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A Study on Consumer Preference Towards Shopping on Quick Commerce Apps in Bengaluru

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ABSTRACT

Quick commerce has changed the way consumers purchase everyday products by providing convenient access to a wide range of items within a short delivery time. The increasing use of quick commerce applications has made it important to understand the factors that influence consumer preferences and shopping behaviour.

This study examines consumer preferences towards quick commerce applications in Bengaluru, with particular attention to delivery speed, convenience, pricing, product quality, product availability, and promotional offers. It also explores how frequently consumers use these applications and the purposes for which they place orders. The study follows a descriptive research design, and primary data were collected through a structured questionnaire distributed using Google Forms. Convenience sampling was adopted, and the analysis presented in the report is based on responses from 100 respondents.

The collected data were analysed using frequency and percentage methods and presented through tables and graphical representations. The findings help explain the preferences and usage patterns of the respondents, including the role of convenience, delivery speed, discounts, and ease of ordering in their shopping experience. The study also considers areas where quick commerce platforms may improve their services, particularly in relation to product quality, pricing transparency, product availability, and delivery reliability.

The study provides an overview of consumer behaviour towards quick commerce applications in Bengaluru. Since the research is based on a convenience sample, the findings should be interpreted in relation to the respondents surveyed rather than generalised to all consumers in the city.

Keywords: Quick Commerce, Consumer Preference, Online Shopping, Consumer Behaviour, Bengaluru

1. INTRODUCTION

The growth of digital technology has brought significant changes to the retail industry. Consumers can now purchase products through mobile applications without visiting physical stores, making shopping more accessible and convenient. Among these developments, quick commerce has emerged as a shopping model that focuses on delivering everyday products within a short period.

Quick commerce applications allow consumers to order groceries, snacks, beverages, personal care items, household essentials, and other frequently required products. These services generally depend on localised inventory, digital ordering systems, and last-mile delivery networks to fulfil orders quickly. Applications such

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as Blinkit, Zepto, Swiggy Instamart, BigBasket Now, and Flipkart Minutes are examples of platforms operating in this space.

The growing popularity of quick commerce can be understood through changing consumer expectations. Many consumers value the ability to place orders at any time, save shopping time, and receive products at their doorstep. Discounts, promotional offers, product variety, availability, application usability, and payment options may also influence their choice of platform. However, a convenient shopping experience does not depend on delivery speed alone. Product quality, accurate product information, reliable service, and transparent pricing can also affect consumer satisfaction.

Consumer preference refers to the tendency to choose one shopping platform over other available alternatives. Understanding these preferences can help quick commerce companies identify what consumers value and where improvements may be required. It can also provide insight into the shopping habits and expectations of users.

Against this background, the present study, titled **"A Study on Consumer Preference Towards Shopping on Quick Commerce Apps in Bengaluru,"** examines the factors influencing consumer preferences and the frequency and purpose of using these applications. The study focuses on survey responses collected from consumers in Bengaluru and presents the findings through descriptive statistical analysis.

2. Key Concepts of the Study

Consumer Preference: Consumer preference refers to a person's choice of one product, service, or shopping platform over other available options. In this study, it relates to consumers' preferences for quick commerce applications in Bengaluru.

Consumer Behaviour: Consumer behaviour describes how individuals recognise their needs, search for products, compare alternatives, make purchases, and evaluate their shopping experiences.

Quick Commerce: Quick commerce is a technology-based retail model that aims to deliver products to customers quickly through local inventory and last-mile delivery services.

Convenience: Convenience refers to the extent to which a shopping platform saves consumers time and effort. Features such as doorstep delivery and easy ordering can make shopping more convenient.

Delivery Speed: Delivery speed is the time taken for an order to reach the customer after it has been placed. It is an important factor when consumers need products quickly.

Product Variety: Product variety refers to the range of products, brands, categories, and pack sizes available through an application.

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Product Availability: Product availability indicates whether the products required by consumers are in stock when they place an order.

Price: Price refers to the amount consumers pay for products, including any applicable delivery or service charges. Consumers may compare prices across applications and physical stores before making a purchase.

Discounts and Offers: Discounts and offers include promotional prices, coupons, cashback, bundles, and free-delivery benefits that may encourage consumers to place orders.

Application Usability: Application usability refers to how easily consumers can search for products, compare options, place orders, and complete payments through an application.

Reviews and Ratings: Reviews and ratings provide feedback from previous customers. They can help consumers assess products and services before making a purchase.

Trust: Trust refers to consumers' confidence in a platform's product information, transaction security, product authenticity, and delivery reliability.

Customer Satisfaction: Customer satisfaction reflects how consumers evaluate their overall shopping experience in comparison with their expectations.

Purchase Intention: Purchase intention refers to the likelihood that a consumer will choose a quick commerce application for a future purchase.

Repeat Usage: Repeat usage refers to a consumer's willingness to continue using a quick commerce application based on previous shopping experiences.

3. OBJECTIVES OF THE STUDY

1. To analyze the impact of delivery speed, pricing, product quality, and convenience on consumer preference.
2. To examine the frequency and purpose of using quick commerce apps among consumers.

4. METHODOLOGY

The study adopts a descriptive research design to understand consumer preferences towards quick commerce applications in Bengaluru. Primary data were collected through a structured questionnaire circulated using Google Forms. The study uses convenience sampling, in which respondents were selected based on their accessibility and willingness to participate.

