



# Q-COMMERCE VS E-COMMERCE: A STUDY OF FACTORS INFLUENCING CUSTOMER DECISIONS RELATED TO DAILY ESSENTIALS IN BENGALURU

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## Article History

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**Abstract:** Shopping behavior has changed significantly due to digital advancements, increased internet penetration, and smartphone usage. These changes have influenced how consumers purchase daily essentials, with online platforms offering greater convenience and accessibility. E-Commerce platforms such as Amazon, Flipkart, and BigBasket have become popular for their wide product range, competitive pricing, and reliable delivery. Recently, Quick Commerce (Q-Commerce) has emerged, focusing on ultra-fast delivery within 10–30 minutes. Platforms like Zepto, Blinkit, and Swiggy Instamart are gaining traction, especially in urban areas like Bengaluru, where time-saving is a key factor.

This study compares the factors influencing consumer decisions between Q-Commerce and E-Commerce for daily essential purchases. Key variables include delivery speed, convenience, pricing, product availability, discounts, and user experience. Data was collected from 200 respondents in Bengaluru using a structured questionnaire. A quantitative approach was adopted, applying statistical tools such as frequency, correlation, regression, and Chi-square analysis.

The findings indicate that Q-Commerce is preferred for urgent and time-sensitive purchases due to its speed and convenience, while E-Commerce is favored for planned purchases because of better pricing and wider choices. The study concludes that both models coexist, fulfilling different consumer needs in the evolving digital retail landscape.

**Keywords:** Q-Commerce, E-Commerce, Consumer Behavior, Digital Retail, Online Grocery, Delivery Speed, Convenience, Bengaluru

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## INTRODUCTION

The rapid growth of digital technologies has transformed the retail sector, changing how consumers purchase goods, especially in urban India. Increased internet access, smartphone usage, and digital payments have made online shopping a regular part of daily life. E-Commerce platforms like Amazon, Flipkart, and BigBasket have driven this shift by offering wide product choices, competitive pricing, and convenient home delivery.

Recently, rising consumer expectations for speed and convenience have led to the emergence of Quick Commerce (Q-Commerce), which provides delivery within 10–30 minutes. Platforms such as Zepto, Blinkit, and Swiggy Instamart are gaining popularity in cities like Bengaluru by meeting urgent and impulse purchase needs. While E-Commerce is generally associated with planned buying, Q-Commerce focuses on instant consumption, creating a new dimension in digital retail.

The coexistence of these models raises important questions about consumer preferences and decision-making factors. E-Commerce offers variety and affordability, whereas Q-Commerce emphasizes speed and accessibility. However, limited research directly compares these two models for daily essentials.

This study aims to analyze the key factors influencing consumer choices between Q-Commerce and E-Commerce in Bengaluru. Using data from 200 respondents and applying statistical techniques, the study provides insights into evolving consumer behavior and the growing importance of convenience driven retail models.

## LITERATURE REVIEW

<i>Author</i>	<i>Topic name/focus</i>	<i>Source Publication Year/Range</i>	<i>Challenge/Gap Area</i>	<i>Key Finding</i>	<i>Causal Mechanism</i>
McKinsey & Company	Title: Rise of Quick Commerce in Urban Retail Markets  Purpose: To analyze the rapid growth of quick commerce services in urban markets.	Industry Report, 2021	Lack of focus on psychological factors such as impulsive buying behavior and absence of comparative analysis between Q-Commerce and E-Commerce platforms.	Consumers increasingly prefer ultra-fast delivery services for urgent purchases. Quick commerce platforms depend on hyperlocal logistics and dark stores for quick delivery.	Variables (Independent): Delivery Speed, Urban Lifestyle, Convenience  Variables (Dependent): Preference for Quick Commerce Platforms

