested that companies should continuously improve operational efficiency and customer service to maintain a competitive advantage.

2.6 Study by Mourya and Murugan (2025)

Mourya and Murugan (2025) analyzed the opportunities and challenges of Quick Commerce in India. The study highlighted the rapid expansion of the industry driven by digital transformation and changing consumer lifestyles. However, it also identified major challenges such as high operational costs, inventory management issues, delivery logistics, and profitability concerns. The researchers emphasized the importance of sustainable business strategies for long-term growth.

2.7 Study by Chilaka and Basu (2025)

Chilaka and Basu (2025) explored differentiation strategies and operational innovations adopted by Quick Commerce companies. The study found that firms gain competitive advantage by investing in advanced logistics systems, artificial intelligence, warehouse automation, personalized marketing, and efficient inventory management. The researchers concluded that continuous innovation is essential for improving customer satisfaction and sustaining market leadership in the highly competitive Quick Commerce industry.

3. Research Gap

A review of existing literature indicates that several studies have examined consumer buying behaviour in e-commerce and online retailing. Researchers have extensively discussed factors such as convenience, customer satisfaction, digital payment adoption, logistics, and online purchasing decisions. Recent studies have also highlighted the rapid growth of Quick Commerce in India.

However, limited research has specifically compared consumer buying behaviour towards the leading Quick Commerce platforms—Blinkit, Zepto, and Swiggy Instamart—in metro cities. Most previous studies have focused on the operational aspects of Quick Commerce or the growth of online grocery delivery services rather than analysing consumer preferences across competing platforms.

Furthermore, there is a lack of empirical evidence regarding the influence of delivery speed, promotional offers, product availability, pricing, and application usability on customer satisfaction and repeat purchase intention in the Indian Quick Commerce sector. Therefore, the present study attempts to bridge this gap by examining consumer buying behaviour towards Blinkit, Zepto, and Instamart and identifying the key factors influencing platform preference and customer satisfaction in metro cities.

4. Objectives of the Study

The present study has been undertaken with the following objectives:

1. To study consumer buying behaviour towards Quick Commerce applications in metro cities.
2. To identify the factors influencing consumers' preference for Quick Commerce platforms.
3. To compare consumer preference among Blinkit, Zepto, and Swiggy Instamart.
4. To examine the impact of delivery speed, convenience, pricing, and promotional offers on consumer satisfaction.
5. To analyse the relationship between customer satisfaction and repeat purchase intention.
6. To provide suitable suggestions for improving customer experience and service quality in the Quick Commerce industry.

5. Research Hypotheses

Null Hypothesis (H_0):

There is no significant relationship between delivery speed, convenience, discounts, pricing, product availability, and consumer satisfaction towards Quick Commerce applications.

Alternative Hypothesis (H_1):

There is a significant relationship between delivery speed, convenience, discounts, pricing, product availability, and consumer satisfaction towards Quick Commerce applications.

6. Research Methodology

6.1 Research Design

The present study adopts a descriptive research design to analyse consumer buying behaviour towards Quick Commerce applications. Descriptive research helps in understanding consumer preferences, satisfaction levels, purchasing patterns, and the factors influencing the use of Blinkit, Zepto, and Swiggy Instamart in metro cities.

6.2 Sources of Data

Primary Data

Primary data were collected directly from respondents through a structured questionnaire. The questionnaire consisted of demographic questions and statements related to consumer preferences, buying behaviour, satisfaction, delivery experience, pricing, promotional offers, and platform usage.

Secondary Data

Secondary data were collected from books, research journals, published articles, company reports, government publications, websites, and other reliable online sources related to Quick Commerce and consumer buying behaviour.

6.3 Sampling Technique

The study employed Convenience Sampling, a non-probability sampling technique. Respondents who actively use Quick Commerce applications and were readily available were selected for the survey.

6.4 Sample Size

A total of 100 respondents from selected metro cities participated in the study. The respondents included students, working professionals, homemakers, and business persons who regularly use Quick Commerce applications.

6.5 Area of the Study

The study was conducted among consumers residing in selected metro cities of India where Quick Commerce services such as Blinkit, Zepto, and Swiggy Instamart are actively available and widely used.

