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DECODING QUICK COMMERCE: A STUDY ON THE FACTOR AND ROLE OF CONVENIENCE IN CONSUMER ENGAGEMENT

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ABSTRACT
This study investigates the salient factors influencing consumer adoption and continued utilization of quick commerce platforms, with a specific focus on convenience. Using an exploratory quantitative approach, primary data were collected from a survey of 70 Mumbai residents, complemented by secondary data from news articles. The findings reveal that convenience and speed are the most significant drivers of consumer engagement, with a combined 88.6% of users citing timesaving as a primary reason for usage and 92.9% agreeing that quick commerce simplifies their daily routine. Furthermore, the platforms are largely perceived as user-friendly, contributing significantly to satisfaction. While factors like promotional offers, product variety, and data security also play a role, the data overwhelmingly shows that convenience is the key differentiator that drives consumers to choose quick commerce over both traditional stores and standard e-commerce, contributing to the sector's overall growth.
KEYWORDS: *Quick Commerce, Convenience, Consumer behaviour, Mumbai*

INTRODUCTION

As noted by the Times of India, while still largely a "metro play" like in Mumbai, the quick commerce sector is rapidly expanding into tier-2 cities such as Vizag, Nagpur, Kochi, Jaipur, and Lucknow. This rapid growth is supported by significant market scale, with a Goldman Sachs report estimating the online grocery market at about $11 billion as of FY24, with quick commerce already capturing a substantial 50% share, or $5 billion. This market dominance is partly driven by the ability of these platforms to price products 10%-15% cheaper than local kirana stores due to sourcing advantages.

According to The Economic Times, this model is also expanding beyond groceries, with fashion platforms like Myntra exploring ultra-fast 30-minute delivery services, as seen with their "M-Now" service in Delhi-NCR and Mumbai. Despite this, some industry leaders, including Swiggy's Sriharsha Majety and Zomato's Deepinder Goyal, argue that quick commerce does not pose a threat to traditional kirana stores, as it primarily serves a segment of consumers who were already shopping online, as mentioned in an article by Business Standard.

This study, titled "DECODING QUICK COMMERCE: A STUDY ON THE FACTOR AND ROLE OF CONVENIENCE IN CONSUMER ENGAGEMENT," aims to investigate the salient factors influencing consumer adoption and continued utilization of quick commerce platforms, specifically focusing on how convenience affects quick commerce.

LITERATURE REVIEW

Rau, Altenburg, and Ghezzi (2023) The study investigated the quick commerce business model's role in online grocery retailing. It found that consumer convenience is the central factor, shifting the competitive advantage from price to speed and ease of delivery.

Ganapathy and Gupta (2023) This research discussed the quick commerce grocery delivery model. It identified diverse revenue streams and strategic partnerships (like with traditional Kirana stores) as critical for long-term sustainability and profitability.

Goswami and Kumari (2024) This study focused on the influence of quick commerce on consumer decision-making, looking at factors like speed, impulsiveness, and satisfaction. The conclusion was that while quick commerce impacts some preferences, it does not broadly change the overall consumer decision-making process.

Singh and Tomar (2024) Exploring Quick Commerce's impact in Thane City, this research found that it is perceived as more convenient and faster, leading to higher satisfaction. The study also highlighted the need for improved customer service and better pricing strategies.

Sanchez (2024) This research explored how quick commerce uses convenience to disrupt the online grocery market. The study found that factors like ease of use, usefulness, and interface quality positively and directly influence consumer purchasing behaviour on these platforms.

Singh (2024) The review of quick commerce's influence on Indian consumer behavior highlighted that convenience and rapid delivery are key drivers. Perceived benefits and ease of use lead to satisfaction, but challenges like regulatory hurdles and sustainability issues need strategic planning.

Malviya (2025) This study explored the rise of quick commerce and found that consumers in Indore use it for urgent, speedy deliveries. It concluded that for larger or regular purchases, these same consumers still prefer traditional retail methods to avoid high delivery costs.

