

## **A Study on Impact of Quick Commerce on Consumer Decision Making Process**

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### ***ABSTRACT***

This study explores the transformative impact of quick commerce on consumer decision-making processes. The advent of quick commerce, featured by ultra-fast delivery services, is gaining significant traction among consumers, helps to get the last-minute delivery to save the situation and has marked a relevant shift in consumer behaviour, particularly in rural centres. The primary focus is on understanding how the speed and convenience of quick commerce affect various dimensions of consumer decision making process. This research investigates how such convenience influences consumer behaviours, particularly decision-making speed, impulsiveness, and satisfaction levels which provide an actionable insight for business to tailor their quick commerce strategies successfully. We hypothesize that the immediacy of quick commerce not only heightens impulsive buying tendencies but also changes traditional consumer engagement metrics such as brand loyalty and satisfaction.

This paper aims to provide new perspective into the relationship between quick commerce and consumer psychology, offering valuable implications for businesses and policymakers in adapting to this fast-evolving digital commerce landscape. The novelty of this study is embedded in its deep investigation into the cognitive and emotional responses of consumers to quick commerce, presenting new insights into how instant delivery services reshape traditional shopping behavior. This research not only highlights the changes in consumer impulsivity and satisfaction but also examines how immediate delivery services alter consumer behaviours across different age, demographics and gives a psychological perspective on the rapid shift towards digital consumerism in the context of global technological advancements.

**Keywords:** *Ecommerce, Consumer Behaviour, Consumer Decision Making, Quick Commerce.*

## **INTRODUCTION**

The digital commerce landscape has undergone rapid transformation, leading in an era of unparalleled convenience where consumers expect goods and services at their fingertips, often within hours. At the forefront of this evolution is quick commerce, a paradigm shift in retail typified by ultra-fast delivery services. Quick commerce, the third-generation business model following traditional retail stores and e-commerce, has surfaced as a disruptive force, particularly in dynamic urban centres like Bangalore, India, challenging traditional concepts of consumer engagement and revolutionizing the retail landscape. The word 'Quick Commerce' is a business model where instantaneous is always guaranteed.

This study aims to explore the transformative impact of quick commerce on consumer decision-making processes. It seeks to understand how the speed and convenience offered by quick commerce influence various dimensions of the consumer decision-making process, with a focus on decision-making speed, impulsiveness, and satisfaction levels. By understanding these dynamics, businesses can tailor their quick commerce strategies to effectively meet consumer needs and enhance overall satisfaction.

The basic feature of this study lies in its deep insight into the cognitive and emotional response to quick-commerce by offering new idea of how instant delivery and distribution service may reshape traditional shopping behaviours. This paper projects novel observation into the relationship between quick commerce and consumer psychology, offering valuable implications for businesses and policymakers in adapting to this fast-evolving digital commerce landscape. Moreover, this research offers a framework of psychological pattern of paradigm shift towards modern day digital consumerism from traditional consumerism in the context of global technological advancements by exploring and highlighting new area of change of consumer impulsivity and satisfaction by entering into immediate delivery system of services on the platform of altering pattern of consumer behavioural pattern across different demographics.

The novelty of this study stands on its deep investigation into the cognitive and emotional responses of consumers to quick commerce, offering new understanding into how instant delivery services reshape traditional shopping behaviours. By highlighting the transformation in consumer impulsivity and satisfaction, as well as exploring how the speed and convenience of quick commerce alter consumer behaviours across different demographics, this research provides a psychological perspective on the rapid alteration towards digital consumerism in the context of global technological advancements.

## **REVIEW OF LITERATURE**

Quick Commerce, also abbreviated as instant delivery or on-demand delivery. By providing consumers convenience and immediacy in obtaining goods and services, quick commerce has created a prominent trend in the retail industry. In recent years, many researchers have explored the influence of quick commerce on consumer behaviour and decision-making process, illuminating the essence of this phenomenon.

