

From Cart to Doorstep: The Effect of Quick Commerce Platforms on Impulse Buying

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Abstract—Quick-commerce apps such as Blinkit and Instamart deliver groceries and daily essentials within 10 to 30 minutes, and that speed makes unplanned buying very easy. This study examines whether these platforms encourage impulse buying and which part of the experience drives it. A structured questionnaire was completed by 120 respondents selected through convenience sampling, three-quarters of them aged 18 to 24, and the data were analysed in SPSS using descriptive statistics and multiple regression. Speed and convenience were the main reasons for using quick commerce (67.1% each), and snacks and beverages were the most common purchases. Although 61.4% of users said these apps had changed their daily shopping habits and half reported more unplanned purchases, only 27.1% placed unplanned orders frequently. In the regression, users' overall perception of the platforms' impact significantly predicted impulsive buying ($\beta = 0.600$, $p < .001$). Platform features such as fast delivery and ease of use did not. Impulse buying on these apps therefore seems to depend more on how consumers see the platforms as a whole than on any single feature. The findings are relevant to marketers planning promotions and to consumers who want to keep their spending in check.

Index Terms—Quick Commerce, Impulse Buying, Blinkit, Instamart, Consumer Behaviour, Instant Delivery, Digital Retail, Online Shopping.

I. INTRODUCTION

Quick commerce (Q-commerce) apps such as Blinkit, Instamart and Zepto have spread rapidly across Indian cities in the last few years. An order from a regular e-commerce site usually takes several hours or a few days to arrive, while these apps deliver in 10 to 30 minutes. That speed has changed what people expect from shopping. Much of the growth comes from urban consumers, particularly younger people

who prefer fast, app-based shopping (Luna Sanchez, 2024; Senapati, 2025).

The rise of Q-commerce has also affected how people buy, particularly when it comes to impulse purchases. Impulse buying refers to spontaneous, unplanned purchases that the buyer did not intend to make beforehand. Q-commerce apps make this easy. Delivery is almost instant, products are laid out to catch the eye, and payment is simple, so there is not much reason to stop and think before adding something to the cart. According to Kumar and Khan (2025), the easy access and time savings these platforms offer reduce the need to evaluate purchases carefully, which makes impulsive buying more likely.

The apps also actively encourage people to buy on the spot. Limited-time offers and push notifications create a sense of urgency, while personalized recommendations keep putting new products in front of the user. Because orders arrive within minutes, the reward of buying comes almost at once, which pushes shoppers further towards acting on impulse. Recent research indicates that perceived convenience and quick satisfaction are key factors influencing impulse buying in Q-commerce environments, particularly among younger and higher-income groups (FMCG Study, 2025).

Even so, the wider effect of Q-commerce on consumer decision-making is not well understood. Goswami and Kumari (2024) suggest that these platforms may encourage impulsive purchases while having little influence, so far, on more structured or long-term decisions. How far Q-commerce actually shapes consumer behaviour therefore remains an open question, and one that needs more research.

This study examines how quick-commerce platforms affect impulse buying, with specific reference to

Blinkit and Instamart. It asks whether unplanned purchases are driven more by the features of these apps or by consumers' overall perception of their impact, and it describes the buying patterns of the people who use them. Knowing which of these matters more can help companies in this fast-growing sector design marketing that is effective and also responsible (Naik & Gupta, 2025).

The literature review that follows begins with the general drivers of impulse buying identified in traditional retail. It then looks at online shopping, where technology plays a larger part, before turning to newer research on how speed, convenience and app design in quick commerce lead to spontaneous purchases. The review closes with the gaps that remain.

II. LITERATURE REVIEW:

Impulse buying has no single cause. In their review of research published between 1950 and 2012, Muruganantham and Bhakat (2013) identified four main groups of determinants: external marketing stimuli, internal characteristics such as mood and personality, situational factors, and cultural influences. With the emergence of digital commerce, these factors have increasingly been shaped by technology and online environments.

Research on e-commerce indicates that digital platform characteristics and promotional stimuli play an important role in encouraging impulsive purchases. Abdelsalam et al. (2020), through a systematic review of 68 studies, identified the Stimulus-Organism-Response (S-O-R) framework as a prominent approach for explaining online impulse buying. Similarly, Destari et al. (2020) found that discounts and website quality increased impulse buying through positive shopping emotions, while online reviews had no significant effect. Yulianto et al. (2021) further demonstrated that perceived scarcity and hedonic shopping motivation stimulate impulse buying, with flexible payment options strengthening this relationship. Azizah et al. (2022) also found that technology acceptance and impulsive buying positively influence online purchase decisions, highlighting the importance of user-friendly digital platforms.