Nair, Joshi, and Thakare (2025) This paper examined quick commerce's impact on consumer decisions and satisfaction in Mumbai. The researchers concluded that quick commerce is redefining consumer expectations and setting new service benchmarks, despite facing various logistical challenges.

Naik and Kapdi (2025) This research investigated consumer preferences and buying behavior in India's quick commerce sector. It identified convenience, speed, promotions, and demographics as key adoption factors, with convenience and speed being the primary drivers.

Sheikh and Thakur (2025) The study found that convenience, time savings, and discounts are the main reasons for quick commerce adoption in India. However, high delivery fees and a limited range of products were identified as barriers that prevent full adoption.

The review of literature shows that convenience and speed are essential drivers of quick commerce adoption and satisfaction, fundamentally disrupting traditional retail by shifting competitive advantage from price. While quick commerce influences preferences and sets new benchmarks, its broad impact on overall consumer decision-making varies.

OBJECTIVE

1. To investigate the salient factors influencing consumer adoption and continued utilization of quick commerce platforms.
2. To explore how convenience affects quick commerce.

HYPOTHESIS

Null Hypothesis (H0): No salient factors or convenience significantly impact consumer adoption or continued utilization of quick commerce.

Alternative Hypothesis (H1): At least one salient factor or convenience significantly impacts consumer adoption or continued utilization of quick commerce.

SCOPE OF STUDY

This study will investigate key factors that influence consumers into the adoption and continued utilization of quick commerce platforms, focusing on how convenience drives engagement and loyalty. It will also examine consumer perceptions of platform usability, product variety, promotional offers, and data security.

RESEARCH METHODOLOGY

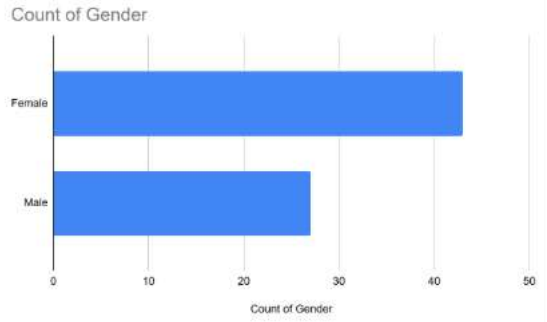
Data collection: Data collection: This is an exploratory research type where both primary and secondary data were utilized. The primary quantitative data was collected from 70 residents of Mumbai through a Google Forms survey in August 2025. A structured questionnaire containing 20 questions, designed to investigate the factors influencing quick commerce platform usage, was circulated digitally and employed a snowball sampling technique. This survey was used to gather numerical data on the research topic.

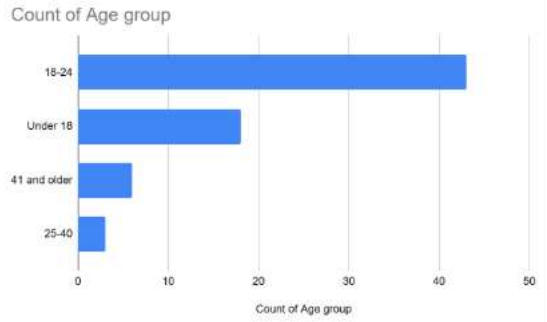
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This was then complemented by secondary qualitative data gathered from newspaper articles and online sources to provide a richer context and background to the primary research findings. The collected data was then subjected to analysis to identify key trends and patterns.

