Impact of Quick-Commerce (Blinkit, Zepto) on Urban Consumer Behavior

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Abstract- *This study investigates the impact of quick-commerce platforms — specifically Blinkit and Zepto — on urban consumer behavior in India. With the rapid proliferation of ultra-fast delivery services promising fulfilment within 10 to 20 minutes, understanding how these platforms reshape purchase patterns, brand loyalty, impulse buying, and consumer satisfaction has become increasingly critical for marketers and retailers. A structured questionnaire-based survey was administered to 188 urban respondents, and the data were analysed using Pearson correlation analysis and multiple linear regression. The findings reveal that convenience and speed perception significantly and positively influences both impulse buying behavior and brand switching tendency. Consumer satisfaction is most strongly driven by convenience and speed perception, while impulse buying behavior also demonstrates a significant direct effect. Brand switching tendency does not independently predict satisfaction when other variables are controlled. These results offer actionable insights for Q-commerce platforms and traditional retailers navigating the competitive urban essentials market.*

Keywords: Quick-Commerce, Consumer Behavior, Impulse Buying, Brand Switching, Urban Consumers, Blinkit, Zepto, Consumer Satisfaction.

I. INTRODUCTION

The Indian retail landscape has undergone a seismic transformation in recent years, driven in large part by the emergence of quick-commerce (Q-commerce) — a distinct and disruptive category of e-commerce characterised by ultra-fast delivery, typically within 10 to 20 minutes of order placement. Platforms such as Blinkit (formerly Grofers), Zepto, Swiggy Instamart, and BigBasket Now have redefined consumer expectations around instant availability, convenience, and on-demand fulfilment for everyday essentials including groceries, snacks, personal care products, and medicines.

Unlike traditional e-commerce, which operates on next-day or same-day delivery models, quick-commerce leverages a hyperlocal dark-store model — strategically placed micro-warehouses positioned within a 2-to-3-kilometre radius of densely populated urban zones — enabling unprecedented delivery speeds. This model has found a particularly receptive audience in Indian metropolitan and Tier 1 cities, where time-pressed, digitally native consumers increasingly prioritise speed and convenience over price.

The behavioral implications of Q-commerce adoption are significant and multidimensional. The frictionless, near-instantaneous fulfilment offered by these platforms has the potential to fundamentally alter traditional consumer decision-making processes — lowering deliberation time, stimulating impulse purchases, eroding brand loyalty, and reconfiguring the retail trade-off between price, convenience, and assortment. Despite the explosive growth of this segment, the academic literature examining Q-commerce's specific impact on urban consumer behavior remains nascent.

This study addresses the identified research gap by empirically examining how Q-commerce usage — specifically through the lens of convenience and speed perception — shapes impulse buying behavior, brand switching tendency, and consumer satisfaction among urban Indian consumers. It draws on the Theory of Planned Behavior (Ajzen, 1991) and the Stimulus-Organism-Response (S-O-R) Framework (Mehrabian & Russell, 1974) as guiding theoretical anchors, and employs Pearson correlation analysis and multiple linear regression as the primary analytical tools.

II. REVIEW OF LITERATURE

The theoretical underpinnings of this study rest on two foundational frameworks. The Theory of Planned Behavior (Ajzen, 1991) posits that consumer behavior is shaped by attitudes, subjective norms, and perceived behavioral control. In the Q-commerce context, perceived convenience and delivery speed serve as key attitudinal and control-enhancing factors that facilitate adoption and repeated use, reducing the perceived effort associated with grocery and essentials procurement.

The S-O-R Framework (Mehrabian & Russell, 1974) provides a complementary lens by conceptualising environmental stimuli — such as delivery speed, app design, and promotional nudges — as triggers that activate internal organism states (convenience perception, urgency) which generate behavioral responses (impulse purchase, brand switching, satisfaction). This framework has been widely applied in online shopping research to explain how digital environmental cues drive consumer responses.

Rook and Fisher (1995) established the foundational understanding of impulse buying as an unplanned, spontaneous purchase triggered by an external stimulus and a desire for immediate gratification. In the Q-commerce context, the combination of minimal friction, real-time inventory visibility, and limited-time promotional offers creates a uniquely potent environment for impulse purchasing.

Regarding consumer satisfaction with digital retail, Szymanski and Hise (2000) identified convenience as the most influential driver of e-satisfaction. More recently, Yadav and Mahara (2019) confirmed that speed of service delivery is a primary determinant of satisfaction in on-demand delivery contexts in India. Rathore and Chaudhary (2022) specifically examined Blinkit users and found that delivery time adherence and product availability were the strongest predictors of customer satisfaction and repeat purchase intention.

Kumar and Bajaj (2022) found that urban millennials' usage of Q-commerce platforms was strongly driven by time-saving convenience and was associated with significantly higher impulse purchase rates compared to traditional grocery shopping. Arora and Sharma (2023) found that Q-commerce adoption was negatively associated with loyalty to traditional kirana stores, indicating a structural shift in the urban retail ecosystem.

