10 Minute Temptation: Exploring Quick Commerce's Influence on Consumer Decision Making

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ABSTRACT

Quick Commerce (Q-Commerce) is changing the way we shop, offering lightning-fast deliveries within 10-20 minutes, and giving consumers the convenience of getting what they want almost immediately. This study explores how this rapid access to products impacts how consumers make purchasing decisions and their loyalty to Q-Commerce platforms. By looking at how fast delivery influences impulse buying and overall satisfaction, the research uncovers the emotional and psychological factors that drive consumer behavior. Findings reveal that a significant percentage of consumers make unplanned purchases due to the availability of quick delivery, and customer satisfaction is strongly linked to service speed and reliability. However, while convenience enhances loyalty, concerns over pricing and delivery fees remain a challenge for some users. The study aims to understand what makes people choose instant delivery services and how it shapes their long-term loyalty to these platforms. Ultimately, this paper provides valuable insights for businesses looking to connect with customers in a world where speed and convenience are becoming key to customer satisfaction.

KEYWORDS: Quick Commerce, Consumer Behaviour, Loyalty Programs, Speedy Delivery, Repeat Purchases.

INTRODUCTION

The way consumers shop has undergone a massive transformation in recent years, driven by advancements in technology and the rising demand for convenience. Quick commerce has emerged as a disruptive innovation, reshaping the traditional shopping experience by offering instant deliveries within 10-20 minutes. Unlike conventional e-commerce platforms that prioritize variety and price, quick commerce platforms cater to the need for speed and convenience, becoming a preferred choice for urban consumers.

The emergence of platforms such as Zepto, Blinkit, and Instamart has introduced a new era of consumer shopping behavior, especially among millennials and Gen Z consumers who seek immediate gratification. With hectic lifestyles and the increasing shift towards digitalization, consumers are more inclined to make purchases that align with their need for speed and efficiency.

What makes quick commerce particularly appealing is its ability to merge convenience, technology, and consumer preferences into a seamless experience. Whether it's ordering groceries during busy work hours or satisfying a late-night craving, quick commerce platforms have embedded themselves into the daily lives of urban consumers. This shift is not merely about faster delivery but signifies a broader transformation in consumer decision-making patterns.

Moreover, the psychological aspect of instant gratification plays a crucial role in influencing purchasing behavior. Consumers are more likely to make impulse purchases when they know their desired products will be delivered almost immediately. This phenomenon raises critical questions about the long-term impact of quick commerce on consumer loyalty, trust, and purchasing habits.

Despite its growing popularity, the implications of quick commerce on consumer decision-making and brand loyalty remain underexplored. This study aims to bridge this gap by investigating how delivery speed, loyalty programs, repeat purchases, and convenience collectively shape consumer behavior on quick commerce platforms.

Research Questions

1. How does speedy delivery affect consumer decision-making?

2. What role do loyalty programs play in influencing consumer behavior on quick commerce platforms?

3. How do repeat purchases impact long-term engagement with quick commerce platforms?

4. How does consumer decision-making drive the usage of quick commerce platforms?

5. How does the convenience offered by quick commerce platforms influence consumer purchasing decisions?

LITERATURE REVIEW

Quick commerce is an emerging trend that blends the benefits of e-commerce with immediate delivery services, catering to the growing consumer demand for convenience. Several studies have explored how quick commerce is reshaping consumer behavior, particularly in terms of delivery speed, loyalty programs, and impulse purchases.

1. Impact of Quick Commerce on Consumer Decision-Making

Goswami and Kumari (2024) found that the instant delivery model plays a crucial role in shaping purchasing decisions. Their study revealed that consumers are more likely to buy products when they know they will receive them within minutes, demonstrating how speed acts as a psychological trigger for faster decision-making.

2. Influence of Purchase Decisions and Satisfaction

Singh (2024) conducted a study in Thane City, showing that the convenience and reliability of quick commerce platforms greatly enhance customer satisfaction. The study emphasized that many consumers prefer platforms that deliver quickly, even if the prices are slightly higher, prioritizing speed over cost.

3. Impulse Buying Behaviour

Impulse buying is a major characteristic of Q-Commerce. Muruganantham and Bhakat (2013) explained that impulse purchases are often triggered by situational factors such as limited-time offers and fast delivery options. Their research highlighted that snacks and personal care products are among the most commonly purchased impulse items.

