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A STUDY ON CONSUMER BEHAVIOUR IN QUICK COMMERCE AMONG COLLEGE STUDENTS

D. Rahamathunisha¹ and N. Nafeesa Hazira²

Abstract:

This study examines consumer behaviour toward quick commerce platforms among college students. It focuses on understanding how factors such as delivery speed, convenience, pricing, promotions, and digital engagement influence purchasing decisions. Primary data were collected from 100 respondents located in Chennai city, through a structured questionnaire using a descriptive research design. The findings reveal that instant delivery and ease of use are the major drivers of frequent usage and impulse buying. The study also highlights the role of app notifications, discounts, and digital payment options in shaping student preferences. Overall, the research provides useful insights for quick commerce platforms to design student-centric strategies and improve service efficiency.

KEYWORDS: Quick Commerce, Impulse Buying, Pricing Strategies, Buying Behaviour, E-commerce Trends, Service Efficiency, Digital Engagement.

INTRODUCTION

Quick commerce has emerged as a fast-growing segment of the e-commerce industry, offering ultra-fast delivery of daily essentials through mobile applications. With increasing smartphone usage, consumers now prefer instant and convenient shopping experiences. College students, in particular, form a significant user group due to their busy schedules and tech-savvy lifestyles. Factors such as time-saving, attractive discounts, and easy payment options strongly influence their buying behaviour. Digital marketing and app-based promotions further encourage frequent purchases. Understanding consumer behaviour toward quick commerce helps platforms improve customer satisfaction and loyalty. This study aims to analyse the factors influencing quick commerce usage among college students.

¹ Student, M.Com (General) Justice Basheer Ahmed Sayeed College for Women.

² Assistant Professor In Commerce, Justice Basheer Ahmed Sayeed College for Women.

REVIEW OF LITERATURE:

Chavan & Gujarati (2025), Examining Key Influences on Quick Commerce Usage, applying regression analysis on consumer surveys, they discovered that app usability, competitive pricing, reliable delivery and digital payment incentives drive adoption, and concluded that Q-commerce must enhance these features to appeal to college students.

Guo et al. (2024), Self-Esteem and College Students' Online Impulse Buying, through large-scale student surveys and regression, they found that low self-esteem students buy more impulsively, and concluded that Q-commerce needs safeguards for vulnerable student users.

Ashokkumar (2025), Factors That Impact Online Buying Behaviour Among Higher Education Institution Students in Chennai, applying regression analysis, he found that psychological risk perception negatively affects online purchases and concluded that Q-commerce platforms must build trust and reduce perceived risk to win student buyers.

RESEARCH GAP:

Existing studies on e-commerce largely focus on traditional online shopping platforms rather than quick commerce services. Limited research has specifically examined the buying behaviour of college students toward ultra-fast delivery apps. The influence of instant delivery expectations and impulse purchasing in quick commerce remains underexplored. There is also a lack of localized studies analyzing student preferences and usage patterns. This study attempts to fill these gaps by focusing on consumer behaviour toward quick commerce among college students.

OBJECTIVES:

- To study the difference in Q-commerce usage patterns between college students.
- To identify consumer preferences for product categories (e.g., groceries, snacks, medicines) in -commerce.
- To understand the impact of promotional strategies and app features on consumer buying behaviour.

RESEARCH METHODOLOGY:

The study adopted a descriptive research design to examine consumer behaviour toward quick commerce services. Primary data were collected from 100 respondents residing in Chennai city, comprising college students, using a structured questionnaire. A convenient sampling method was used to select the respondents for the study. Secondary data were gathered from journals, websites, and published reports related to quick commerce. The collected data were analyzed using simple statistical tools such as percentages and charts for interpretation.