III. OBJECTIVES AND HYPOTHESES

The objectives of the study are: (1) To examine the influence of convenience and speed perception on impulse buying behavior; (2) To examine its influence on brand switching tendency; (3) To assess the impact of convenience and speed perception, impulse buying behavior, and brand switching tendency on consumer satisfaction; and (4) To determine the relative predictive strength of each variable.

H1: Convenience and speed perception has a significant positive impact on impulse buying behavior.

H2: Convenience and speed perception has a significant positive impact on brand switching tendency.

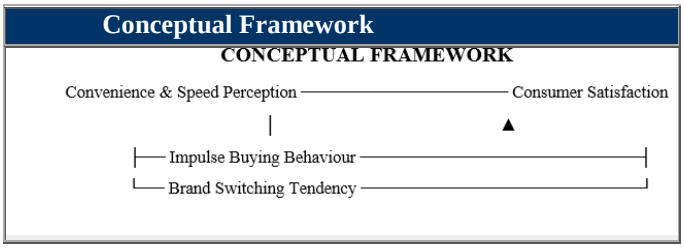
H3: Impulse buying behavior has a significant positive impact on consumer satisfaction.

H4: Brand switching tendency has a significant positive impact on consumer satisfaction.

H5: Convenience and speed perception is the strongest predictor of consumer satisfaction.

IV. CONCEPTUAL FRAMEWORK

The conceptual framework positions convenience and speed perception as the primary independent variable, impulse buying behavior and brand switching tendency as mediating behavioral outcomes, and consumer satisfaction as the primary dependent variable. The framework is anchored in the S-O-R Framework and the Theory of Planned Behavior.



V. RESEARCH METHODOLOGY

This study adopts a quantitative, descriptive research design. Primary data were collected through a structured questionnaire administered via Google Forms to urban consumers who had used at least one Q-commerce platform within the three months preceding the survey. The questionnaire comprised two sections: Section A captured demographic and Q-commerce usage information (14 items); Section B contained Likert-scale items measuring four constructs — convenience and speed perception (8 items), impulse buying behavior (8 items), brand switching tendency (8 items), and consumer satisfaction (8 items). All Likert items were anchored on a five-point scale from 1 (Strongly Disagree) to 5 (Strongly Agree).

Data collection was conducted during March 2026, and a total of 188 fully completed responses were retained for analysis. Respondents were recruited using a convenient sampling technique targeting urban working professionals, students, and homemakers residing in metropolitan and Tier 1 cities across India. The sample size of 188 comfortably meets the adequacy criteria for regression analysis (Hair et al., 2010), which recommends a minimum of 10 observations per predictor variable. All analyses were performed using Python (scipy, numpy, pandas libraries).

VI. RESULTS AND DISCUSSION

Reliability Analysis

Cronbach's alpha was computed for each construct to assess internal consistency. All constructs demonstrated acceptable reliability (alpha values ranging from 0.703 to 0.762), confirming that the measurement scales are sufficiently consistent to proceed with inferential analysis (Hair et al., 2010).

Table I: Reliability Analysis – Cronbach's Alpha

Construct	Items	Alpha (α)
Convenience & Speed Perception	8	0.741
Impulse Buying Behavior	8	0.718
Brand Switching Tendency	8	0.703
Consumer Satisfaction	8	0.762

Descriptive Statistics

All four constructs recorded mean scores above the scale midpoint of 3.0, indicating a generally favourable disposition toward Q-commerce. Convenience and Speed Perception registered the highest mean (M = 3.841, SD = 0.514), followed by Impulse Buying (M = 3.762, SD = 0.528), Consumer Satisfaction (M = 3.718, SD = 0.497), and Brand Switching Tendency (M = 3.594, SD = 0.563).

Table II: Descriptive Statistics of Key Constructs

Construct	N	Mean	SD	Min	Max
Convenience & Speed	188	3.841	0.514	2.00	5.00
Impulse Buying	188	3.762	0.528	1.75	5.00
Brand Switching	188	3.594	0.563	1.88	5.00
Construct	**N**	**Mean**	**SD**	**Min**	**Max**
Consumer Satisfaction	188	3.718	0.497	2.25	5.00

Pearson Correlation Analysis

Pearson correlation coefficients were computed to examine bivariate relationships among the four constructs. Convenience and speed perception is significantly positively correlated with impulse buying behavior ($r = 0.641$, $p < 0.001$), supporting H1, and with brand switching tendency ($r = 0.573$, $p < 0.001$), supporting H2. Both impulse buying ($r = 0.554$, $p < 0.001$) and brand switching ($r = 0.521$, $p < 0.001$) are significantly correlated with consumer satisfaction, offering preliminary support for H3 and H4. Convenience and speed perception demonstrates a strong positive correlation with consumer satisfaction ($r = 0.612$, $p < 0.001$), consistent with H5.