Deloitte	<p>Title: Digital Retail Transformation and Customer Expectations</p> <p>Purpose: To study the impact of technological innovations on online retail services.</p>	Industry Report, 2021	Limited emphasis on consumer behavioral aspects and no direct comparison between quick commerce and traditional e-commerce models.	Faster deliver services significantly increase customer satisfaction and repeat purchases.	<p>Variables (Independent): Delivery Speed, Reliability, App Experience, Digital Payments</p> <p>Variables (Dependent): Customer Satisfaction</p>
KPMG	<p>Title: Analyzing the Role of Delivery Speed and Availability in Modern Impulse Buying</p> <p>Purpose: To study how quick commerce platforms influence consumer purchasing behaviour.</p>	Industry Reports, 2022	Does not deeply analyze compulsive and impulsive buying behavior and lacks comparative evaluation between Q-Commerce and E-Commerce platforms.	Instant product availability and rapid deliver encourage impulse purchases and increase customer engagement.	<p>Variables (Independent): Delivery Speed, Product Availabilty, Promotional Offers</p> <p>Variables (Dependent): Impulse Buying Behaviour</p>

### RESEARCH GAP

Prior studies have mostly concentrated on functional aspects like cost, product accessibility, and delivery time. But there hasn't been much focus on psychological factors like obsessive and impulsive purchasing, especially when it comes to Q-Commerce sites. In order to close this gap, the research framework in this study includes behavioral and psychological components.

**Comparative Gap:** Most existing research examines E-Commerce and Q-Commerce independently. Very few studies provide a direct comparison between the two from a customer perspective. This study aims to bridge this gap by analyzing differences in consumer preferences, satisfaction, and purchasing behavior across both Q-Commerce and E-Commerce platforms.

### RESEARCH OBJECTIVES

1. To analyze the key factors influencing customer preference between Q-Commerce and E-Commerce platforms.

2. To assess impulsive and compulsive buying tendencies among consumers and examine how these behaviors influence platform choice

## **RESEARCH METHODOLOGY**

This study adopts a quantitative research approach to analyze consumer preferences between Q-Commerce and E-Commerce platforms. Primary data was collected using a structured questionnaire distributed among 200 respondents in Bengaluru who actively use online grocery platforms. The questionnaire included Likert scale and multiple-choice questions to capture consumer preferences, importance of factors such as delivery speed, pricing, convenience, product availability, and indicators of impulsive and compulsive buying behavior

The sampling technique used in this study is purposive sampling, focusing on individuals aged between 18 and 55 with access to smartphone-based grocery applications. Secondary data was collected from academic journals, industry reports, and online databases to support the theoretical framework, identify key variables, and understand existing trends in digital retail.

The collected data was analyzed using Microsoft Excel, applying statistical tools such as frequency distribution, percentage analysis, correlation, regression, and Chi-square analysis to interpret consumer behavior and identify key influencing factors.

## **SOURCES OF DATA COLLECTION**

**Primary Data:** Primary data will be collected through structured questionnaires distributed among users of Q-Commerce and E-Commerce platforms in Bengaluru. Interviews with selected consumers may also be conducted to obtain deeper insights.

**Secondary Data:** Secondary data was used in this study to provide a conceptual and contextual foundation for the research. Information from academic journals, industry reports, and online databases helped in understanding existing trends in Q-Commerce and E-Commerce, particularly in relation to consumer behavior, delivery expectations, and digital retail growth. It was also used to identify and justify the selection of key variables such as delivery speed, convenience, pricing, product availability, discounts,

and push notifications. These insights supported the development of the research framework and questionnaire design.

Additionally, secondary data was used to interpret and validate the primary findings by comparing them with existing studies and industry insights, thereby improving the overall reliability and relevance of the study.

## **SAMPLING DETAILS**

Sampling Frame: Residents of Bengaluru who use online grocery platforms

Sampling Elements: Individuals aged 18–55 with access to smartphone-based grocery apps

Sampling Technique: Purposive sampling

Sample Size: 200 respondents

## **DATA COLLECTION TOOLS**

Data will be collected using **Google Forms questionnaires**, which include Likert scale items and multiple-choice questions. Additionally, **optional qualitative interviews** may be conducted to gain deeper insights into consumer behavior and preferences.