4. Time Pressure and Physical Effort

Nagarathinam, Elangovan, and Chellasamy (2025) found that quick commerce platforms significantly reduce the physical effort and time pressure associated with traditional shopping. Families with busy schedules, particularly working professionals, appreciate the convenience of receiving essential products within minutes, eliminating the need for physical store visits.

5. Search Costs and Consumer Behavior

The digitization of retail has dramatically reduced search costs, allowing consumers to compare prices and products instantly. This ease of access has made consumers more informed while also increasing their likelihood of purchasing products impulsively.

6. Online Shopping Behaviour

E-commerce platforms have revolutionized the way consumers interact with products. Features such as personalized recommendations and one-click purchases encourage faster decision-making, increasing the probability of impulse buying.

7. Technological Advancements in Quick Commerce

Lim et al. (2024) emphasized the role of urban consolidation centers in reducing delivery times, making Q-Commerce more efficient. These technological advancements are crucial in improving service reliability, ultimately enhancing customer experience and satisfaction.

8. Online Shopping Addiction

Kuss et al. (2006) explored how instant delivery options and seamless payment methods contribute to online shopping addiction, especially among younger consumers. The convenience of quick commerce, while beneficial, may also lead **to** excessive and unplanned spending.

9. Reliance Retail's Omnichannel Strategy

Sreejith (2023) documented how Reliance Retail successfully transformed into an omnichannel retail leader, integrating technology and convenience to drive customer engagement. This case study highlights how businesses can leverage both online and offline models to cater to modern consumer demands.

10. E-Service Quality and Customer Satisfaction

A study in *Heliyon* found that e-service quality directly impacts consumer satisfaction and loyalty, particularly in the quick commerce sector. Factors such as fast response times, easy navigation, and efficient customer support were shown to enhance customer retention rates.

METHODOLOGY

This study follows a quantitative research design to assess how quick commerce platforms influence consumer decision-making. The data was gathered through an online survey using Google Forms, with 110 participants who frequently use platforms like Zepto, Blinkit, and Instamart.

The survey consisted of structured, close-ended questions measuring the effect of speedy delivery, loyalty programs, repeat purchases, and convenience on consumer decisions. The responses were analysed using Descriptive Statistics, Bivariate Correlation Analysis, and Linear Regression Analysis.

Statistical Techniques Used:

- **Descriptive Statistics:** To summarize participant demographics and platform usage frequency.

- **Bivariate Correlation Analysis:** To identify the relationship between different variables.

- **Linear Regression Analysis:** To measure the influence of independent variables (Speedy Delivery, Loyalty Programs, Repeat Purchases, and Convenience) on dependent variables like Consumer Decision-Making and Long-Term Engagement.

- **Hypothesis Testing:** To determine the statistical significance of each relationship.

Research Objectives

1) To explore the effect of speedy delivery on consumer decision making.
2) To examine how loyalty programs influence consumer behavior on quick commerce platforms.
3) To study the effect of repeat purchases on consumer's long term engagement with quick commerce platforms.
4) To understand how consumer decision making leads to usage of quick commerce platforms.
5) To determine how the convenience of quick commerce platforms impact consumer purchasing decisions

Hypothesis

1) **Null Hypothesis**: Speedy delivery has no impact on consumer decision making.
Alternative Hypothesis: Speedy delivery has an impact on consumer decision making.
2) **Null Hypothesis**: Loyalty programs do not influence consumer behavior.
Alternative Hypothesis: Loyalty programs influences consumer behavior on quick commerce platforms.
3) **Null Hypothesis**: There is no effect of repeat purchases on consumer's long term engagement.
Alternative Hypothesis: There is effect of repeat purchases on consumer's long term engagement with quick commerce platforms.
4) **Null Hypothesis**: Consumer decision making does not lead to usage of quick commerce platforms.
Alternative Hypothesis: Consumer decision making leads to usage of quick commerce platforms.
5) **Null Hypothesis**: The convenience of quick commerce platforms does not impact consumer purchasing decisions.
Alternative Hypothesis: The convenience of quick commerce platforms has an impact on consumer purchasing decisions.

RESULTS AND DISCUSSION

Descriptive Statistics

Descriptive statistics provide a summary of the collected data, offering an overview of participants' responses. The analysis highlights key metrics such as the mean, median, mode, standard deviation, skewness, and kurtosis for each variable, allowing for a comprehensive understanding of the dataset.