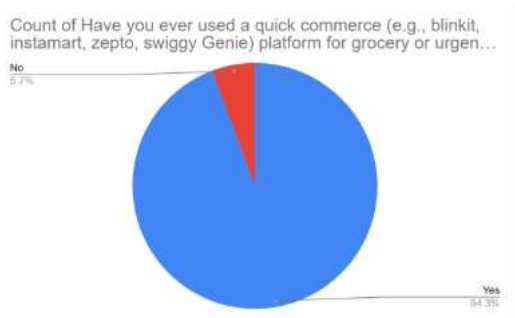
FINDING AND ANALYSIS

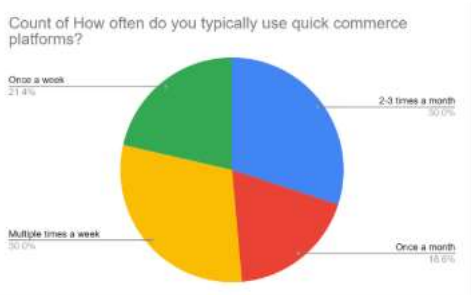
- Demographic analysis





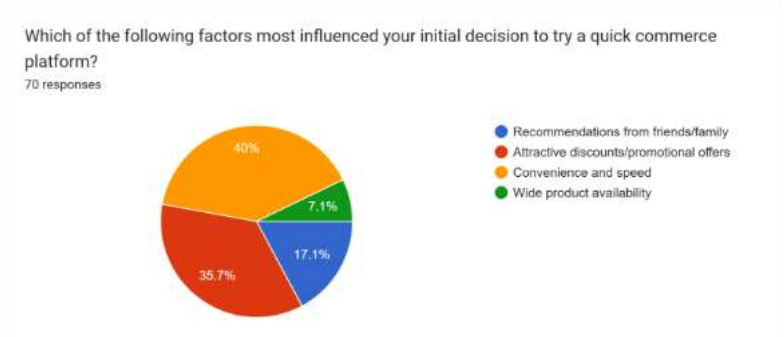
The demographic analysis shows that among the 70 respondents, 27 (39%) were male and 43 (61%) were female. Regarding age, most respondents (43, or 61%) were in the 18-24 age group. This was followed by 18 people (25.7%) under 18, 6 people (8.6%) over 41, and 3 people (4%) between 25 and 40.





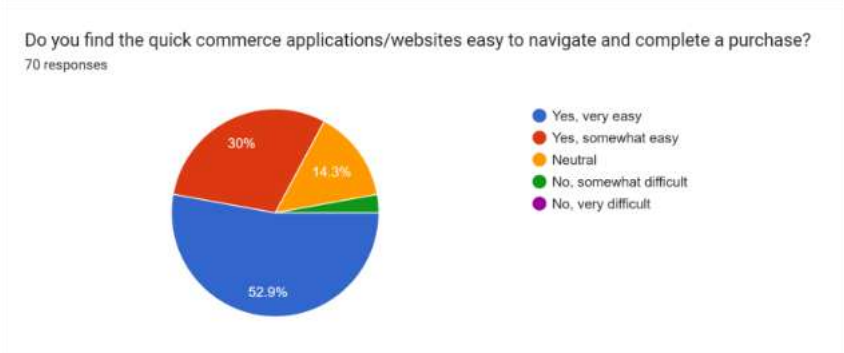
Regarding quick commerce usage, 94.3% of respondents affirmed they use it, while the remaining 5.7% stated they do not. Among the users, 30% reported using it multiple times a week, followed by another 30% who use it 2-3 times a week. The remaining users reported using it once a week (21.4%) or once a month (18.6%).

- To investigate the salient factors influencing consumer adoption and continued utilization of quick commerce platforms. The following questions were included in the survey to gather data that would help achieve this objective.

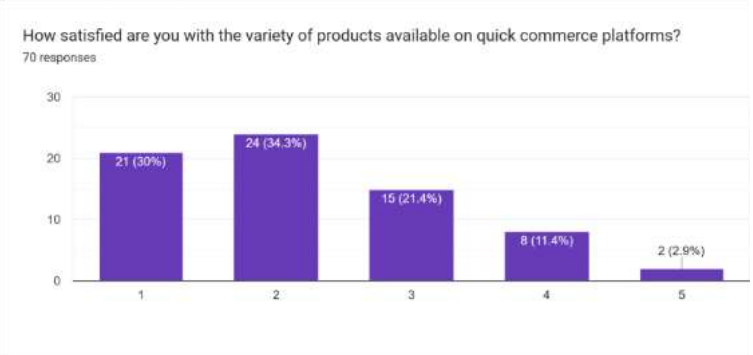


The analysis reveals that convenience and speed is the most significant factor, with (40%) respondents citing it. This is closely followed by attractive discounts and promotional offers, chosen by (35.7%) respondents. While other factors like recommendations from friends and family (17.1%) and wide product availability (7.1%) had a much smaller influence.