## **DATA ANALYSIS**

The collected data will be analysed using both **quantitative and qualitative methods**.

### **QUANTITATIVE ANALYSIS**

Quantitative data will be analyzed using Microsoft Excel through:

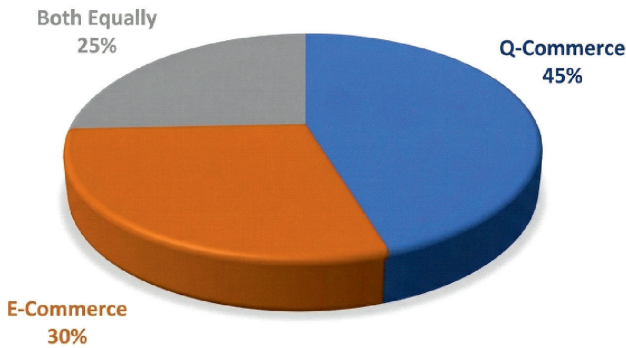
- Frequency distribution
- Percentage analysis
- Mean calculation
- Comparative analysis between Q-Commerce and E-Commerce platforms

### **QUALITATIVE ANALYSIS**

Qualitative data will be used to explain patterns, trends, and consumer behavior observed from the collected responses.

## DATA ANALYSIS AND INTERPRETATION

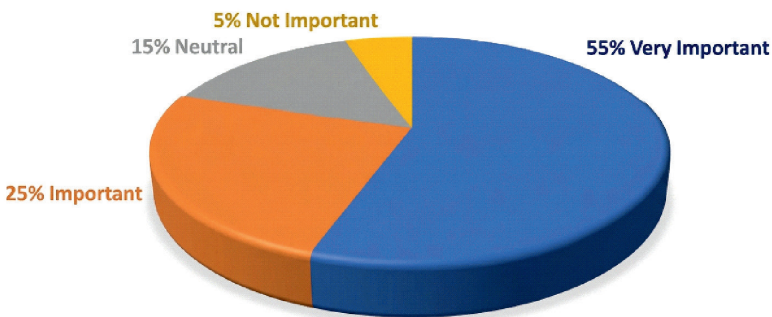
### PLATFORM USED FOR DAILY ESSENTIALS



**Figure 1: Platform Used for Daily Essentials**

For everyday necessities, 45% of respondents prefer to use Q-Commerce platforms like Blinkit, Zepto, and Swiggy Instamart, according to the table. About 30% of people like conventional e-commerce sites like Amazon and Flipkart. In the meanwhile, 25% utilize both kinds equally. This suggests that urban customers are increasingly using rapid delivery services, particularly for critical daily shopping requirements.

### IMPORTANCE OF DELIVERY SPEED



**Figure 2: Importance of Delivery Speed**

The findings indicate that 25% of respondents think delivery speed is significant when choosing an online shopping platform, whilst 55% think it is extremely important. The percentage of responders who feel indifferent or think it is unimportant is rather low. This demonstrates that, particularly

in fast-paced metropolitan lives where customers desire convenience and time-saving services, prompt delivery is one of the most important variables impacting customers' platform selections

### SATISFACTION WITH Q-COMMERCE DELIVERY

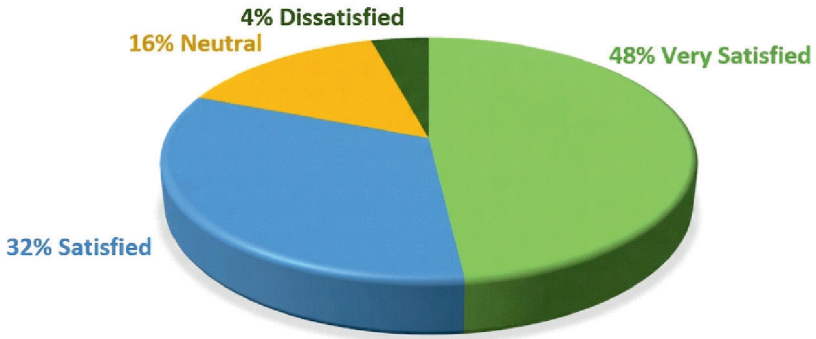


Figure 3: Satisfaction with Q-Commerce Delivery

According to the data, most respondents are happy with the delivery time that Q-Commerce platforms provide. Around 48% reported being very satisfied, while 32% indicated satisfaction. Merely a little portion voiced discontent. This implies that ultra-fast delivery methods are successfully satisfying client demands and helping to boost the uptake of rapid commerce services.

