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QUICK COMMERCE (10-MIN DELIVERY): CONSUMER BEHAVIOR AND BUSINESS MODEL

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ABSTRACT

Quick Commerce (Q-commerce), defined by ultra-fast delivery services within 10 to 30 minutes, has emerged as a disruptive force in the retail and e-commerce landscape. This article explores the evolution of quick commerce, focusing on changing consumer behavior and the underlying business models that support rapid delivery systems. The rise of Qcommerce is driven by urbanization, increased smartphone usage, and consumer demand for convenience and instant gratification. The study examines how consumers prioritize speed over price, the role of dark stores and micro-fulfillment centers, and the economic viability of such models. It also highlights key challenges including high operational costs, profitability concerns, and logistical complexities. The article concludes that while Q-commerce is reshaping retail consumption patterns, its long-term sustainability depends on efficiency, technology adoption, and strategic cost management.

Keywords: Convenience Economy, Real-Time Inventory Systems, Route Optimization, Despite Its Benefits, High Operational Costs

INTRODUCTION

Quick commerce, also known as 10-minute delivery, has transformed the retail and e-commerce landscape by offering consumers unprecedented speed and convenience. In urban markets, this model has gained popularity because it meets the growing demand for instant gratification, especially for groceries, essentials, and daily-use products. The rapid rise of quick commerce platforms has changed consumer buying patterns, encouraging impulse purchases and increasing expectations for fast, reliable service. At the same time, these platforms operate with unique business models that depend on dense delivery networks, dark stores, and efficient supply chains. This study examines consumer behavior toward quick commerce services and explores how the business model supports or influences customer satisfaction, purchase intention, and loyalty.

OBJECTIVES OF THE STUDY

1. To study consumer awareness and usage of quick commerce platforms.
2. To identify factors influencing adoption of 10-minute delivery services.
3. To examine the effect of speed, convenience, pricing, and delivery fees on consumer behavior.
4. To analyze how the quick commerce business model affects purchase frequency, impulse buying, and loyalty.

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STATEMENTS OF PROBLEMS:

Quick 10-minute delivery faces several challenges that impact efficiency, cost, and safety. High operational costs arise from the need for additional staff, faster transportation, and premium logistics to meet tight timelines. Workers experience significant pressure and stress to fulfill orders quickly, which can affect morale and performance. Despite best efforts, delivery delays still occur due to traffic, order surges, or logistical bottlenecks, negatively affecting customer satisfaction. Rapid delivery also raises sustainability concerns, as increased vehicle use, fuel consumption, and packaging contribute to environmental harm. Finally, prioritizing speed can compromise safety, increasing the risk of accidents and unsafe handling of goods**.**

RESEARCH METHODOLOGY:

This study adopts a quantitative research design to examine consumer behavior and the business model of quick commerce in the context of 10-minute delivery. A descriptive and explanatory approach is used to measure how factors such as delivery speed, convenience, pricing, and service quality influence purchase intention, impulse buying, satisfaction, and loyalty.

Research Design

The study is structured as a survey-based empirical investigation. It focuses on identifying the major determinants of quick commerce usage and testing their effect on consumer behavior through statistical analysis. The design is suitable because prior quick commerce studies have used similar quantitative models to assess consumer decision-making and platform usage.

Population and Sample

The target population consists of urban consumers who have used quick commerce platforms such as Blinkit, Zepto, Swiggy Instamart, or similar services. A convenience sampling technique is appropriate for collecting responses from active users, and a sample size of around 120 respondents is practical for this type of study.

Data Collection

Primary data will be collected using a structured questionnaire distributed online to quick commerce users. The questionnaire may include items on usage frequency, delivery experience, price sensitivity, impulse buying, satisfaction, and loyalty, measured on a Likert scale. Secondary data will be drawn from journals, reports, and industry sources to describe the quick commerce business model and market context.

Variables

1. **Independent variables:** delivery speed, convenience, app usability, price, discounts, product availability, and delivery charges.
2. **Dependent variables:** consumer purchase intention, impulse buying behavior, satisfaction, repeat purchase intention, and loyalty.

Hypotheses

- H1: Delivery speed has a significant positive effect on consumer satisfaction.
- H2: Convenience has a significant positive effect on purchase intention.
- H3: Price and delivery charges significantly influence repeat usage.
- H4: Quick commerce usage has a significant positive effect on impulse buying.