1. In the article ‘Consumer Behavior in Web-Based Commerce: An Empirical Study’ by Marios Koufaris, Ajit Kambil & Priscilla Ann Labarbera, they have covered the impact of consumer experience and attitudes on intention to return and unplanned purchases online. It also explores how certain customer and website factors impact online consumer experience.
2. In the paper ‘Consumer Decision Making in Online Shopping Environments: The Effects of Interactive Decision Aids’ by Gerald Haubl & Valerie Trifts, they hypothesized that consumers’ shopping behavior in online stores may critically differ from that in traditional retail context and they also covered that humans adapt the decision-making processes to specific circumstances depending upon the convenience, exposure they get in online-shopping platform. By implementing the technological advancement machine interactivity in case of online shopping environments has the ability to offer consumers with unparalleled opportunities for locating and comparing products and services available. The study examined the effect of electronic shopping environment on consumer decision making but they did not focus on the customer experience and decision-making process in their purchase through quick commerce platform.
3. In the article ‘From Click to quick – Examining the drivers of Quick Commerce on Online Consumer Behavior using Fuzzy Cognitive Mapping’, Mayukh Mukhopadhyay has studied that the global shakeup caused by COVID-19 pandemic forced the retail industries to recheck their strategies to implement something new as consumers could not leave their homes in that time. He covered that quick commerce, the next evolution of online shopping allowed businesses to deliver goods and services to customers more quickly and with better convenience. During the lockdown, many consumers turned to e-grocery platforms to get sanitary and secure environment during the purchasing of food.
4. In another article named ‘Rise of quick commerce in India: business models and infrastructure requirements’ by Gauri Ranjekar and Debjit Roy, they covered that the rapid increase in e-commerce penetration and omnichannel distribution has resulted in an expansion of the retail industry. The COVID-19 pandemic and the subsequent control measures caused a damage in the e-commerce industry which has increased the online purchase behavior of consumers, especially for groceries. Later on, the customer demand was accompanied by instant delivery expectations, giving an impact on the emergence of quick commerce.
5. In the article ‘An Analysis of the Drivers of Consumers’ Purchasing Behavior in Quick Commerce Platforms’, Pedro Edwin Luna Sanchez explored the factors which make consumers buy from quick commerce platforms. This study utilizes two models: The Mobile Service Quality and The Technology Acceptance Model to understand the interplay of those factors on consumer purchasing behavior. This article emphasizes the dynamic nature of Q-commerce and suggested that mobile service quality factors like interface quality, user friendliness as well as technological easiness influence consumer preferences of using Q-commerce platforms for their purchase. The gap in this study is that they did not cover the transformation in consumer decision making process as well as the impulsive buying behavior of customers because of the noteworthy appearance of quick commerce.
6. In another article ‘Consumer decision-making process in E-commerce by Foretagsekonomi and Kandidatuppsats’, they analyzed the impacts of digitalization

and e-commerce on the process of consumer decision making of buying a car from a consumer perspective. Typically, they explored how consumers utilize online platforms as a third-party site during the making of their purchasing decision and this study has designed to show that the emergence of E-commerce have largely benefited the decision-making process of consumers.

7. In the paper 'The Impact of Quick Commerce that Influence the Purchase Decision of E-Grocery by Rina Astini, Ida Royanti, Yanto Ramli, Tafiprios, Erna Sofriana Imaningsih and Thukas ShilulbImaroh, the authors studied that the technological expansion have triggered significant change in human life. Specifically, they focused that the emergence of electronic commerce platforms for buying groceries, commonly called as E-grocery has gained notable attention, mainly in post-pandemic landscape.
8. In the article 'The Effect of Delivery Time on Repurchase Behavior in Quick Commerce, the author examined the impacts of delivery time deviations on repurchase nature using a huge customer-level transaction data set. They showed in the article that the late deliveries raise interpurchase times which in turn diminish with huge deviations.
9. In another paper 'THE INFLUENCE OF GENERATION Z CONSUMER BEHAVIOR ON PURCHASE MOTIVATION IN E-COMMERCE SHOPPE, Frans Sudirjo, Luckhy Natalia Anastasye Lotte, I Nyoman Tri Sutaguna, Andriya Risdwiyanto and Muhammad Yusuf investigated the influence of the behavior of generation Z consumer on site qualities, privacy security, online purchasing enjoyment and online shopping services etc.
10. The article 'ANTECEDENTS OF E-LOYALTY AS RESEARCH FOR THE QUICK COMMERCE INDUSTRY by Agus Eko Setiyono, Chodilis Chandrawatisma, Rizal Helga Sutan Fanandi, Pantri Heriyati, revealed the analysis of the E-service quality on consumer satisfaction and E-loyalty of quick commerce consumers in Indonesia.