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The chart shows that most respondents find quick commerce applications easy to navigate and complete a purchase, with 37 respondents (52.9%) rating them as "very easy" and 21 (30%) as "somewhat easy." Only a very small number of users (2) found the apps difficult to use, and no one (0 respondents) found them "very difficult." The remaining 10 respondents (14.3%) were neutral.



The survey results on satisfaction with product variety show a mixed response. The highest number of respondents (34.3%) gave a neutral rating. This was followed by (30%) respondents who rated their satisfaction as slightly high. The remaining responses were spread across the satisfaction scale, with only a small number of users reporting low satisfaction.

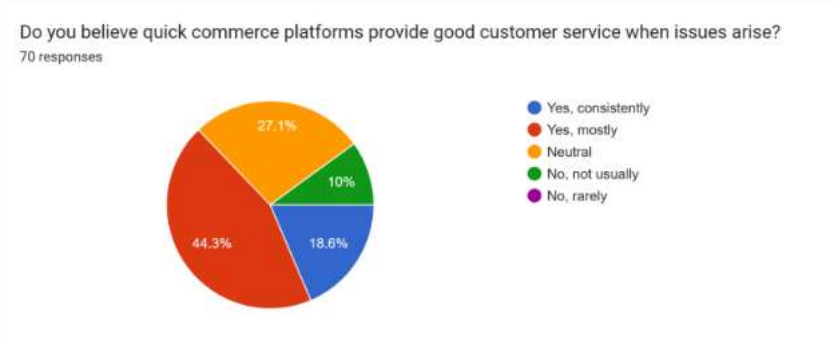


The chart represents how important promotional offers and discounts are for the continued use of quick commerce platforms. The data shows that a large majority of users (81.4%) respondents do consider discounts a significant reason to continue using these platforms. In contrast, only 18.6% of respondents find them to be an insignificant factor.



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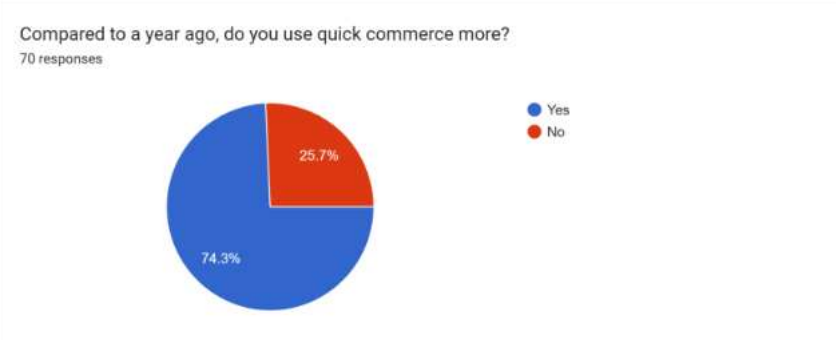
The chart shows that if a quick commerce platform stopped offering discounts, it would have a moderate effect on most users. The highest number of respondents (42.9%) chose the middle rating. While a significant portion of users (42.8%) reported that their usage would decrease significantly, a smaller group of 14.3% said it would have little to no effect on their usage.



The pie chart shows that most users have a positive view of quick commerce customer service. Over 62% of respondents believe customer service is good, with 44.3% rating it as "mostly" good and 18.6% as "consistently" good. Only 10% of users felt it was not good, while a significant portion of 27.1% were neutral.