The analysis presented in this report is based on 100 respondents. The questionnaire covered demographic details, application usage, purchasing behaviour, and respondents' opinions on factors influencing their

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preferences. These factors included delivery speed, pricing, product quality, convenience, and other aspects of the quick commerce experience.

Frequency and percentage analysis were used to organise and interpret the collected responses. The results are presented through tables and graphical representations to make the findings easier to understand and compare.

The study has certain limitations. Convenience sampling may not represent the views of all consumers in Bengaluru, and the responses reflect the participants' own experiences and opinions. The sample size and the geographical focus also limit the extent to which the findings can be generalised. Therefore, the results should be interpreted as findings relating to the respondents who participated in the survey.

5.1 Gender-wise Distribution

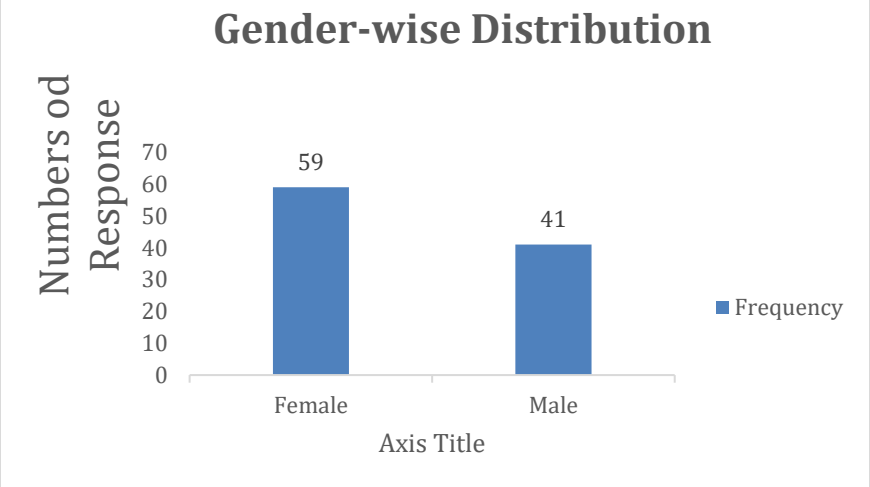
Table 1

Response	Frequency	Percentage
Female	59	59%
Male	41	41%
Total	100	100%

Source: Primary survey data collected from 100 respondents.

The table presents the frequency and percentage distribution of respondents for this variable. The frequencies provide the absolute number of responses, while the percentages facilitate comparison among categories.

Figure 1: Gender-wise Distribution



Figuressss: Graphical representation of the survey responses.

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Interpretation

The largest category is 'Female', with 59 respondents (59%), followed by 'Male' with 41 respondents (41%). The distribution shows that respondents are not evenly distributed across the categories. The result provides a descriptive picture of gender-wise distribution among the 100 surveyed respondents. The percentages should be read as characteristics of this sample and not as a generalisation to all consumers in Bengaluru.

5.2 Age-wise Distribution

Table 2

Response	Frequency	Percentage
Below 20	16	16%
20–25	23	23%
26–35	19	19%
36–45	22	22%
Above 45	20	20%
Total	100	100%

Source: Primary survey data collected from 100 respondents.

The table presents the frequency and percentage distribution of respondents for this variable. The frequencies provide the absolute number of responses, while the percentages facilitate comparison among categories.

Figure 2: Age-wise Distribution

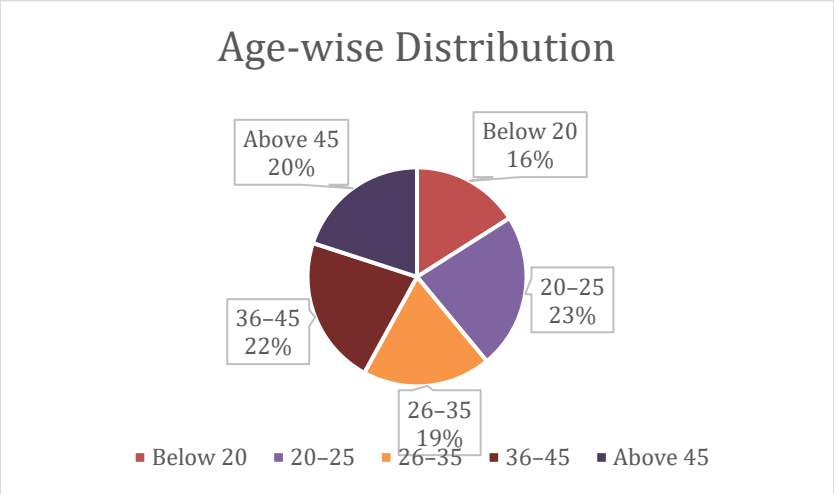


Figure: Graphical representation of the survey responses.

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Interpretation

The largest category is '20–25', with 23 respondents (23%), followed by '36-45'. The distribution shows that respondents are not evenly distributed across the categories. The result provides a descriptive picture of age-wise distribution among the 100 surveyed respondents. The percentages should be read as characteristics of this sample and not as a generalisation to all consumers in Bengaluru.

5.3 Occupation-wise Distribution

Table 3

Response	Frequency	Percentage
Student	30	30%
Salaried Employee	29	29%
Business	21	21%
Homemaker	20	20%
Total	100	100%

Source: Primary survey data collected from 100 respondents.

The table presents the frequency and percentage distribution of respondents for this variable. The frequencies provide the absolute number of responses, while the percentages facilitate comparison among categories.