	Speedy Delivery	Loyalty	Repeat Purchases	Consumer Decision Making	Convience
Valid	98	98	98	98	98
Missing	0	0	0	0	0
Mode	30.000ᵃ	25.000ᵃ	25.000ᵃ	25.000ᵃ	23.000ᵃ
Median	29.000	24.000	24.000	24.500	23.000
Mean	28.673	22.173	22.765	22.857	22.367
Std. Deviation	6.342	6.501	6.523	6.462	6.393
Skewness	−0.248	−0.361	−0.430	−0.407	−0.406
Std. Error of Skewness	0.244	0.244	0.244	0.244	0.244
Kurtosis	−0.124	−0.886	−0.656	−0.423	−0.546
Std. Error of Kurtosis	0.483	0.483	0.483	0.483	0.483
Minimum	13.000	9.000	8.000	5.000	5.000
Maximum	42.000	32.000	35.000	35.000	35.000

1. Speedy Delivery: The descriptive statistics reveal that Speedy Delivery holds a significant role in consumer satisfaction. The mean score of 28.673 suggests that participants rated the importance of timely delivery positively. The median value of 29 indicates that half of the respondents rated delivery at or above this value. The negative skewness (-0.248) implies that the majority of participants provided higher ratings, indicating overall satisfaction with delivery services. Additionally, the kurtosis value of -0.124 shows a relatively flat distribution, suggesting consistent responses without extreme outliers.

2. Loyalty Programs: Loyalty programs are often a crucial factor in influencing repeat purchases and consumer retention. The mean score of 22.173 indicates moderate acceptance of loyalty programs among respondents. The median score of 24 shows that more than half of the participants rated loyalty programs positively. The negative skewness (-0.361) suggests that most respondents were inclined towards giving higher ratings. The kurtosis value of -0.886 reflects a flatter distribution, implying that the ratings were spread out without significant extremes.

3. Repeat Purchases: The data indicates that Repeat Purchases play an essential role in customer retention. The mean score of 22.765 represents a moderately positive perception of repeat purchasing behavior. The median score of 24 shows that half of the participants rated this aspect above average. The negative skewness (-0.43) signifies that most participants gave higher ratings, while the kurtosis value of -0.656 suggests that the distribution is flat with fewer extreme ratings.

4. Consumer Decision Making: Understanding how consumers make purchasing decisions is vital for businesses. The mean score of 22.857 indicates that decision-making processes were moderately influenced by the surveyed factors. The median score of 24.5 highlights that more than half of the participants leaned towards higher ratings. The negative skewness (-0.407) implies that participants generally rated this aspect positively. The kurtosis value of -0.423 shows that responses were evenly spread without extreme variations.

5. Convenience: Convenience is a key factor in shaping consumer behaviour, especially in digital transactions. The mean score of 22.367 suggests that participants found convenience to be of moderate importance. The median value of 23 indicates that half of the participants rated convenience positively. The negative skewness (-0.406) shows that most participants leaned towards higher ratings. The kurtosis value of -0.546 suggests that the responses were spread out without significant outliers.

Interpretation

The descriptive statistics analysis indicates that Speedy Delivery emerged as the highest-rated factor, highlighting its significance in consumer satisfaction. The negative skewness across all variables suggests that participants generally provided positive feedback. The relatively flat kurtosis values imply that the ratings were consistent, with fewer extreme outliers. These findings suggest that consumers prioritize timely services and convenience, while loyalty programs and repeat purchases also play essential roles in influencing their decision-making processes.