### SATISFACTION WITH E-COMMERCE DELIVERY

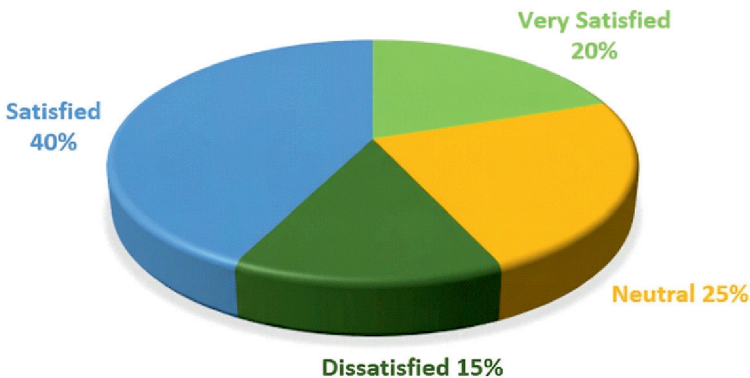
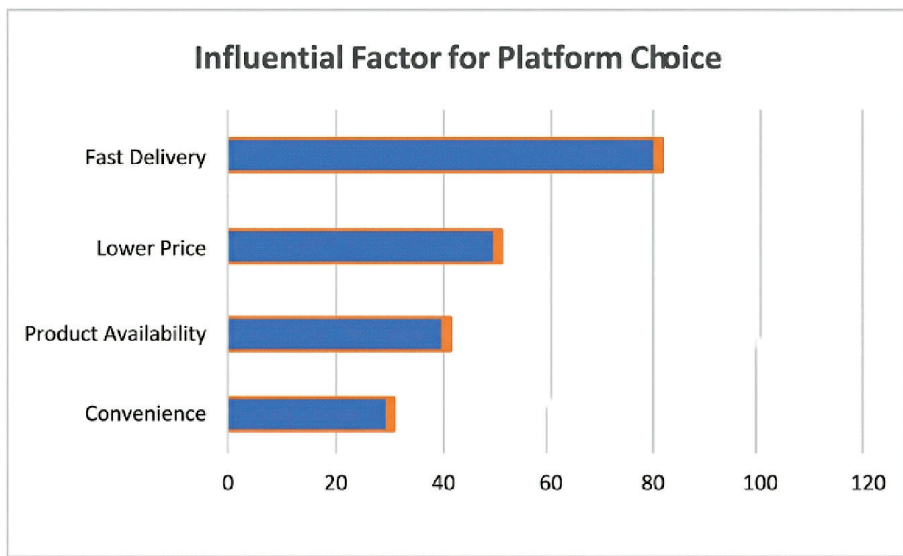


Figure 4: Satisfaction with E-Commerce Delivery

The results show a respectable degree of satisfaction with the delivery timeframes of traditional e-commerce sites. Despite 40% indicating pleasure, only 20% of respondents were really pleased. A large percentage of respondents expressed indifference or dissatisfaction due to considerably longer delivery times. This implies that even when e-commerce platforms give a vast range of items at competitive rates, users may favor quick commerce services owing to longer delivery timeframes.



**Figure 5: Most Influential Factor for Platform Choice**

With 40% of respondents choosing fast delivery, the table demonstrates that quick delivery is the most significant factor influencing consumers' choice of online grocery platforms. Delivery speed was placed higher than cheaper pricing and product availability, both of which were significant factors. Convenience also matters, but not as much. The increasing desire for swift commerce services that prioritize speedy delivery and urgent customer demands is supported by this conclusion.