The influence of technology varies across retail channels. Chandrasekhar et al. (2024) found that

although emotional and situational factors influence impulse buying across physical and digital channels, their mechanisms differ. Physical stores rely more on sensory experiences and social interaction, whereas e-commerce and mobile applications employ personalized recommendations, notifications, and other technological features to stimulate impulsive responses. What triggers an impulse purchase in a shop may work quite differently on an app, so each retail setting needs to be studied on its own terms.

Quick commerce is one such setting, and it takes these digital cues further by adding delivery within minutes. Luna Sanchez (2024) found that perceived usefulness, ease of use, interface quality and product information all significantly influenced how people buy on quick-commerce platforms. Indian studies also stress speed and convenience. Senapati (2025) reported that fast delivery was a major reason for using these services and that the model was adding to impulse buying among urban consumers. Goswami and Kumari (2024), on the other hand, found no statistically significant effect of quick commerce on the broader consumer decision-making process. This suggests that its influence may be stronger for particular behaviours, such as unplanned or convenience-driven purchases, than for decision-making as a whole.

The newest studies link quick commerce directly to impulse buying. Kumar and Khan (2025) found that convenience and delivery speed drove both the adoption of these apps and impulse purchases on them. At the same time, users showed low brand loyalty and little willingness to pay a premium for very fast delivery. A 2025 study, *FMCG's Fast Lane: How Quick Commerce is Reshaping Impulse Purchases of Consumer Goods*, found that using quick commerce significantly increased impulse buying of FMCG products, with perceived convenience and instant gratification acting as mediators. The link was stronger among younger and higher-income consumers.

The fast growth of quick commerce has also raised concerns that go beyond shopping behaviour. Naik and Gupta (2025) identify economic, social and environmental challenges in the sector, among them deep discounting, the welfare of delivery workers and the difficulty of expanding sustainably into rural areas. Existing research has established that convenience, speed, technology, promotions and

instant gratification all influence purchasing on these platforms. Much less attention has been paid to how the impulse buying they encourage relates to sustainable consumption. This is an important gap. It leaves room to study how the convenience and immediacy of quick commerce shape consumers' psychological responses and impulse buying, and whether they also affect sustainability-oriented consumption.

III. OBJECTIVES OF STUDY

1. To examine the relationship between quick commerce platforms and consumer impulse buying behaviour.
2. To identify the key factors (technological, psychological, and marketing-related) that trigger impulse buying on platforms like Blinkit and Instamart.
3. To analyze consumer perceptions and attitudes towards Q-commerce in relation to unplanned purchases.
4. To compare impulse buying tendencies in Q-commerce with traditional e-commerce and offline retail.
5. To provide managerial and consumer insights on balancing convenience with responsible consumption.

IV. RESEARCH METHODOLOGY

The study employs a quantitative, descriptive research design to examine the factors influencing consumer impulse buying behaviour in the context of quick commerce (Q-commerce). Primary data were collected from 120 respondents using a structured questionnaire comprising closed-ended and Likert-scale items, with respondents selected through non-probability convenience sampling based on their familiarity with Q-commerce platforms, particularly Blinkit and Instamart. The collected data were analysed using IBM SPSS, employing descriptive statistics to summarize the data and multiple linear regression to assess the influence of app usability, delivery speed, promotional offers, emotional triggers, and perceived convenience on impulse buying behaviour, which was specified as the dependent variable. The study seeks to identify the significant determinants of impulse buying in Q-

commerce and generate managerial insights for consumer-oriented marketing strategies; however, the findings are subject to limitations arising from the sample size, convenience sampling technique, and reliance on self-reported data, which may constrain the generalizability of the results.

V. DATA ANALYSIS

The data were analysed using descriptive statistics and reliability analysis. The 16-item scale showed excellent reliability (Cronbach's $\alpha = 0.987$), while the respondent profile was dominated by young consumers (75% aged 18–24 years) and students (67.5%). Quick-commerce usage was mainly driven by speed and convenience (67.1% each), with Blinkit being the most-used platform (40%) among users. Snacks and beverages (65.7%) and groceries (50%) were the most commonly purchased products, with ₹200–500 (52.9%) being the typical order value and 2–3 purchases per month (34.3%) the most common usage frequency. Among non-users, preference for traditional shopping (60%), lack of need for fast delivery (34%), and concerns about product quality (32%) were the major reasons for non-use. Regarding platform features, respondents showed relatively positive views, particularly towards fast delivery and ease of use (67.1% agreement each). Overall, 61.4% agreed that quick-commerce platforms had changed their daily shopping habits, while 50% reported an increase in unplanned purchases. However, actual impulse buying remained moderate, with 27.1% frequently placing unplanned orders. Among impulse purchases, snacks and beverages (65.7%) and groceries (50%) were the leading product categories. Multiple regression analysis was conducted to examine the influence of platform features and overall impact perception on impulsive buying behaviour. The ANOVA results indicate that Model 1, comprising platform features and overall impact perception, was statistically significant ($F(2,67) = 18.901, p < 0.001$), confirming that the predictors jointly provide a significant explanation of variations in impulsive buying behaviour. However, the coefficients indicate that only overall impact perception had a significant positive effect on impulsive buying behaviour ($B = 0.713, \beta = 0.609, t = 4.716, p < 0.001$), whereas platform features had no significant effect ($B = -0.014, \beta = -0.014, t =$