DATA ANALYSIS INTERPRETATION:

The findings show that smartphones are the primary device used for Q-commerce ordering, indicating strong dependence on mobile-based platforms. Among snack delivery apps, Zepto emerges as the most preferred choice, reflecting higher customer trust and usage compared to competitors. Other platforms like Blinkit, Swiggy Instamart, and BigBasket New hold smaller shares, suggesting moderate competition in the market. A large proportion of users

are willing to switch apps if better promotional offers are available. This highlights that convenience, mobile accessibility, and attractive promotions strongly influence customer preferences and loyalty.

FIGURE 1

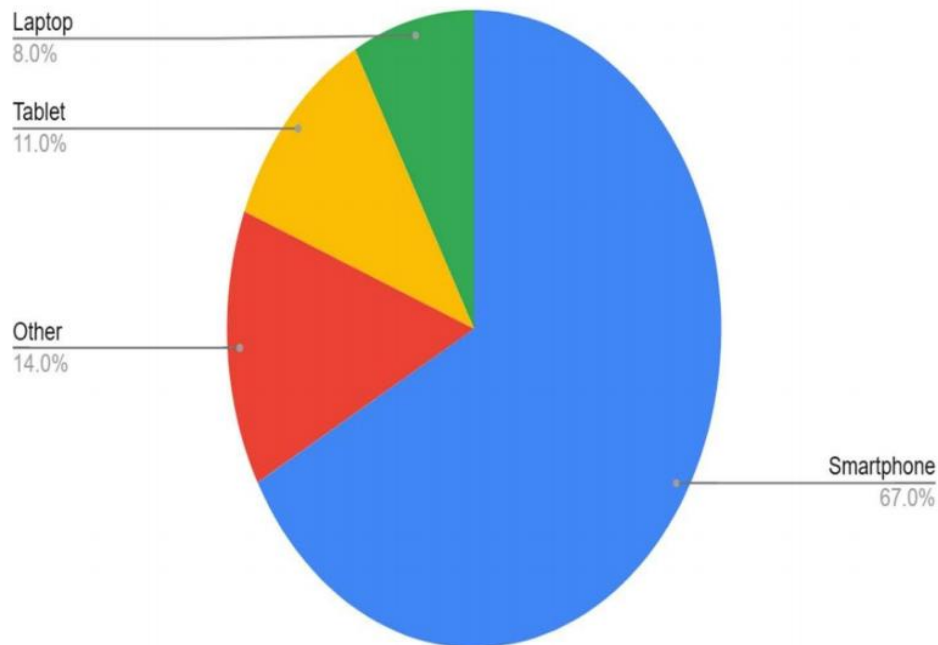


Figure 1 Indicates that smart phones are the most commonly used device for placing orders.