According to the findings, push notifications from shopping apps have a significant impact on many users' purchasing choices. Approximately 75% of respondents strongly agree or agree that notifications motivate users to make purchases. This illustrates how well online platforms use digital marketing strategies to engage with customers and promote products.

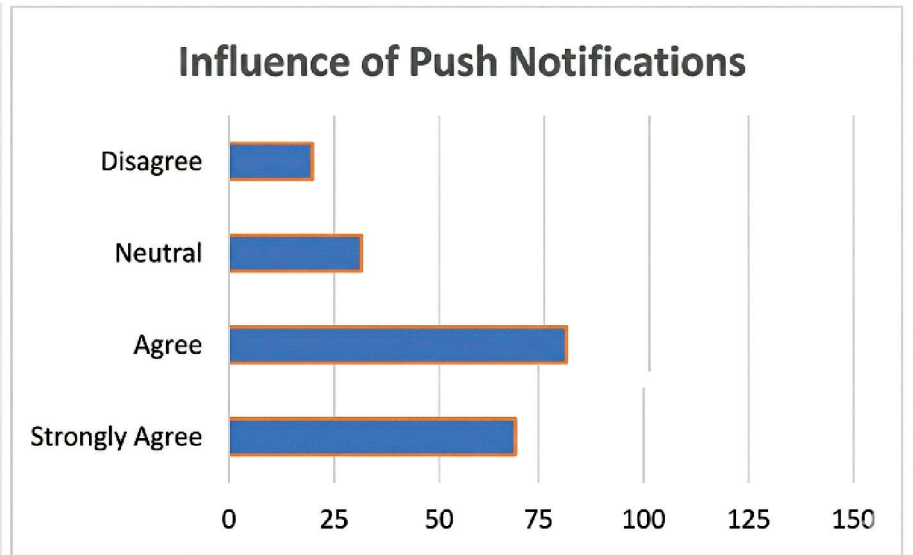


Figure 6: Influence of Push Notifications

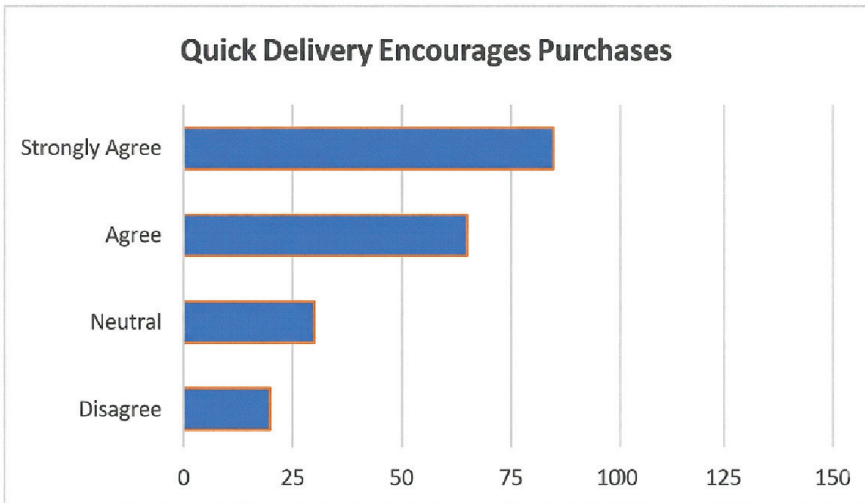


Figure 7: Quick Delivery Encourages Purchases

The findings demonstrate that prompt delivery greatly motivates customers to make online purchases. Most respondents agree or strongly agree that quick delivery encourages consumers to make additional purchases. This shows that rapid commerce services are effective in drawing clients by providing prompt product delivery.