Finally, our research study covers the influence of quick commerce on consumer behavior and their decision-making process. Various quick commerce platforms offer customers the easiness of ordering goods and services with minimal effort and time. Those platforms provide the customers with a wide variety of products and flexibility to choose as per their preferences. The convenience of ordering through quick commerce applications can result into impulsive buying, as customers may be tempted for buying products they did not initially think to purchase.

## **CONCEPT**

Q-commerce is described as the logistical capability to fulfil online orders at a swift pace, often within less than an hour. This model uses strategically located micro-fulfilment centres and advanced data analytics to streamline delivery processes. Q-commerce is booming - companies like Jokr, Weezy, Getir and Flink are cropping up at great speed across the globe, a trend undoubtedly influenced by Covid-19 lockdowns and the reduced accessibility to everyday items and household goods. Quick commerce, also known as q-commerce, is a model that aims to deliver products and services to the customer in the least possible incurring least possible cost and often times with the blink of an eye. In this competitive age marketer wants to get competitive advantage strategically reaching the customer's door quickly at a fast space the bundle of benefits delivered by giving new experience of marketing in the domain of quick commerce. Q-commerce has achieved significant traction in more or less all over the world,

gathering over 400 million q-commerce users globally in 2022. Although the list of q-commerce players is a lengthy one, a prominent player in the quick commerce market is Blinkit, which had a revenue of approximately 2.36 billion Indian rupees in financial year 2023. Whereas, quick commerce unicorn startup Zepto grew over 14 times to Rs.2,024 crore in the financial year ended March 2023, as compared to Rs.142.4 crore a year earlier.

The grocery or other things you ordered the previous week for the family, that reached you by the time you were done with submitting your review about your shopping experience, is commerce done exceptionally quick and that is precisely what is meant by commerce getting 'quick'. In fact, quick commerce appeared as an innovative response to the wide range of customers to receive speedy deliveries, especially when the pandemic wreaked a global havoc, and when restrictions and prohibitions became the norm and the term 'contactless' became the 'buzzword'. There is absolutely nothing to criticise about the fact that e-commerce on-demand and instant delivery has surfaced as one of the most sought-after logistics services world-wide, especially in the post-pandemic time period. With the coming into being of on-demand services and the rise of e-commerce giants in the past few years, it goes without saying that consumers have become highly familiar to seamless experiences and faster deliveries.

It determines this acclimatisation and succeeding expectation from global delivery giants which has resulted into the birth and brisk penetration of quick commerce one which utilizes technological advancement, automation, logistics networks, and intelligent algorithms to provide lightning quick deliveries to the modern-day consumers.

## **NEED FOR THE STUDY**

### **Understanding Consumer Behaviour:**

The study aims to fill a gap in the research landscape by comprehensively examining how quick commerce influences consumer decision-making processes. By analysing the factors influencing consumer behaviour in the context of quick commerce, businesses can tailor and upgrade their strategies to meet consumer needs and preference more effectively, leading to increased satisfaction and loyalty.

### **Adapting to Changing Market Dynamics:**

With the advancement and rapid progress of quick commerce globally, for increasing need for quick delivery the spirit of marketing dynamics has changed the total scenario of management strategy for reaching the consumers in the digital arena of marketing philosophy – 'Customer is King'. This study will provide valuable insights of changing perspective of consumer behavior and consumer decision making for maximization of consumer satisfaction by adding extra value in marketing dynamics.