-0.106, $p = 0.916$). Model 2, which included only overall impact perception, was also statistically significant ($F(1,68) = 38.348$, $p < 0.001$), with overall impact perception remaining a significant positive predictor ($B = 0.703$, $\beta = 0.600$, $t = 6.193$, $p < 0.001$). Overall, the findings suggest that consumers' overall impact perception is a significant predictor of impulsive buying behaviour, while platform features do not make a significant independent contribution.

Fig. I: Multiple Regression Model Summary

Model Summary ^c											
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson	
					R Square Change	F Change	df1	df2	Sig. F Change		
1	.601 ^a	.361	.342	.88251	.361	18.901	2	67	.000		
2	.600 ^b	.361	.351	.87607	.000	.011	1	67	.916	1.519	
a. Predictors: (Constant), overallimpact_perception, platform_feature											
b. Predictors: (Constant), overallimpact_perception											
c. Dependent Variable: impulsivebehaviour											
ANOVA ^a											
Model		Sum of Squares		df		Mean Square		F		Sig.	
1	Regression		29.441		2		14.720		18.901		.000 ^b
	Residual		52.181		67		.779				
	Total		81.621		69						
2	Regression		29.432		1		29.432		38.348		.000 ^c
	Residual		52.189		68		.767				
	Total		81.621		69						
a. Dependent Variable: impulsivebehaviour											
b. Predictors: (Constant), overallimpact_perception, platform_feature											
c. Predictors: (Constant), overallimpact_perception											

The regression findings indicate that Overall Impact and Perceptions are the primary predictor of Impulsive Behaviour, whereas Platform Features do not have a significant direct effect. The standardized coefficient of $\beta = 0.600$ in Model 2 indicates that respondents who report stronger overall perceptions and impact associated with the platform tend to exhibit higher levels of impulsive behaviour.

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Interestingly, although Platform Features may theoretically encourage impulsive purchases through elements such as convenience, notifications, discounts, recommendations, or ease of use, the present regression results do not provide statistical evidence for such a direct relationship. Instead, respondents' broader perceptions of the platform appear to be more important in explaining impulsive behaviour.

Platform Features were found to have no statistically significant effect on Impulsive Behaviour ($\beta = -0.014$, $p = .916$). In contrast, Overall Impact and

Perceptions had a significant positive effect on Impulsive Behaviour ($\beta = 0.600$, $p < .001$).

VI. FINDINGS

Quick-commerce platforms have a noticeable influence on consumers' purchasing behaviour, especially among the young people who made up most of the sample (75% were aged 18 to 24). Speed and convenience were the main reasons for using these apps, and snacks and beverages (65.7%) and groceries (50%) were the categories bought most often. Views of the platforms were largely positive. A majority of users (61.4%) said the apps had changed their daily shopping habits, and half said they were making more unplanned purchases. Actual impulse buying, however, was more modest: only 27.1% placed unplanned orders frequently, which suggests that convenience and regular exposure to the apps do not make every user a frequent impulse buyer. In the regression, overall impact perception was a significant positive predictor of impulsive buying behaviour, whereas specific platform features had no significant independent effect. For these respondents, how they saw the overall impact of quick commerce mattered more than any individual technological or interface feature.

VII. CONCLUSION

The study concludes that quick-commerce platforms influence impulse buying mainly through consumers' overall perception of their impact rather than through individual platform features. People use these apps above all for speed and convenience. What they buy is mostly everyday items such as snacks, beverages and groceries. Quick commerce has contributed to changes in shopping habits and to more unplanned purchases, yet actual impulse buying among the respondents remains moderate. Its influence on how people shop is growing, and so is the need for greater awareness of responsible consumption.

This study had clear limits, including a sample of 120 mostly young respondents chosen through convenience sampling and a reliance on self-reported data. Future research could use larger samples that cover a wider range of ages, income levels and locations. It could also look more closely at promotional strategies, social influence, emotional

triggers and self-control, and compare different quick-commerce platforms with one another and with traditional e-commerce and offline retail.

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