Figure 3: Occupation-wise Distribution

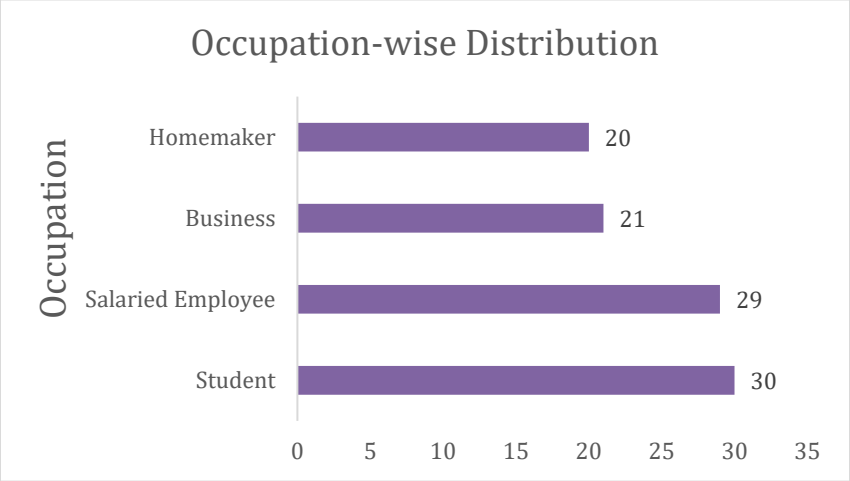


Figure: Graphical representation of the survey responses.

Interpretation

The largest category is 'Student', with 30 respondents (30%), followed by 'Salaried Employee'. The distribution shows that respondents are not evenly distributed across the categories. The result provides a

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descriptive picture of occupation-wise distribution among the 100 surveyed respondents. The percentages should be read as characteristics of this sample and not as a generalisation to all consumers in Bengaluru.

5.4 Monthly Income-wise Distribution

Table 4

Response	Frequency	Percentage
Below ₹15k	38	38%
₹15–30k	15	15%
₹30–45k	9	9%
₹45–60k	7	7%
₹60–75k	6	6%
₹75–90k	3	3%
₹90–105k	8	8%
Above ₹105k	14	14%
Total	100	100%

Source: Primary survey data collected from 100 respondents.

The table presents the frequency and percentage distribution of respondents for this variable. The frequencies provide the absolute number of responses, while the percentages facilitate comparison among categories.

Figure 4: Monthly Income-wise Distribution

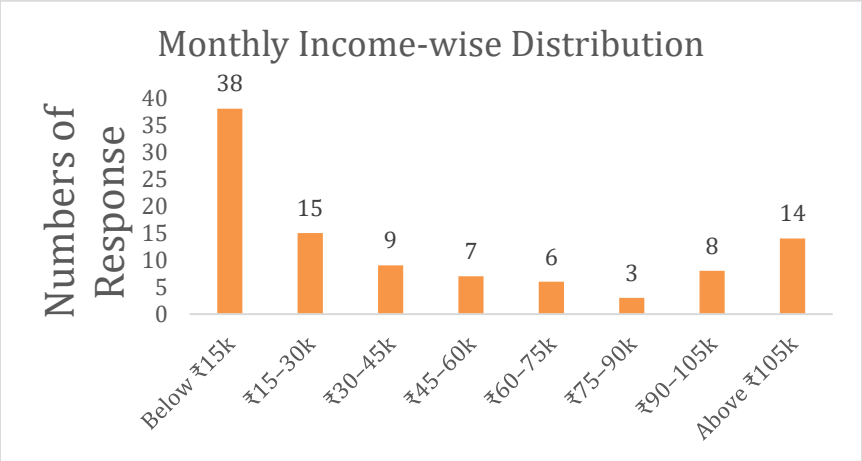


Figure: Graphical representation of the survey responses.

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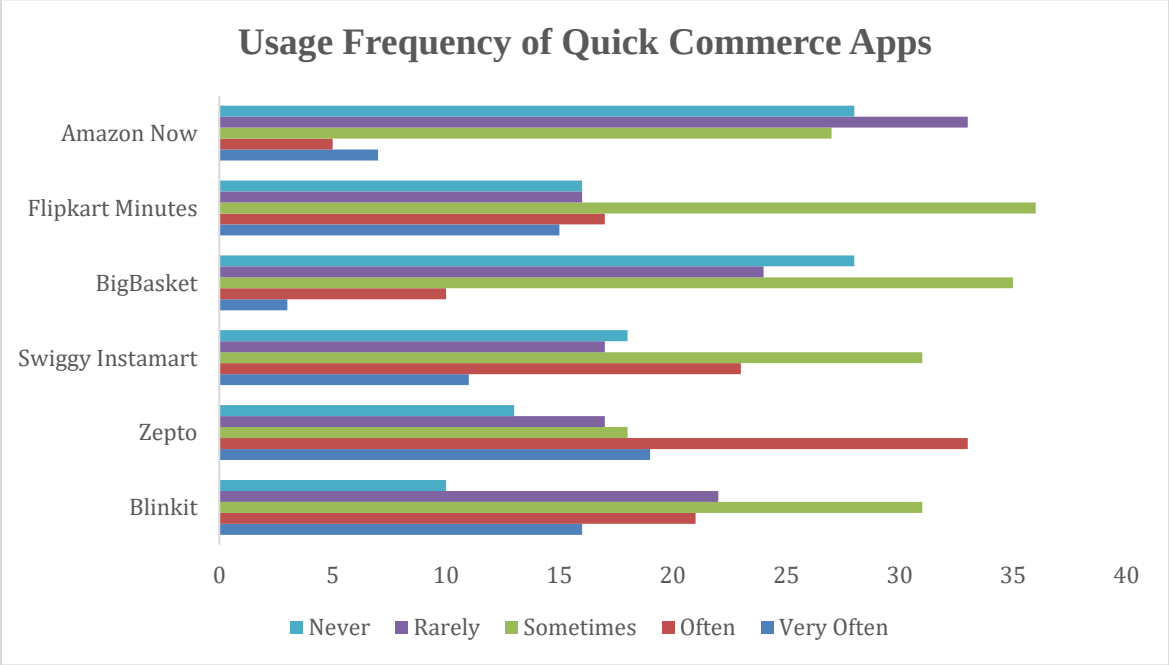
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Interpretation