## **LIMITATION**

Further in this research, it is vital to understand that other constructs of customer competency may likewise play a significant role in the advancement of expectations of customers. These constructs consist of customers' self-effectiveness, encouragement and innovation thinking of business-to-customer firms in e-commerce. Future research studying these constructs could improve the understanding of success factors for quick commerce firms. The model employed

in this study can further be extended to analyse and understand the variance in a firm's decision-making.

## **RESEARCH METHODOLOGY**

The research methodology for this study involves a comprehensive approach to understand the consumer decision-making process. It encompasses both primary and secondary data collection methods, utilizing convenient sampling to gather insights from 63 samples.

## **RESEARCH OBJECTIVES**

- To evaluate changes in consumer satisfaction as a consequence of the adoption of quick commerce.
- To understand the influence of quick commerce on Consumer Decision Making.
- To assess the impact of correlation between quick commerce and the propensity for impulsive purchases.

## **HYPOTHESES OF THE STUDY**

### **Null Hypothesis:**

There is no significant impact of Quick Commerce on the consumer decision-making process.

### **Alternate Hypothesis:**

There is a significant impact of Quick Commerce on the consumer decision-making process.

## **Methodology**

### **Primary Data**

Primary data collection involves gathering firsthand information directly from the target audience. In this study, primary data will be collected through:

1. Surveys: Structured questionnaires will be distributed to the sample population to gather data on consumer behavior, preferences, and decision-making factors.
2. Interviews: In-depth interviews with selected participants will provide qualitative insights into consumer decision-making processes.
3. Observations: Direct observation of consumer behavior in relevant contexts, such as retail environments or online shopping platforms.

### **Secondary Data**

Secondary data refers to information collected by other researchers or organizations for purposes other than the current study. Secondary data sources for this research include:

1. Academic Journals: Reviewing existing literature on consumer behavior, marketing strategies, and decision-making processes.

2. **Industry Reports:** Analysing reports from market research firms and industry publications to understand trends and patterns in consumer behavior.
3. **Government Publications:** Utilizing data from government agencies regarding economic indicators, consumer spending patterns, and market trends.

## Sampling technique & Sample size

Convenient sampling has been employed to select participants based on their accessibility and willingness to participate. This method allows for the quick collection of data from readily available sources, such as students, employees, or community members, making it suitable for this study's scope and objectives.

**Sample Size: 63**

**Statistical Tools used: Chi Square**

## DATA ANALYSIS AND INTERPRETATION

### Overview

Data interpretation for this study involves analysing gathered information to draw meaningful insights into rural customers' decision-making rules during the purchase of fast-moving products. The interpretation process focuses on identifying demographic variables influencing consumer behavior and understanding the factors guiding purchasing decisions.

Key Steps in Data Interpretation:

1. **Demographic Analysis:** Examining demographic variables such as age, income, education, and occupation to discern patterns in consumer behavior.
2. **Decision-Making Rules Identification:** Analysing consumer decision-making rules to understand the criteria influencing product selection and purchase behavior.
3. **Quantitative Analysis:** Utilizing statistical methods to quantify relationships between demographic variables and decision-making rules.
4. **Qualitative Analysis:** Incorporating qualitative insights from interviews or open-ended survey responses to provide depth to the interpretation.
5. **Comparison and Contrast:** Comparing data across different demographic segments to identify variations and similarities in decision-making processes.
6. **Contextualization:** Placing findings within the broader context of consumer behavior theories and existing literature on decision-making processes.

## Chapter Summary

Data interpretation in this study aims to provide actionable insights for marketers targeting rural consumers of fast-moving products. By understanding the interplay between demographic

variables and decision-making rules, businesses can tailor their marketing strategies to effectively engage and influence consumer behavior.