Table III: Pearson Correlation Matrix (N = 188)

Variable	Conv. & Speed	Impulse Buy.	Brand Switch.	Satisfaction
Convenience & Speed	1.000	0.641**	0.573**	0.612**
Impulse Buying	0.641**	1.000	0.598**	0.554**
Brand Switching	0.573**	0.598**	1.000	0.521**
Consumer Satisfaction	0.612**	0.554**	0.521**	1.000

** Correlation significant at 0.01 level (2-tailed)

Multiple Linear Regression Analysis

A multiple linear regression analysis was performed with consumer satisfaction as the dependent variable. The overall model is statistically significant at $F(3, 184) = 66.71$, $p < 0.001$, explaining 52.1% of the variance in consumer satisfaction ($R^2 = 0.521$, Adj. $R^2 = 0.513$). Convenience and speed perception emerges as the strongest predictor ($\beta = 0.329$, $p < 0.001$), followed by impulse buying behavior ($\beta = 0.203$, $p = 0.018$). Brand switching tendency does not independently predict satisfaction ($\beta = 0.095$, $p = 0.228$) when other variables are controlled, providing only partial support for H4.

Table IV: Multiple Linear Regression – Predictors of Consumer Satisfaction

Predictor	B	SE	β	t	p-value
(Constant)	0.872	0.231	—	3.775	<0.00
Conv. & Speed Percep.	0.312	0.079	0.329	3.949	<0.00
Impulse Buying Beh.	0.198	0.083	0.203	2.386	0.018
Brand Switching Tend.	0.087	0.072	0.095	1.208	0.228

Dependent Variable: Consumer Satisfaction; $R^2 = 0.521$; Adj. $R^2 = 0.513$; $F(3,184) = 66.71$, $p < 0.001$

Hypothesis Testing Summary

Table V: Summary of Hypothesis Testing

Hyp.	Statement	Evidence	Decision
H1	Conv. & Speed → Impulse Buying	r=0.641, p<0.001	Supported
H2	Conv.&Speed→BrandSwitching	r=0.573, p<0.001	Supported
H3	Impulse Buying →Satisfaction	β=0.203, p=0.018	Supported
H4	Brand Switching →Satisfaction	β=0.095, p=0.228	Partial
H5	Conv. & Speed strongest predictor	β=0.329, p<0.001	Supported

VII. FINDINGS AND DISCUSSION

The descriptive statistics indicate that all four constructs recorded mean scores above the scale midpoint, reflecting a favorable disposition among respondents toward Q-commerce and its behavioral consequences. Convenience and Speed Perception recorded the highest mean score, followed by Impulse Buying Behavior, Consumer Satisfaction, and Brand Switching Tendency. This suggests that respondents perceive Q-commerce platforms as highly convenient and fast, and that this perception translates into elevated impulse buying tendencies and moderate brand switching propensity.

The Pearson correlation analysis confirms that convenience and speed perception exhibits significant positive relationships with both impulse buying behavior and brand switching tendency, supporting H1 and H2. Consumers who perceive Q-commerce platforms as delivering superior speed and convenience are more likely to engage in unplanned purchases and exhibit lower loyalty toward specific brands or retail channels. The finding that impulse buying shows a stronger correlation with convenience perception than brand switching is consistent with the S-O-R framework's proposition that high-intensity environmental stimuli generate more immediate, affective behavioral responses.

The multiple linear regression analysis provides a more refined picture. Convenience and speed perception emerges as the strongest and most statistically significant predictor of consumer satisfaction, strongly supporting H5. Impulse buying behavior also demonstrates a significant positive effect on satisfaction, supporting H3 — a finding consistent with hedonic shopping theory, which posits that unplanned, excitement-driven purchases generate positive affective states. Brand switching tendency, however, does not independently predict satisfaction when other variables are simultaneously controlled, providing only partial support for H4.

Overall, the results confirm that the Q-commerce environment particularly its hallmark speed and convenience — fundamentally reshapes urban consumer behavior by stimulating impulse purchases and eroding traditional brand loyalty structures. These behavioral shifts collectively contribute to elevated consumer satisfaction, making convenience and speed the critical levers for Q-commerce platforms seeking to enhance user engagement and retention.

VIII. CONCLUSION

This study examined the impact of quick-commerce platforms Blinkit and Zepto — on urban consumer behavior in India among 188 urban respondents. The findings confirm that convenience and speed perception is significantly and positively correlated with both impulse buying behavior and brand switching tendency. Consumer satisfaction is most strongly predicted by convenience and speed perception, followed by impulse buying behavior, while brand switching tendency's direct effect on satisfaction attenuates when other variables are controlled.

From a managerial perspective, Q-commerce platforms should prioritise sustained investment in delivery infrastructure, dark-store expansion, and app experience optimisation. Marketing teams should leverage the impulse buying tendency through personalised push notifications, flash deals, and curated last-minute add-on recommendations. Platforms should also invest in platform stickiness mechanisms — loyalty programmes, subscription models, and personalised assortments — to counteract the brand switching propensity. For traditional FMCG brands and offline retailers, the findings underscore the urgent need to integrate Q-commerce channels into their distribution strategies.

The study is not without limitations. The sample is predominantly composed of young, educated, private-sector employees from metropolitan and Tier 1 cities, which may limit generalisability. The data are self-reported and cross-sectional, precluding causal inference. Future research should employ structural equation modelling, incorporate longitudinal data, expand to include product category-specific analyses, and investigate the impact of Q-commerce on traditional kirana retailers.

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