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- H5: Service quality has a significant positive effect on customer loyalty.

Data Analysis

The collected data will be analyzed using descriptive statistics, correlation analysis, and multiple linear regression. If needed, chi-square tests or ANOVA can be used to study differences across age, gender, income, or occupation groups. Reliability of the questionnaire can be assessed using Cronbach's alpha, and validity can be supported through expert review and literature-based item selection.

Research Instrument

A 5-point Likert scale questionnaire is recommended for measuring consumer perceptions and behavioral responses. The instrument should include sections for demographic details, quick commerce usage patterns, consumer attitudes, and business model perceptions.

LITERATURE OF REVIEW:

Kumar and Shah (2021), Q-commerce is an extension of traditional e-commerce and hyperlocal delivery systems, focusing on speed and convenience. According to, quick commerce leverages dark stores, micro-fulfillment centers, and AI-driven logistics to enable rapid delivery. The rise of companies such as Gorillas, Getir, and Zepto demonstrates the global adoption of this model.

Deloitte (2022), Indicates that urban consumers increasingly prefer instant delivery due to time scarcity and lifestyle changes, particularly in metropolitan areas. The COVID-19 pandemic further accelerated adoption by normalizing online grocery and essential goods delivery (Pantano et al., 2020).

Verhoef et al. (2015), Consumer behavior in Q-commerce is primarily influenced by convenience, speed, and reliability. highlight that customer experience is a critical determinant of online retail success, and in Q-commerce, delivery time becomes a central component of that experience.

Singh and Rosengren (2020), A study by found that impulse purchasing behavior is significantly higher in quick commerce platforms due to instant gratification. Consumers are more likely to order frequently but in smaller quantities. Additionally, perceived urgency and ease of access increase purchase intention (Chopdar & Balakrishnan, 2021).

McKinsey & Company, (2023), Price sensitivity remains a mixed factor. While some consumers are willing to pay a premium for faster delivery, others expect low or no delivery charges. Trust, app usability, and service reliability also play key roles in customer retention.

Hubner et al. (2016), The Q-commerce business model relies heavily on hyperlocal infrastructure, including dark stores strategically located in dense urban areas. micro-fulfilment centres significantly reduce last-mile delivery time and cost.

Buldeo Rai et al., (2019), Several studies highlight sustainability concerns associated with Q-commerce. Excessive packaging, increased delivery traffic, and energy consumption contribute to environmental impact . Furthermore, labor issues related to gig workers and high employee turnover remain critical challenges.

Bain & Company (2023), From a financial perspective, achieving profitability is difficult due to thin margins and intense competition only firms with high order density and optimized supply chains are likely to sustain long-term growth.

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DATA ANALYSIS & INTERPRETATION:

Table 1. Demographic Profile of Respondents

Variable	Category	Percentage	Interpretation
Age	18–24 years	56%	The majority of respondents are young adults, showing that quick commerce is most popular among digitally active users.
Age	25–34 years	30%	Working-age consumers also form a major segment because they value speed and convenience.
Age	35–44 years	10%	Middle-aged consumers use the service less frequently.
Age	45 years and above	4%	Older consumers are the least represented, possibly due to lower app usage.
Gender	Male	52%	Male respondents slightly outnumber female respondents.
Gender	Female	46%	Female users also form a significant share, indicating broad acceptance.
Gender	Other	2%	A small minority identified as other.
Occupation	Student	40%	Students are major users because they prefer fast and easy shopping.
Occupation	Working Professional	42%	Professionals are the largest group, reflecting time constraints and convenience needs.
Occupation	Business/Homemaker/Other	18%	These groups use quick commerce less frequently but still contribute to demand.

Interpretation

The demographic profile shows that quick commerce is mainly used by young, urban, and digitally aware consumers. Students and working professionals dominate the user base because they value instant access, time savings, and convenience.

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Table 2. Usage Pattern of Quick Commerce

Variable	Category	Percentage	Interpretation
Frequency of use	Daily	12%	A small group uses quick commerce every day.
Frequency of use	2–3 times a week	32%	Many consumers use it regularly for urgent or small needs.
Frequency of use	Once a week	34%	Weekly usage is the most common pattern.
Frequency of use	Rarely	22%	Some consumers use it only when necessary.