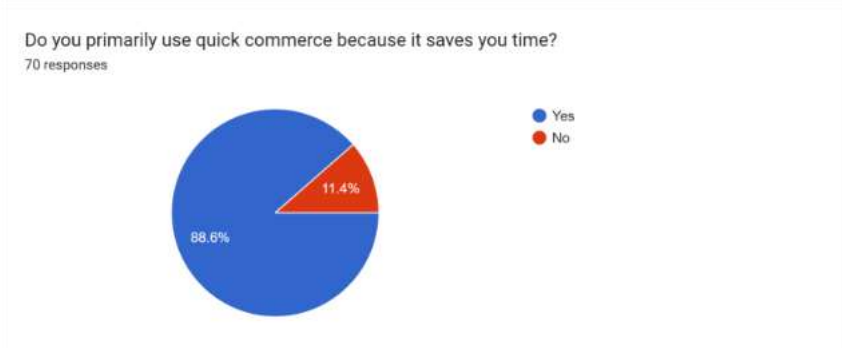
The analysis shows that a significant portion of users feel secure sharing their information on quick commerce platforms. A combined (55.7%) of respondents gave a high to moderate rating for security. While a notable (30%) of users were neutral, only a small percentage of respondents (14.3) felt insecure sharing their personal and payment information.



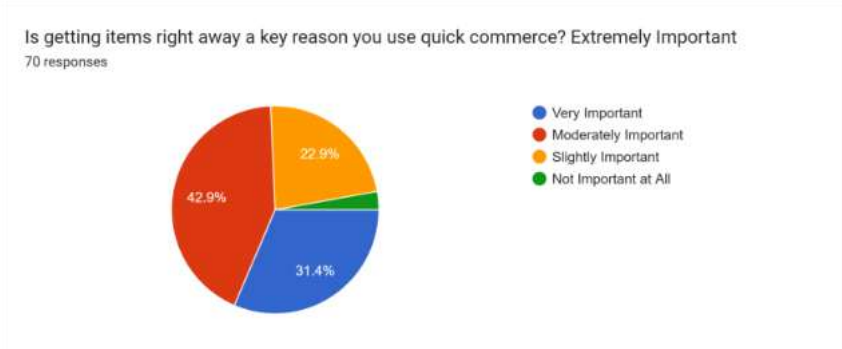
The pie chart displays whether respondents use quick commerce more now compared to a year ago. A large majority of users (74.3%) reported that they use quick commerce more, while only 18 respondents (25.7%) stated they use it less. This indicates a significant growth in user base and engagement over the last year.

- The goal of exploring how convenience affects quick commerce is to understand what drives consumer behaviour in this market. Since speed and ease of use are the core propositions of quick commerce, it's crucial to measure how much they influence users.

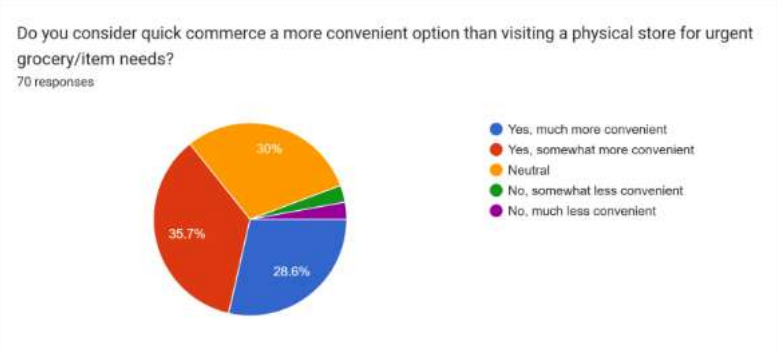
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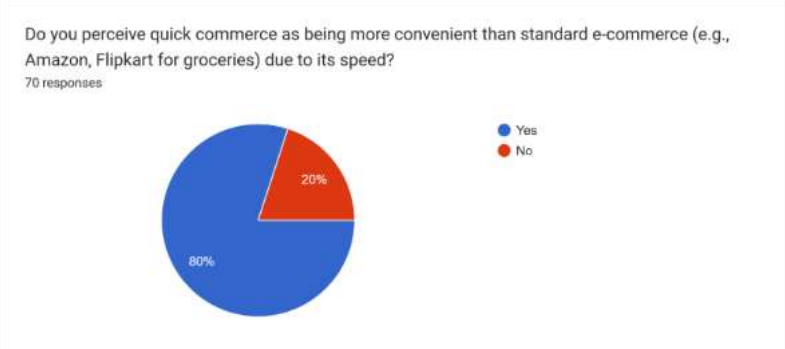
The data shows that a large majority of users primarily use quick commerce because it saves them time. Most respondents, 62 people (88.6%), answered "Yes" to this question. This indicates that for most consumers, the primary value proposition of quick commerce is its efficiency and speed.