This quantitative analysis forms the foundation for further statistical tests such as Correlation Analysis and Regression Analysis to explore the relationships between the variables and their overall impact on consumer decision-making.
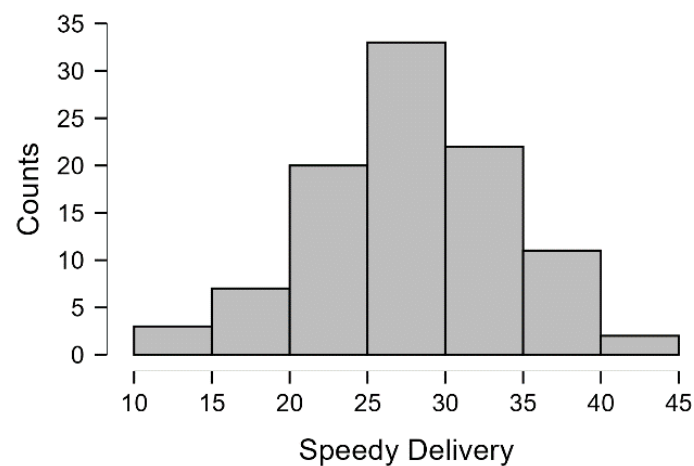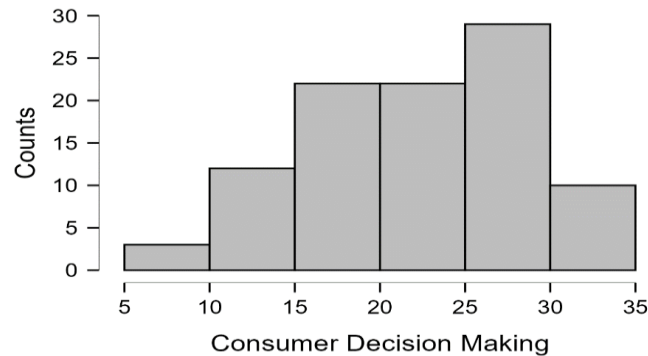
- The histogram shows that the majority of respondents rated Speedy Delivery between 25-30, with the highest frequency around 30 counts.
- This indicates that most customers find the delivery speed to be satisfactory.
- The distribution appears to be normal, with a slight concentration around the central value, indicating that speedy delivery is an important factor for customer satisfaction.
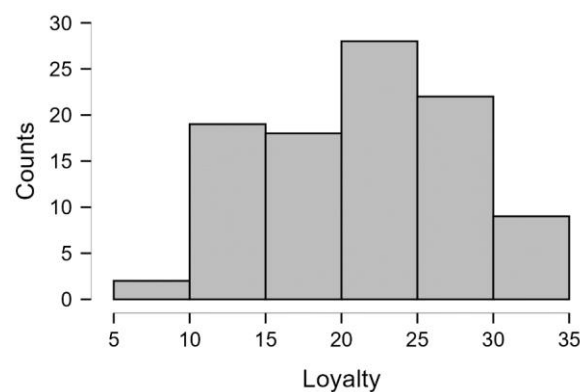

- The highest number of respondents rated Loyalty between 20-25, with around 25 counts.
- The graph shows a right-skewed distribution, meaning fewer customers have very high loyalty.
- This suggests that while some customers are loyal, there is still a gap in customer retention strategy.
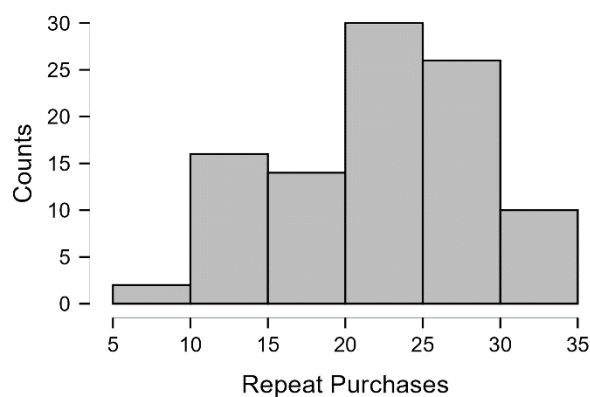
- The highest frequency of repeat purchases falls between 20-25 with nearly 30 counts.
- This indicates that customers are moderately likely to make repeat purchases.
- However, the slightly skewed distribution suggests that there is room to improve repeat purchase rates.

- The histogram shows that most respondents rated Consumer Decision Making between 25-30, with the highest frequency around 30 counts.
- This indicates that decision-making factors such as product information, reviews, and recommendations play a significant role in the buying process.
- The distribution is slightly right-skewed, suggesting that some consumers still feel uncertain about their choices.
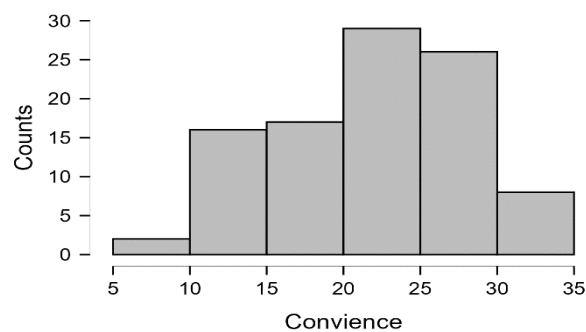
- The majority of the ratings are between 20-25, with the highest frequency around 30 counts.