The largest category is 'Below ₹15k', with 38 respondents (38%), followed by '₹15–30k '. The distribution shows that respondents are not evenly distributed across the categories. The result provides a descriptive picture of monthly income-wise distribution among the 100 surveyed respondents. The percentages should be read as characteristics of this sample and not as a generalisation to all consumers in Bengaluru.

5.5 Usage Frequency of Quick Commerce Apps

Figure 5: Monthly Income-wise Distribution



Interpretation

The analysis presents the usage frequency of six quick commerce applications among the 100 respondents. Blinkit was used most commonly under the Sometimes category, with 31 respondents (31%), followed by Rarely with 22 respondents (22%). Zepto recorded the highest Often usage, with 33 respondents (33%), followed by Very Often with 19 respondents (19%), indicating comparatively frequent usage.

For Swiggy Instamart, the largest category was Sometimes, accounting for 31 respondents (31%), followed by Often with 23 respondents (23%). BigBasket also recorded its highest response under Sometimes (35%), while a relatively large number of respondents reported Never using it (28%). Flipkart Minutes had the highest Sometimes usage among its categories, with 36 respondents (36%).

In the case of Amazon Now, Rarely was the largest category, with 33 respondents (33%), followed by Sometimes with 27 respondents (27%). Overall, the graph indicates that Zepto shows comparatively

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stronger frequent usage, while BigBasket and Amazon Now have relatively higher proportions of respondents in the rarely/never categories. Across most of the applications, however, Sometimes is a prominent usage category, suggesting that respondents tend to use several quick commerce platforms on an occasional basis rather than exclusively or very frequently.

Data Analysis

Objective 1: To identify the factors influencing consumers to shop through quick commerce apps in Bengaluru.

- **Fast delivery is the main reason I use quick commerce apps.**

5.6 Fast Delivery Influence

Table 5

Response	Frequency	Percentage
Strongly Disagree	2	2%
Disagree	7	7%
Neutral	19	19%
Agree	30	30%
Strongly Agree	42	42%
Total	100	100%

Source: Primary survey data collected from 100 respondents.

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Figure 6: Fast Delivery Influence

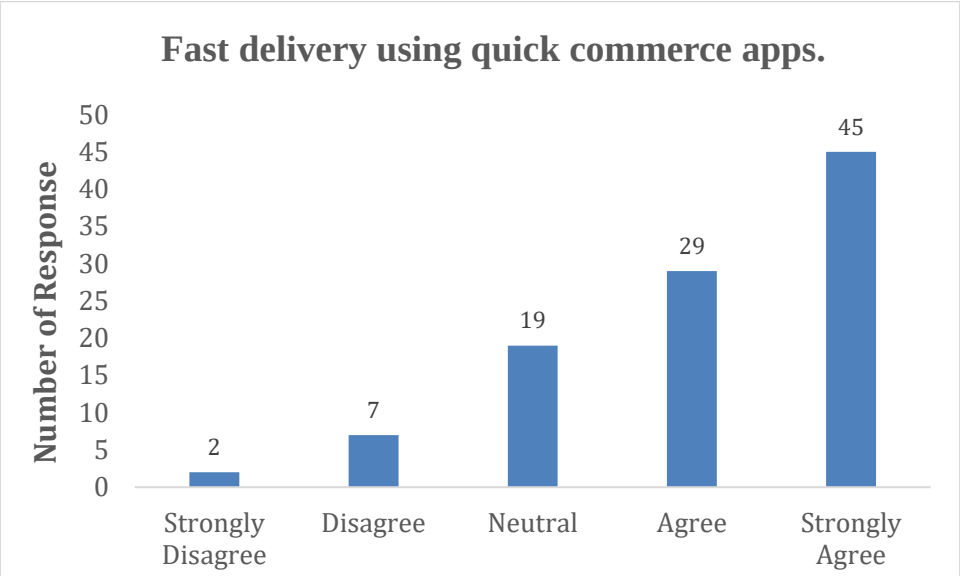


Figure: Graphical representation of the survey responses.

Interpretation

The table and chart show that the largest response category is 'Strongly Agree', selected by 45 respondents (45%). The combined positive response (Strongly Agree and Agree) is 74%, while the combined negative response (Disagree and Strongly Disagree) is 9%. This indicates that the respondents' views on fast delivery influence are concentrated around the reported response pattern. The neutral group should also be considered because it represents respondents who did not express a positive or negative opinion.