The following chart shows that getting items right away is a very important reason for using quick commerce platforms for a significant majority of users. A combined (31.4%) of respondents rated this factor as very important, (42.9% or 30 people) as moderately important for 22.9% of respondents it is slightly important. This indicates that the promise of speed is a core driver of continued usage. Only a very small number of users (2.9% or 2 people) said that this was not important at all.

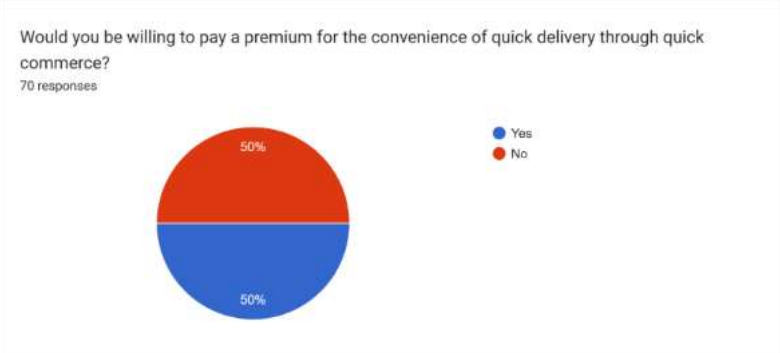


The chart shows that for urgent grocery needs; most respondents find quick commerce more convenient than visiting a physical store. A combined 64.3% of users find it to be a more convenient option (35.7% as "somewhat" and 28.6% as "much more convenient"). A significant portion of respondents (30%) remained neutral, while a very small minority (5.7%) felt it was less convenient.

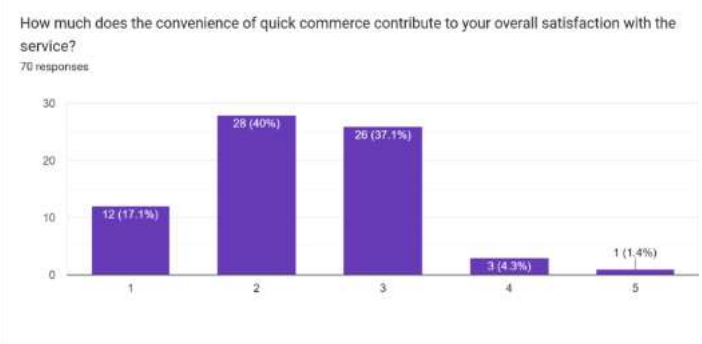


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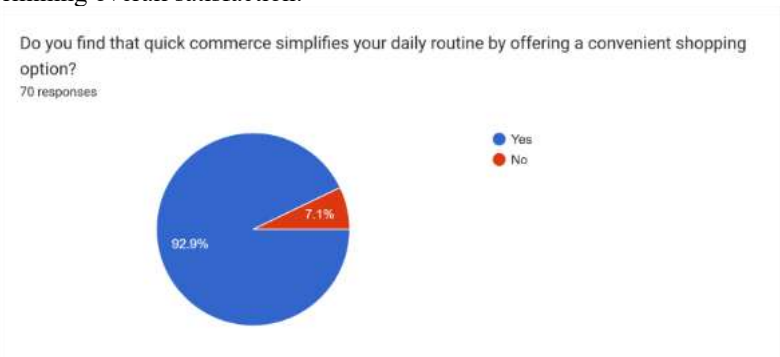
A large majority of users perceive quick commerce as more convenient than standard e-commerce due to its speed. A significant 80% of respondents answered "Yes," indicating that the quick delivery model is a key differentiator. Only 20% of respondents did not share this view.