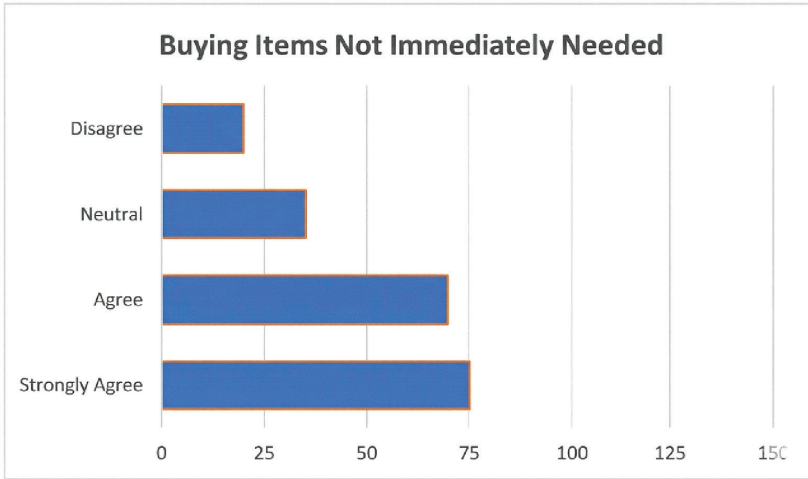


Figure 8: Buying Items Not Immediately Needed

According to the table, a lot of people buy food online even when they are not required right away. Approximately 72.5% of respondents either strongly agree or agree with this practice. This suggests that customers are encouraged to make more purchases by convenience, deals, and simple access to online

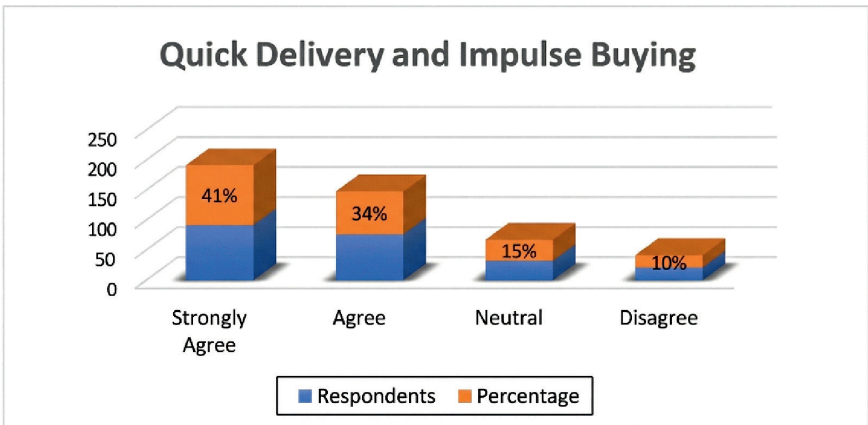


Figure 9: Quick Delivery and Impulse Buying

The results show that speedy delivery services make customers more likely to make impulsive purchases. Approximately 75% of respondents agree that quick delivery promotes impulsive buying. This implies that by decreasing waiting times and boosting convenience, rapid commerce systems successfully encourage impulsive purchases.

### CHI-SQUARE TEST

A Chi-square test was conducted to examine the relationship between delivery speed importance and platform preference. The calculated Chi-square value (8.91) indicates a significant association between the two variables. This suggests that consumers who consider delivery speed as an important factor are more likely to prefer Q-Commerce platforms over traditional E-Commerce platforms.

### CHI-SQUARE RESULT

**Table:1 Chi-Square Result**

Value	Result
Calculated Chi-Square	8.91
Table Value (df=3, 5%)	7.81

At the 5% significance level, the computed chi-square value (8.91) is higher than the table value (7.81). The results indicate a statistically significant relationship between delivery speed importance and platform preference. This suggests that the value of delivery time and the online grocery platform selection are significantly correlated. Quick commerce sites like Blinkit and Zepto are more likely to be preferred by customers that place a high value on delivery quickly than more established sites like Amazon.

### CORRELATION ANALYSIS

Relationship Between Quick Delivery and Impulse Buying

**Table 2: Relationship Between Quick Delivery and Impulse Buying:**

<i>Variable</i>	<i>Mean</i>	<i>Standard Deviation</i>
Quick Delivery Preference	4.1	0.82
Impulse Buying Behavior	3.8	0.90

### CORRELATION MATRIX

**Table 3: Correlation matrix**

<i>Variables</i>	<i>Correlation (r)</i>
Quick Delivery vs Impulse Buying	0.64

The correlation coefficient ( $r = 0.64$ ) shows a significant positive association between customers' impulsive purchasing behavior and fast delivery services.