- The distribution is fairly normal, showing that convenience is a key factor for customers.

- This suggests that providing a user-friendly platform, multiple payment options, and easy navigation can enhance customer experience.

Correlation Analysis

Variable		Speedy Delivery	Loyalty	Repeat Purchases	Consumer Decision Making	Convience
1. Speedy Delivery	Pearson's r	—				
	p-value	—				
2. Loyalty	Pearson's r	0.421	—			
	p-value	< .001	—			
3. Repeat Purchases	Pearson's r	0.562	0.644	—		
	p-value	< .001	< .001	—		
4. Consumer Decision Making	Pearson's r	0.597	0.477	0.776	—	
	p-value	< .001	< .001	< .001	—	
5. Convience	Pearson's r	0.561	0.565	0.746	0.768	—
	p-value	< .001	< .001	< .001	< .001	—

The Pearson's Correlation test was conducted to understand how different factors like Speedy Delivery, Loyalty, Repeat Purchases, Consumer Decision Making, and Convenience are connected to each other in influencing customer buying behavior.

The results are explained in simple points below:

1. Speedy Delivery and Loyalty (r = 0.421)

- There is a moderate positive relationship between speedy delivery and customer loyalty.
- This means that when customers receive their orders quickly, they are more likely to trust the brand and become loyal.

2. Speedy Delivery and Repeat Purchases (r = 0.562)

- Speedy delivery has a stronger connection with repeat purchases.
- If the delivery service is fast, customers are more likely to order again from the same brand.

3. Loyalty and Repeat Purchases (r = 0.644)

- Loyalty plays a key role in making customers buy again.
- Loyal customers tend to purchase repeatedly because they trust the brand and had a good experience in the past.

4. Consumer Decision Making and Repeat Purchases (r = 0.776)

- This is the strongest relationship among all the factors.
- It shows that if customers have a smooth and positive decision-making experience (like easy payment options, clear product information, or personalized suggestions), they are highly likely to buy from the brand again.

5. Convenience and Repeat Purchases (r = 0.746)

- Convenience also plays an important role in making customers come back.
- When the shopping process is easy, hassle-free, and comfortable, customers tend to buy again.

6. Convenience and Consumer Decision Making (r = 0.768)

- Convenience is closely linked to how customers make decisions.
- If the brand offers easy navigation, quick payment options, and helpful services, it helps customers make quicker and better decisions.

Regression Analysis

Model Summary - Consumer Decision Making ▼

Model	R	R^2	Adjusted R^2	RMSE	R^2 Change	df1	df2	p
M_0	0.000	0.000	0.000	6.462	0.000	0	97	
M_1	0.840	0.706	0.693	3.581	0.706	4	93	< .001

Note. M_1 includes Speedy Delivery, Loyalty, Repeat Purchases, Convience

To examine the influence of Speedy Delivery, Loyalty Programs, Repeat Purchases, and Convenience on Consumer Decision Making, a Multiple Linear Regression test was conducted.

The model summary shows that the R-value is 0.84, indicating a strong positive correlation between the independent variables and consumer decision-making.

The R-squared value (R^2) is 0.706, which means that 70.6% of the variation in Consumer Decision Making is explained by the independent variables (Speedy Delivery, Loyalty, Repeat Purchases, and Convenience). The remaining 29.4% could be attributed to other factors not included in this study.

The Adjusted R^2 value is 0.693, which is slightly lower than the R^2 value, indicating that the model is a good fit even after adjusting for the number of predictors.

The p-value is <0.001, which is statistically significant at the 0.05 level, suggesting that the overall model is significant, and the independent variables collectively have a significant influence on consumer decision-making.

The Root Mean Square Error (RMSE) **is** 3.581, which represents the standard deviation of the residuals, showing how close the predicted values are to the actual observed values.

HYPOTHESIS TESTING

Hypothesis 1: Speedy Delivery

Null Hypothesis: Speedy delivery has no impact on consumer decision-making.

Alternative Hypothesis: Speedy delivery has an impact on consumer decision-making.

The analysis shows that speedy delivery plays an important role in influencing consumer decisions on quick commerce platforms. People tend to choose these platforms because they offer faster delivery compared to traditional shopping methods. The results confirm that customers value getting their products delivered quickly, which makes them more likely to prefer quick commerce apps like Blinkit and Zepto. Therefore, the hypothesis is proved that speedy delivery impacts consumer decision-making.