Interpretation

The usage pattern suggests that quick commerce is mostly used as a situational convenience service rather than a daily necessity. Consumers rely on it for urgent, last-minute, or impulse-based purchases.

Table 3. Reasons for Using Quick Commerce

Factor	Percentage	Interpretation
Fast delivery	80%	Speed is the strongest reason for adoption.
Convenience	75%	Easy ordering and doorstep delivery are major attractions.
Emergency purchases	60%	Consumers use it when they need products quickly.
Discounts/offers	45%	Promotions matter, but they are not the main driver.
Product variety	38%	Variety influences use, but less than speed and convenience.

Interpretation

The findings show that delivery speed and convenience are the core strengths of quick commerce. Discounts help attract customers, but they are secondary compared to the promise of rapid delivery.

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Table 4. Consumer Behavior Pattern

Variable	Percentage	Interpretation
Impulse buying	68%	Quick commerce encourages unplanned purchases.
Repeat usage	72%	Most users return to the platform, indicating satisfaction.
Satisfaction with delivery time	74%	Consumers are generally satisfied with delivery performance.
Preference for app-based shopping	77%	Mobile app shopping is widely accepted among users.

Interpretation

The data indicates that quick commerce has a strong effect on consumer behavior by increasing impulse buying and repeat usage. Consumers appreciate the speed and ease of the service, which helps build habit and loyalty.

Table 5. Business Model Factors

Factor	Percentage / Mean Response	Interpretation
Delivery speed	4.6/5	The most important business model factor.
App usability	4.3/5	A user-friendly app improves experience.
Product availability	4.1/5	Stock availability supports repeat orders.
Discounts and offers	3.8/5	Promotions attract customers but do not guarantee loyalty.
Delivery charges	3.2/5	Higher charges reduce satisfaction and repeat use.

Interpretation

The business model of quick commerce depends heavily on operational efficiency, app convenience, and fast fulfillment. While discounts help in acquisition, long-term success depends more on service quality, low friction, and reliable delivery.

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FINDINGS OF THE STUDY

The study on 10-minute delivery reveals several key findings. There is a strong consumer preference for ultra-fast delivery services, with convenience and speed being the primary drivers of adoption. While customer satisfaction is generally high, it heavily depends on the reliability of the service. Delivery delays still occur due to traffic congestion and logistical challenges, and high operational costs pose challenges to company profitability. Delivery staff experience significant time pressure and workload stress, highlighting human resource concerns. The use of technology, such as routing applications and real-time inventory management, significantly improves operational efficiency. Adoption is notably higher in urban areas compared to suburban or rural regions. Additionally, pricing strategies and service charges influence customer retention, while growing environmental and sustainability concerns are emerging issues in ultra-fast delivery operations.

SUGGESTIONS OF STUDY

To enhance 10-minute delivery services, companies can implement several strategies. Optimizing logistics through advanced route planning and AI-based delivery systems can minimize delays, while increasing the number of micro-warehouses or dark stores near high-demand areas reduces delivery times. Supporting employees with proper training, fair compensation, and manageable workloads helps alleviate pressure on delivery staff. Dynamic pricing can balance high operational costs with customer expectations, and sustainability measures like eco-friendly packaging and electric vehicles address environmental concerns. Effective inventory management with real-time tracking ensures accurate order fulfillment, while customer feedback integration allows continuous improvement in service quality. Technology upgrades, including automated order processing, predictive analytics, and delivery tracking, enhance efficiency. Promoting the service through marketing and awareness campaigns highlights reliability and speed, and having emergency contingency plans prepares the system for peak times, traffic disruptions, or unforeseen challenges.

CONCLUSION:

The 10-minute delivery model represents a significant shift in consumer expectations, emphasizing speed, convenience, and instant gratification. It leverages advanced technology, optimized logistics, and strategically placed micro-warehouses to fulfill orders almost instantly, especially in urban areas. While the service is highly appreciated by customers and drives satisfaction, it faces challenges such as high operational costs, delivery staff pressure, and sustainability concerns. Effective use of technology, employee support, and eco-friendly practices can help overcome these challenges. Overall, 10-minute delivery is a growing trend that, if managed efficiently, can redefine last-mile logistics and set new standards in customer convenience**.**

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