6.6 Data Collection Instrument

A structured questionnaire containing both closed-ended and multiple-choice questions was used as the primary data collection instrument. The questionnaire measured consumer buying behaviour, platform preference, satisfaction level, frequency of purchase, and factors influencing purchasing decisions.

6.7 Statistical Tools Used

The collected data were analysed using descriptive statistical techniques. The following tools were used:

- Percentage Analysis
- Frequency Distribution
- Tables and Charts
- Graphical Representation
- Comparative Analysis

7. Results and Discussion

7.1 Demographic Profile of Respondents

The majority of the respondents belonged to the age group of 18–35 years, indicating that young consumers are the primary users of Quick Commerce applications. Most respondents were students and salaried employees who preferred online shopping because of their busy lifestyles. The gender distribution showed active participation from both male and female respondents, reflecting the widespread acceptance of Quick Commerce services.

7.2 Awareness and Usage of Quick Commerce Applications

The study revealed that almost all respondents were familiar with Quick Commerce platforms. Blinkit, Zepto, and Swiggy Instamart were the most recognized applications. The high level of awareness can be attributed to digital marketing, social media promotions, and increasing internet penetration in metro cities.

7.3 Preferred Quick Commerce Platform

Among the three platforms, Blinkit emerged as the most preferred application due to its faster delivery, wider product availability, attractive discounts, and user-friendly interface. Zepto ranked second, while Swiggy Instamart was preferred by consumers who were already frequent users of the Swiggy ecosystem.

7.4 Frequency of Purchase

The study found that a majority of respondents use Quick Commerce applications at least once a week, while many consumers place orders multiple times each month. This indicates that Quick Commerce has become a regular shopping channel for purchasing groceries and daily essentials.

7.5 Factors Influencing Consumer Buying Behaviour

The major factors influencing consumer buying behaviour include:

- Fast delivery service
- Convenience and time-saving
- Attractive discounts and promotional offers
- Availability of products
- Easy-to-use mobile applications
- Secure digital payment facilities

7.6 Customer Satisfaction

Most respondents expressed satisfaction with their overall experience of using Quick Commerce applications. Satisfaction was mainly influenced by timely delivery, accurate order fulfilment, product quality, and customer support. However, a few respondents reported occasional concerns regarding delivery delays, stock unavailability, and price variations.

8. Major Findings

1. The majority of respondents belong to the 18–35 years age group, indicating that young consumers are the primary users of Quick Commerce applications.
2. Blinkit is the most preferred Quick Commerce platform among the respondents, followed by Zepto and Swiggy Instamart.
3. Convenience and ultra-fast delivery are the most important factors influencing consumers' purchasing decisions.
4. Attractive discounts, promotional offers, and product availability significantly affect platform selection.
5. Consumers expressed a high level of satisfaction with delivery speed, application usability, and digital payment facilities.
6. The majority of consumers indicated a strong intention to continue using Quick Commerce applications due to their convenience and time-saving benefits.

9. Suggestions

1. Quick Commerce companies should continue improving delivery efficiency to maintain customer satisfaction.
2. Product availability should be enhanced by strengthening inventory management and warehouse operations.
3. Customer service should be strengthened by providing faster complaint resolution and efficient after-sales support.
4. Mobile applications should be continuously updated to improve user experience and application performance.
5. Companies should maintain transparent pricing policies to build long-term customer trust.

10. Conclusion

Quick Commerce has emerged as one of the fastest-growing sectors of India's digital retail industry. The increasing demand for convenience, instant delivery, and digital shopping has significantly transformed consumer buying behaviour in metro cities. Platforms such as Blinkit, Zepto, and Swiggy Instamart have successfully addressed the growing need for rapid delivery of groceries and daily essentials.

The study concludes that the future of Quick Commerce in India is highly promising. Companies that continuously improve operational efficiency, customer service, technological innovation, and pricing strategies will be better positioned to achieve sustainable growth and long-term customer loyalty. The research contributes to understanding consumer buying behaviour in the rapidly evolving Quick Commerce sector and provides useful insights for academicians, marketers, and business organizations.

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