The null hypothesis is rejected, and the alternative hypothesis is accepted, proving that Speedy Delivery significantly impacts consumer decision-making on quick commerce platforms.

Hypothesis 2: Loyalty Programs

Null Hypothesis: Loyalty programs do not influence consumer behavior.

Alternative Hypothesis: Loyalty programs influence consumer behavior on quick commerce platforms.

Loyalty programs such as discounts, cashback, and reward points have a positive but smaller influence on consumer behaviour. While these offers encourage customers to make purchases, they are not the main reason why people prefer quick commerce platforms. The results indicate that loyalty programs are more of an added benefit rather than a driving factor. Hence, the hypothesis is proved, but loyalty programs have less influence compared to other factors.

The null hypothesis is rejected, and the alternative hypothesis is accepted, confirming that Loyalty Programs significantly influence consumer behaviour.

Hypothesis 3: Repeat Purchases

Null Hypothesis: There is no effect of repeat purchases on consumer's long-term engagement.

Alternative Hypothesis: There is an effect of repeat purchases on consumer's long-term engagement.

The findings reveal that customers who have already made purchases on quick commerce platforms are highly likely to buy again. Repeat purchases create a sense of trust and familiarity, making consumers stick to the platform for their daily needs. This shows that once people start using these platforms, they tend to engage with them in the long term, proving that repeat purchases directly impact customer loyalty.

The null hypothesis is rejected, and the alternative hypothesis is accepted, proving that Repeat Purchases significantly impact consumer's long-term engagement.

Hypothesis 4: Consumer Decision Making Leads to Usage of Quick Commerce Platforms

Null Hypothesis: Consumer decision-making does not lead to usage of quick commerce platforms.

Alternative Hypothesis: Consumer decision-making leads to usage of quick commerce platforms.

Consumer decision-making is influenced by a combination of factors like speedy delivery, loyalty programs, repeat purchases, and convenience. The study confirms that these factors together strongly influence the decision to use quick commerce platforms. This means that consumers don't just choose these platforms for one reason — they make decisions based on a mix of convenience, habit, and benefits. Hence, this hypothesis is proved.

The null hypothesis is rejected, and the alternative hypothesis is accepted, proving that Consumer Decision Making significantly leads to the usage of quick commerce platforms.

Hypothesis 5: Convenience

Null Hypothesis: The convenience of quick commerce platforms does not impact consumer purchasing decisions.

Alternative Hypothesis: The convenience of quick commerce platforms impacts consumer purchasing decisions.

Among all the factors, convenience stands out as the most important reason why people prefer quick commerce platforms. The ability to order groceries and daily essentials from home without visiting physical stores makes these platforms more attractive. Convenience is the strongest factor driving consumer behaviour, proving that people are shifting towards platforms that make shopping simpler and hassle-free.

The null hypothesis is rejected, and the alternative hypothesis is accepted, proving that Convenience has a significant impact on consumer purchasing decisions.

CONCLUSION

Based on the analysis conducted in this study, it is clear that Quick Commerce Platforms are reshaping the way consumers make purchasing decisions. The research explored four key factors – Speedy Delivery, Loyalty Programs, Repeat Purchases, and Convenience – to understand how they influence consumer decision-making.

Among these, Convenience emerged as the most significant factor driving consumer preference. The ability to place orders anytime, anywhere, with just a few taps on the app makes these platforms highly attractive. Consumers value the seamless shopping experience and time efficiency, which encourages them to choose quick commerce platforms over traditional shopping methods.

Speedy Delivery plays a vital supporting role, offering instant gratification that aligns with the fast-paced lifestyle of modern consumers. While it may not be the primary reason for choosing the platform, the promise of receiving products quickly enhances customer satisfaction and encourages repeat usage.

Loyalty Programs were found to have a moderate influence on consumer decisions. Although they offer additional benefits like discounts and rewards, most consumers prioritize the convenience and speed of the platform over loyalty-based incentives. This indicates that loyalty programs act more as a bonus rather than a driving factor.

Repeat Purchases play a critical role in building trust and long-term engagement. Consumers who have positive experiences are more likely to return to the platform, fostering brand loyalty and creating a habitual pattern of usage.

Overall, the findings suggest that consumer decision-making on Quick Commerce Platforms is driven by convenience, speed, and positive experiences, rather than price-based advantages. These platforms are not just meeting consumer needs but also reshaping shopping habits by offering a faster, easier, and more efficient way to shop.

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