- **Discounts and promotional offers encourage me to shop through quick commerce apps**

5.7: Discounts and Offers

Table 6

Response	Frequency	Percentage
Strongly Agree	29	29%
Agree	39	39%
Neutral	24	24%
Disagree	7	7%
Strongly Disagree	1	1%
Total	100	100%

Source: Primary survey data collected from 100 respondents.

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The table presents the frequency and percentage distribution of respondents for this variable. The frequencies provide the absolute number of responses, while the percentages facilitate comparison among categories.

Figure 7: Discounts and Offers

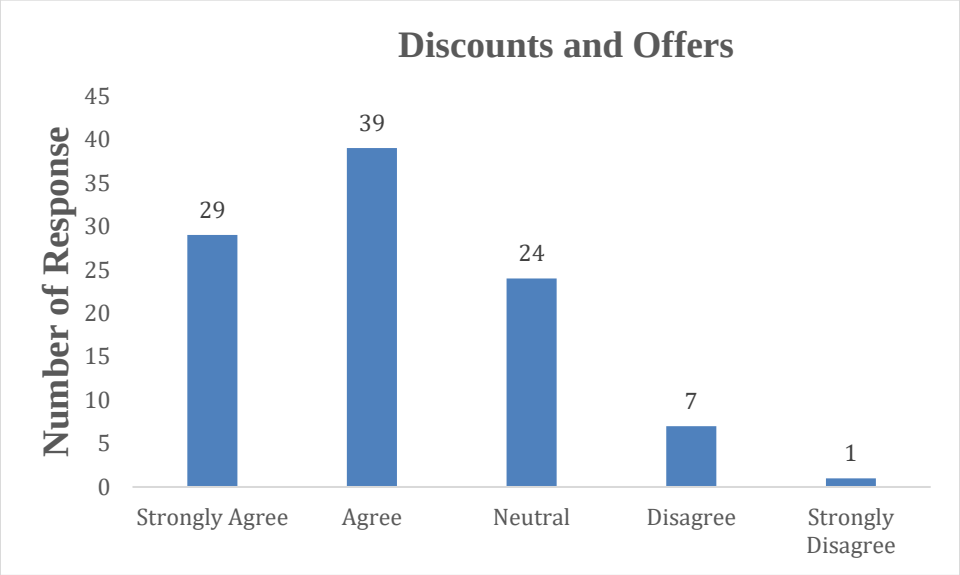


Figure: Graphical representation of the survey responses.

The table and chart show that the largest response category is 'Agree', selected by 39 respondents (39%). The combined positive response (Strongly Agree and Agree) is 68%, while the combined negative response (Disagree and Strongly Disagree) is 8%. This indicates that the respondents' views on discounts and offers are concentrated around the reported response pattern. The neutral group should also be considered because it represents respondents who did not express a positive or negative opinion.

- **The availability of a wide range of products influences my choice of quick commerce apps.**

5.8: Product Variety

Table 7

Response	Frequency	Percentage
Strongly Agree	15	15%
Agree	41	41%
Neutral	29	39%

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Disagree	12	12%
Strongly Disagree	3	3%
Total	100	100%

Source: Primary survey data collected from 100 respondents

Figure 8: Product Variety

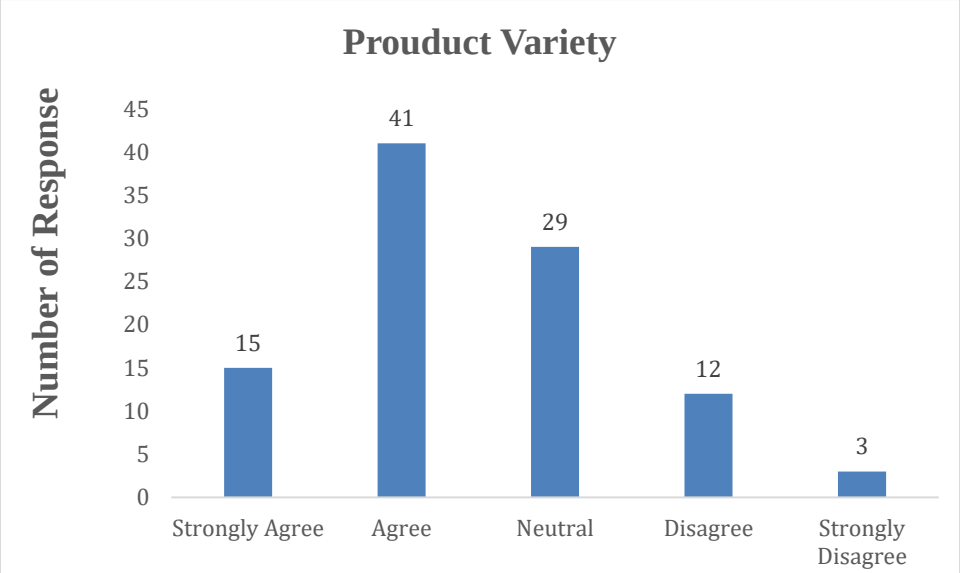


Figure: Graphical representation of the survey responses.

Interpretation

The table and chart show that the largest response category is 'Agree', selected by 41 respondents (41%). The combined positive response (Strongly Agree and Agree) is 56%, while the combined negative response (Disagree and Strongly Disagree) is 15%. This indicates that the respondents' views on product variety are concentrated around the reported response pattern. The neutral group should also be considered because it represents respondents who did not express a positive or negative opinion.