### Variables used for Chi-Square Test

Delivery speed in your decision (Q1)	promotions & discounts influence your decision. (Q2)		Satisfaction with the Q-commerce services (Q3)	Recommending Q-commerce services (Q4)	
Observed Values (O)	Q1	Q2	Q3	Q4	C-total
	17	12	11	13	53
	12	18	27	20	77
	13	13	5	14	45
	9	10	10	4	33
	12	10	10	12	44
R-total	63	63	63	63	252
Expected values (E)	13.25	13.25	13.25	13.25	
	19.25	19.25	19.25	19.25	
	11.25	11.25	11.25	11.25	
	8.25	8.25	8.25	8.25	
	11	11	11	11	
O - E	3.75	-1.25	-2.25	-0.25	
	-7.25	-1.25	7.75	0.75	
	1.75	1.75	-6.25	2.75	
	0.75	1.75	1.75	-4.25	
	1	-1	-1	1	
O - E <sup>2</sup>	14.0625	1.5625	5.0625	0.0625	
	52.5625	1.5625	60.0625	0.5625	
	3.0625	3.0625	39.0625	7.5625	
	0.5625	3.0625	3.0625	18.0625	
	1	1	1	1	
O-E <sup>2</sup> /E					Total
	1.061	0.118	0.382	0.005	1.566
	2.731	0.081	3.120	0.029	5.961
	0.272	0.272	3.472	0.672	4.689
	0.068	0.371	0.371	2.189	3.000
0.091	0.091	0.091	0.091	0.364	
Chi Square Calculated = 15.580					15.580



<b>Chi Square Calculated</b>	<b>15.580</b>	<b>See Calculated Value in the Above Table</b>
<b>Chi Square Critical</b>	<b>21.026</b>	<b>Chi-Square Table Value @ Degree of Freedom = 12</b>
<b>p-value</b>	<b>0.005</b>	<b>95% Confidence Level (0.05)</b>
<b>Null Hypothesis</b>	<b>There is no significant impact of Quick Commerce on the consumer decision-making process</b>	
<b>Alternate Hypothesis</b>	<b>There is a significant impact of Quick Commerce on the consumer decision-making process</b>	

### Interpretation of the Chi-Square Test

From the above test the Researcher observes that the Calculated value (**15.580**) is less than the Chi-Square table/ Critical values (**21.026**) and **P- value (0.05) at 95% Confidence level!**

Hence the Research Does not Reject the Null Hypothesis, “**There is no significant impact of Quick Commerce on the consumer decision-making process**”.

### CONCLUSION

From the above analysis and observations, it may be concluded that consumers’ purchasing decisions are guided by some influencing factors which help the marketer in understanding the basis of consumer behavior for the identification of the impact of Quick -Commerce on the consumers’ decision- making process. Our study aimed to examine the influence of quick commerce on consumer decision-making by highlighting the factors such as delivery speed, promotions, satisfaction and the likelihood of recommending Q-commerce services.

The findings from the statistical analysis, particularly the Chi-Square test, determines that the null hypothesis-indicating there is no relevant impact of quick commerce on the consumer decision-making process-can not be rejected. This leads to a conclusion that suggests that while quick commerce may impact certain behavior of customer or preferences. But it does not completely alter the entire decision-making strategies at a broad level.

### SUGGESTION & RECOMMENDATIONS

After understanding the impact of quick commerce on the consumers’ decision-making process we may suggest for further study of thorough investigation of wide-range of factors taken as required parameters covering entire spectrum of consumers including rural consumers.

- **Enhanced customer engagement:** Despites the findings of the above study, quick commerce operators are still able to increase their impact by highlighting on deeper consumer engagement strategies. Personalization of services depending on consumer preferences and improved user-experience on such platforms can feasibly change consumer decision process noticeably.

- **Further research:** Carry out further research with a broader as well as diverse sample size to ratify these findings across several demographical regions.
- **Improvement in service quality:** Focus on improving the service quality, improved return and refund policies can indirectly impact consumer behavior and decision-making process.
- **Educational initiatives:** Properly educate clients about the advantages of quick commerce through various workshops, specifically on rural areas where the digital divide might affect the acceptance rates and decision-making process.

By utilizing these suggestions & recommendations can not only endeavor to get a more attainable impact on consumer behavior but also create a more satisfied consumer base in the fast-moving context of quick commerce.

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