## REGRESSION ANALYSIS

Multiple regression analysis was used in this study to understand the impact of different factors on consumer buying behavior. Regression is a statistical technique that helps in identifying how multiple independent variables influence a single dependent variable.

In this research, the dependent variable is impulsive buying behavior, while the independent variables include delivery speed, discounts & offers, and push notifications. These variables were selected based on prior literature and their relevance in influencing customer decisions in online shopping platforms.

The purpose of using regression analysis is to measure the strength and direction of the relationship between these variables and to identify which factor has the most significant impact on consumer behavior.

## REGRESSION RESULTS

**Table 4: Regression Results**

<i>Variable</i>	<i>Beta Coefficient</i>	<i>t-value</i>	<i>Significance</i>
Delivery Speed	0.42	4.85	Significant
Discounts & Offers	0.34	3.96	Significant
Push Notifications	0.27	2.88	Moderate
Constant	1.12	—	—

## MODEL SUMMARY

**Table 5: Model Summary**

<i>R</i>	<i>R<sup>2</sup></i>	<i>Adjusted R<sup>2</sup></i>
0.71	0.50	0.48

The regression results indicate that delivery speed has the strongest influence on impulsive buying behavior, followed by discounts and offers, while push notifications have a comparatively moderate impact. The  $R^2$  value of 0.50 indicates that these variables explain 50% of the variation in consumer buying behavior.

## FINDINGS

- As shown in Figure 1, a significant proportion of respondents prefer Q-Commerce platforms for purchasing daily essentials, indicating a shift toward faster delivery-based services.
- According to Figure 2, delivery speed is considered a highly important factor by the majority of respondents, highlighting its influence on platform selection.
- Figure 3 and Figure 4 indicate that customer satisfaction is higher for Q-Commerce delivery compared to traditional E-Commerce delivery timelines.
- As observed in Figure 5, fast delivery emerges as the most influential factor affecting consumer choice, followed by pricing and product availability.
- Figure 6 and Figure 7 demonstrate that push notifications and quick delivery significantly influence purchase decisions and encourage more frequent buying.
- From Figure 8 and Figure 9, it is evident that consumers often engage in impulse buying behavior, especially when influenced by quick delivery and convenience.
- The findings of this study are consistent with secondary data from industry reports such as McKinsey, Deloitte, and KPMG, which highlight delivery speed and convenience as key factors influencing consumer preference in Q-Commerce.
- The study results support existing research indicating that faster delivery services significantly increase customer satisfaction and platform preference, especially for urgent and time-sensitive purchases.
- Secondary data also suggests that promotional strategies and quick delivery encourage impulse buying behavior, which aligns with the study's findings showing a strong relationship between delivery speed and impulsive purchases.

## CONCLUSION

The rapid growth of digital technology and smartphone usage has significantly transformed the retail landscape in recent years. Online grocery shopping has

become increasingly popular, particularly in urban areas where consumers seek convenience, time savings, and efficient services. The emergence of Quick Commerce (Q-Commerce) has further revolutionized the online grocery sector by introducing ultra-fast delivery models that promise product delivery within minutes. This study aimed to analyze the factors influencing customer preferences between Q-Commerce and traditional E-Commerce platforms for purchasing daily essentials in Bengaluru.

The findings of this research highlights that delivery speed is the most critical factor influencing consumer decisions when choosing an online grocery platform. Many consumers prioritize quick delivery because it allows them to obtain essential products almost instantly, which is particularly useful in urgent situations.

Q-Commerce platforms such as Blinkit and Zepto have successfully capitalized on this demand by establishing micro-fulfillment centers and efficient logistics systems that enable rapid delivery. As a result, these platforms have gained significant popularity among urban consumers.

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