5.9 Convenience

Table 8

Response	Frequency	Percentage
Strongly Agree	25	25%
Agree	33	33%
Neutral	25	25%

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Disagree	8	8%
Strongly Disagree	9	9%
Total	100	100%

Source: Primary survey data collected from 100 respondents.

The table presents the frequency and percentage distribution of respondents for this variable. The frequencies provide the absolute number of responses, while the percentages facilitate comparison among categories.

Figure 9: Convenience

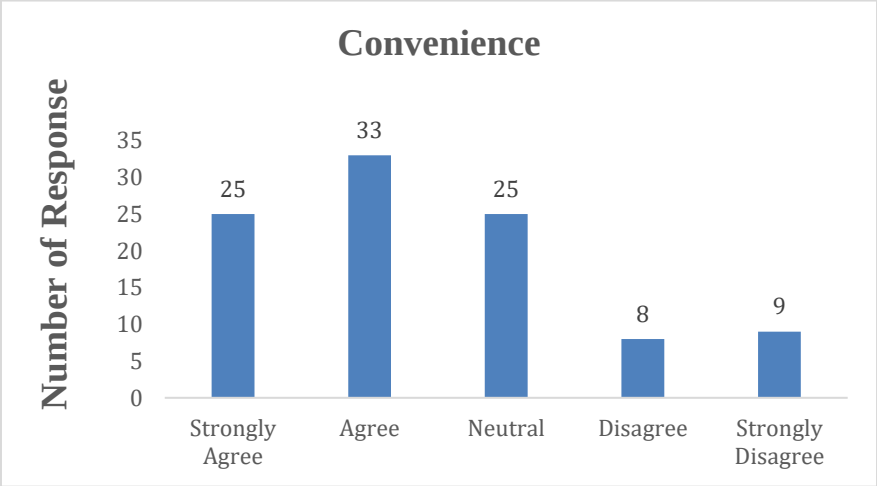


Figure: Graphical representation of the survey responses.

Interpretation

The table and chart show that the largest response category is 'Agree', selected by 33 respondents (33%). The combined positive response (Strongly Agree and Agree) is 58%, while the combined negative response (Disagree and Strongly Disagree) is 17%. This indicates that the respondents' views on convenience are concentrated around the reported response pattern. The neutral group should also be considered because it represents respondents who did not express a positive or negative opinion.

Objective 2: To examine the reasons that motivate consumers to choose quick commerce apps over traditional shopping

- **What is the main reason you prefer quick commerce apps over traditional shopping?**

5.10: Main Reason for Preferring Quick Commerce Apps

Table 9

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Response	Frequency	Percentage
Convenience	16	16%
Faster delivery	41	41%
Saves time	15	15%
Discounts & offers	18	18%
Easy availability of products	10	10%
Total	100	100%

Source: Primary survey data collected from 100 respondents.

The table presents the frequency and percentage distribution of respondents for this variable. The frequencies provide the absolute number of responses, while the percentages facilitate comparison among categories.

Figure 10: Main Reason for Preferring Quick Commerce Apps

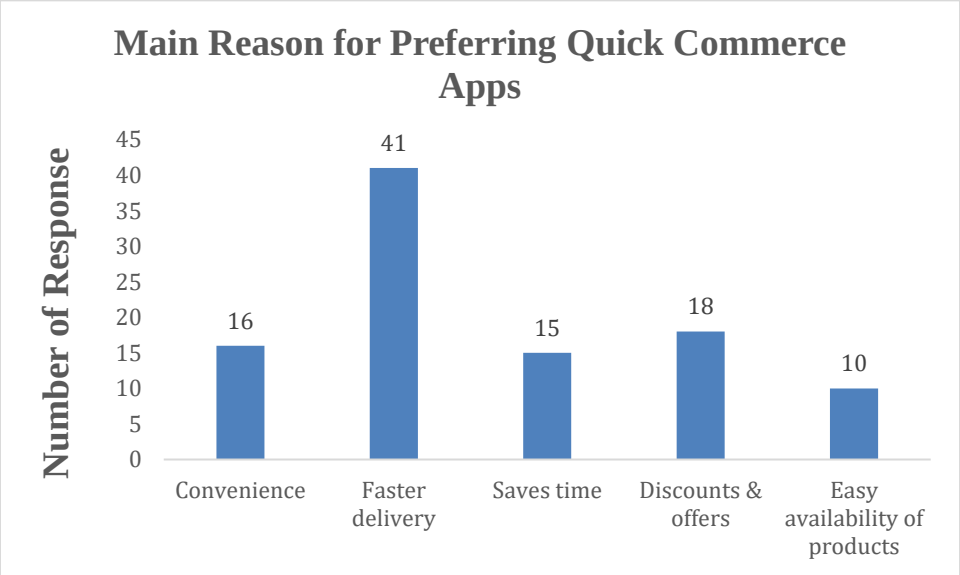


Figure: Graphical representation of the survey responses.

Interpretation

The table and chart show that the largest response category is “Faster delivery”, chosen by 41 respondents (41%). This indicates that this factor is the leading reason for using quick commerce apps among the respondents. The remaining responses are distributed across faster delivery, convenience, easy availability of products, and discounts and offers.

- **How important is time-saving when choosing quick commerce apps instead of traditional shopping?**

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5.11: Importance of Time-Saving

Table 10

Response	Frequency	Percentage
Very important	11	11%
Important	46	46%
Neutral	20	20%
Less important	21	21%
Not important	2	2%
Total	100	100%

Source: Primary survey data collected from 100 respondents.