The data on consumer behaviour regarding paying for convenience reveals a balanced opinion. The survey found an even split, with 50% of respondents willing to pay a premium for quick delivery, while the other 50% are not. This highlights a clear division in consumer attitude towards the value of paying for speed.

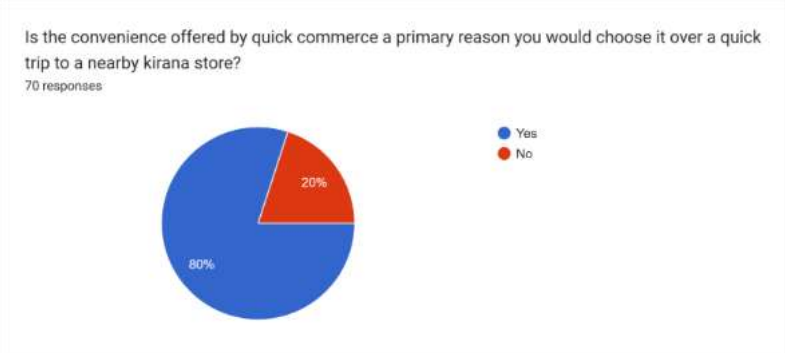


The chart shows that convenience is a significant contributor to overall satisfaction with quick commerce services for most users. A large majority of respondents (77.1% combined) rated this contribution as either a 2 (40% or 28 people) or a 3 (37.1% or 26 people) on a 5-point scale. The data suggests that convenience is a key factor, but not the only one, in determining overall satisfaction.



Vast majority of users find that quick commerce simplifies their daily routine. 92.9% of respondents answered "Yes," indicating that the convenience offered by these platforms is highly effective in their daily lives. Only a small minority of 7.1% did not find that it simplified their routine.

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The pie chart shows that a large majority of respondents would choose quick commerce over a nearby Kirana store primarily for its convenience. An overwhelming 80% of users answered "Yes," indicating that the convenience of quick delivery is more appealing than a quick trip to a physical store. Only 20% of respondents did not feel this way.

CONCLUSION

This study, conducted through a survey of 70 residents in Mumbai, aimed to decode the factors influencing quick commerce usage, with a specific focus on convenience. The findings reveal that convenience and speed are overwhelmingly the most significant drivers of consumer adoption and engagement, with 40% of respondents citing it as the primary influencing factor. This is a core finding that is reinforced throughout the data, as 88.6% of users stated they use these platforms because they are timesaving, and 80% find them more convenient than standard e-commerce due to their speed. The importance of instant gratification is further supported by the finding that a combined 74.3% of users rated getting items right away as either very or moderately important.

The research also found that quick commerce platforms are widely perceived as user-friendly, with over 80% of respondents rating them as either "very easy" or "somewhat easy" to navigate. This ease of use, combined with the convenience of quick delivery, contributes significantly to overall user satisfaction. The study also highlighted the platforms' success in simplifying daily routines, with a massive 92.9% of users agreeing that quick commerce offers a convenient shopping option that streamlines their day-to-day lives. This perception of convenience is so strong that an overwhelming 80% of respondents would choose a quick commerce platform over a nearby kirana store for its convenience.

LIMITATIONS

A key limitation is that the study's findings might not apply broadly because of its relatively small sample which was collected only from Mumbai. The results might not fully represent quick commerce consumer behaviour in other cities or regions. Also, since it's a quantitative study, it might lack a deeper understanding of the "why" behind consumer choices, which a qualitative approach could provide.

SCOPE FOR FURTHER STUDY

Building on this research, a future study should expand its geographic reach beyond Mumbai to include a more diverse range of cities, particularly in different tiers. It would also be beneficial to incorporate qualitative methods like interviews or focus groups to gain a richer understanding of the motivations behind consumer choices. Additionally, future research could focus on specific consumer demographics, such as students or working professionals, to explore how different groups are influenced by convenience and other factors.

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