FIGURE 2

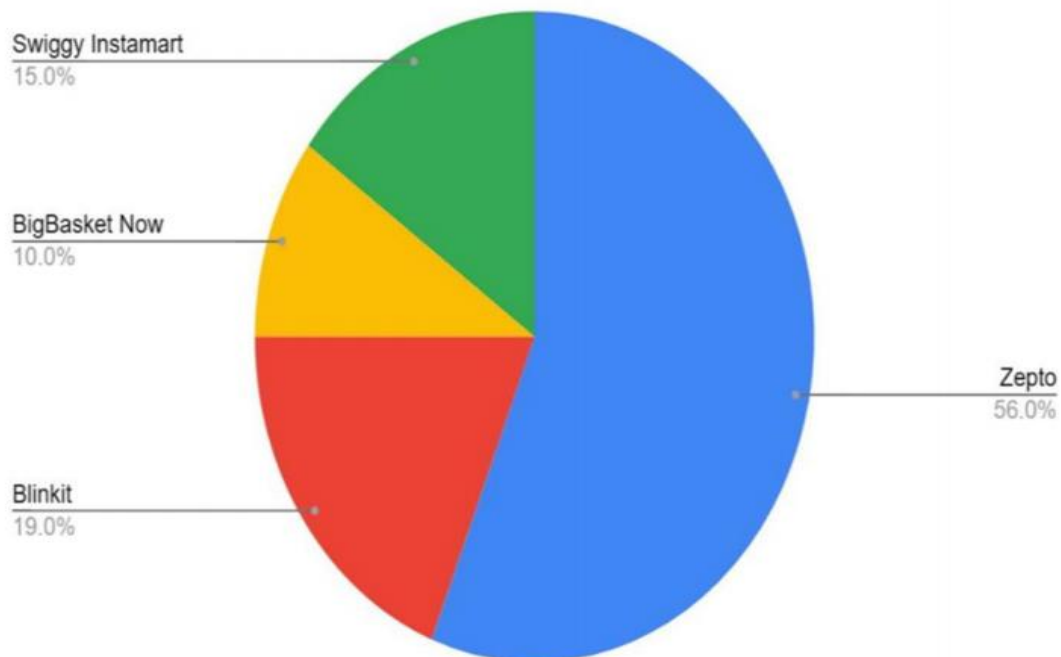


Figure 2 indicates that Zepto is the most preferred platform for ordering snacks.

FIGURE 3

Switch apps if another platform offered better promotions

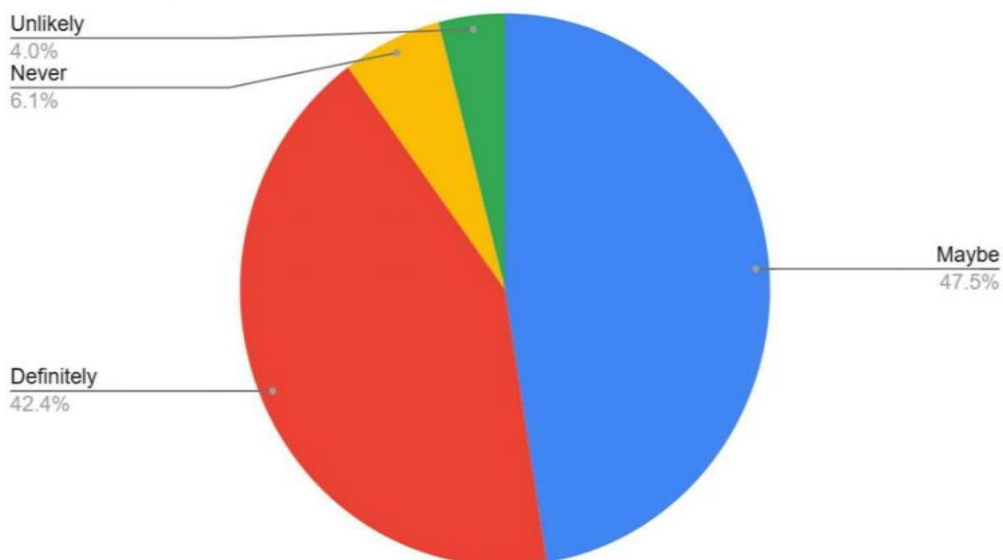


Figure 3 Indicates does switching of apps provide better promotions.

DISCUSSION

The findings confirm that Q-commerce effectively meets the lifestyle demands of college students by offering speed and ease of access. Impulse buying behaviour is significantly influenced by time-bound offers and instant delivery. However, moderate price sensitivity and app-switching behaviour indicate low brand loyalty.

LIMITATIONS OF THE STUDY

1. Restricted sample size
2. Limited geographical area
3. Self-reported data may include bias
4. Rapid market changes may affect relevance

SCOPE OF THE STUDY:

The study focuses on understanding the buying behaviour of college students toward quick commerce platforms. It covers key factors such as delivery speed, convenience, pricing, and promotional offers. The scope is limited to selected students within a specific study area and time period. It examines usage patterns, frequency of purchases, and preferred product categories. The findings can help quick commerce companies design effective strategies to attract and retain student customers.

CONCLUSION:

The study concludes that quick commerce plays a vital role in shaping modern consumer behaviour among college students. Speed, convenience, and digital engagement are the core drivers of platform usage. While Q-commerce has strong growth potential, platforms must address issues related to ethical marketing, sustainable consumption, and service consistency.

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