The table presents the frequency and percentage distribution of respondents for this variable. The frequencies provide the absolute number of responses, while the percentages facilitate comparison among categories.

Figure 11: Importance of Time-Saving

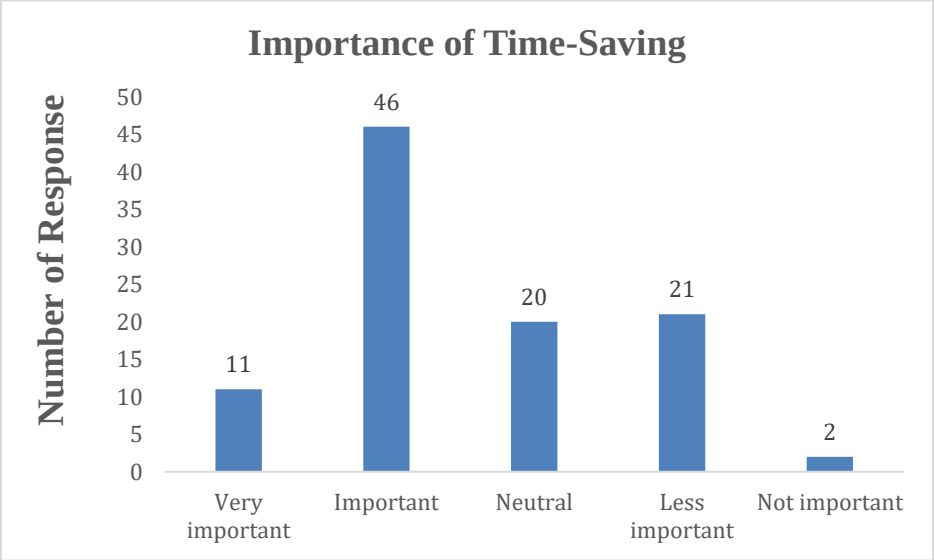


Figure: Graphical representation of the survey responses.

Interpretation

The table and chart show that the largest response category is ‘Important’, chosen by 46 respondents (46%). This suggests that saving time is a significant consideration when respondents choose quick commerce apps instead of traditional shopping.

- **Does avoiding travel to physical stores encourage you to use quick commerce apps?**

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5.12: Influence of Avoiding Travel to Physical Stores

Table 11

Response	Frequency	Percentage
Strongly Agree	7	7%
Agree	31	31%
Neutral	36	36%
Disagree	21	21%
Strongly Disagree	5	5%
Total	100	100%

Source: Primary survey data collected from 100 respondents.

Figure 12: Influence of Avoiding Travel to Physical Stores

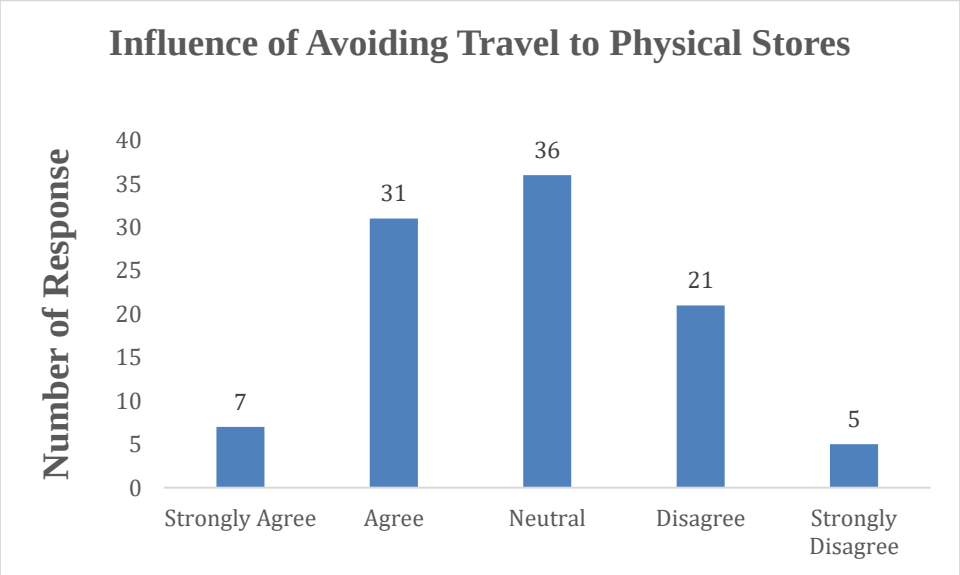


Figure: Graphical representation of the survey responses.

Interpretation

The table presents the respondents' level of agreement with the given statement. Out of the 100 respondents, 31% agreed and **7**% strongly agreed**,** indicating that 38% of the respondents expressed a positive opinion**.** In contrast, 21% disagreed and 5% strongly disagreed, accounting for 26% of the respondents who expressed a negative opinion**.** A considerable proportion of 36% remained neutral, representing the largest single response category.

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- **Overall, do you consider quick commerce apps more convenient than traditional shopping?**

5.13: Overall Convenience Compared with Traditional Shopping

Table 12

Response	Frequency	Percentage
Strongly Agree	4	4%
Agree	28	28%
Neutral	32	32%
Disagree	15	15%
Strongly Disagree	21	21%
Total	100	100%

Source: Primary survey data collected from 100 respondents.

Figure 13: Overall Convenience Compared with Traditional Shopping

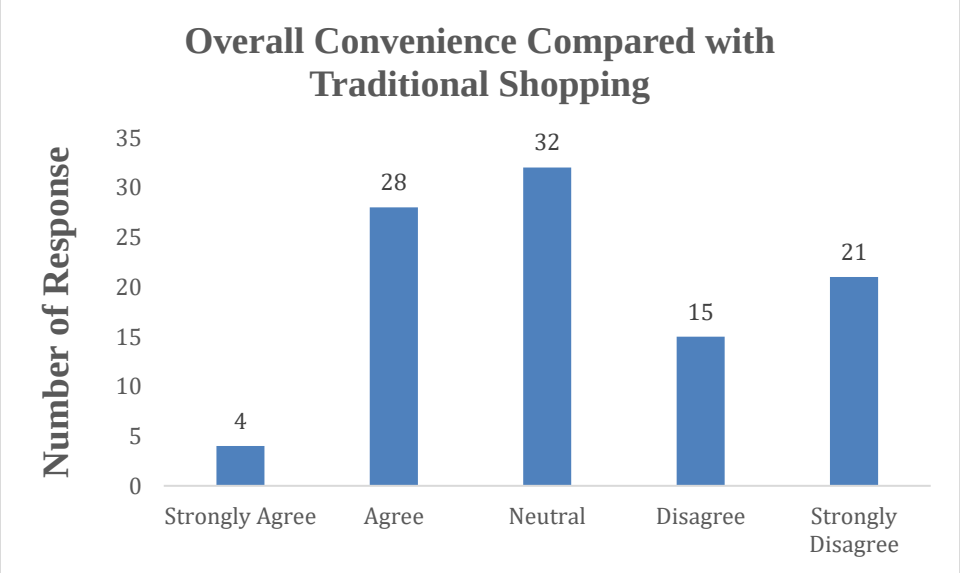


Figure: Graphical representation of the survey responses.

Interpretation

The table indicates the respondents' level of agreement with the given statement. Out of the 100 respondents**,** 28% agreed and 4% strongly agreed, resulting in a combined 32% positive response. In comparison, 15% disagreed and 21% strongly disagreed, accounting for 36% negative responses**.** The remaining 32% of respondents were neutral

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6. Findings Related to Objective 1

Objective 1: To identify the factors influencing consumers to shop through quick commerce apps in Bengaluru.

- Convenience appears to be an important reason respondents use quick-commerce apps. In total, 58 respondents (58%) identified it as their main reason for using these platforms.
- Fast delivery was another factor mentioned by respondents. A total of 72 respondents (72%) responded positively to the statement that quick delivery is a main reason for using quick-commerce apps.
- Discounts and special offers also seem to affect shopping decisions. Around 68 respondents (68%) gave a positive response when asked whether these offers encourage them to use quick-commerce apps.
- Product variety also plays a role in choosing an app. A total of 56 respondents (56%) responded positively to the availability of a wide range of products.
- The option to shop at any time and from any place was supported by 58 respondents (58%). This suggests that flexibility is an important part of the appeal of quick-commerce services.
- Overall, the responses suggest that consumers consider several factors rather than relying on just one. Convenience, delivery speed, discounts, product choice and ease of ordering all contribute to their preferences

Objective 2: To examine the reasons that motivate consumer to choose quick commerce apps over traditional shopping.

- One reason consumers may choose quick commerce is that it faster delivery. They can order the items they need through an app instead of travelling to a shop.
- Having products delivered to the doorstep can also reduce the effort of travelling, finding parking, standing in queues and carrying purchases. This can be especially helpful for routine shopping or when something is needed urgently.
- Quick delivery is particularly useful when a consumer needs an item at short notice.
- Apps also allow consumers to check different products, compare prices and review available offers before deciding what to buy.
- Digital payment options and order tracking make the process more convenient. Tracking also helps customers see the progress of their orders.
- Discounts and promotional deals can provide another reason to choose a quick-commerce app instead of shopping at a traditional store.

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- However, traditional shopping still has its place. Some consumers may prefer to examine products in person, enjoy the in-store experience or avoid delivery charges.

7. IMPLICATIONS AND SUGGESTIONS

Quick-commerce platforms should focus on dependable delivery while making sure that product quality remains consistent. Offers should provide clear value, and customers should be able to see product prices and delivery charges before paying. Apps could also make searching, checkout, payment and order tracking easier to use. Better inventory management, storage, packaging and order-picking practices would help reduce mistakes and protect product quality, even when orders need to be delivered quickly.

As respondents may use quick commerce for particular needs, features such as reordering past purchases and easy access to frequently bought categories could make the apps more useful. Platforms should also clearly display product availability, minimum order requirements, delivery fees and the conditions attached to promotional offers. This information can help customers make informed decisions.

8. CONCLUSION

The findings suggest that consumers in Bengaluru choose quick-commerce services for a combination of reasons, including delivery speed, convenience, affordability, promotional offers, product availability and ease of use. Fast delivery received strong support, while discounts and convenience were also important to respondents. The comparatively lower positive response for product quality indicates that a good quick-commerce experience involves more than delivering orders quickly.

For the respondents covered by this study, quick commerce appears to be a flexible option for everyday purchases and immediate needs. The reported use patterns, including the prominence of snacks and beverages and the use of apps on an occasional basis, suggest that people may turn to these services when a particular need arises. The study uses a convenience sample of 100 respondents, so the findings should be understood in the context of this group rather than assumed to represent all consumers.

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