



## Impact of Quick Commerce Platform on the Spending Patterns of Youth in Patna

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### Abstract

The rapid growth of quick commerce platforms such as Blinkit, Zepto, and Swiggy Instamart has significantly changed the way young people shop in Patna. One of the key concerns that led to this study is the rising tendency among youth to spend more than planned due to frequent impulse purchases, even though they have limited monthly budgets ranging from ₹5,000 to ₹15,000. This shift is gradually moving consumption patterns from planned buying to more frequent, unplanned spending. The study examines how factors such as convenience, attractive discounts, constant app notifications, and late-night availability encourage impulsive buying behavior, with nearly 37-40% of grocery spending becoming spontaneous. It also looks at the shift from traditional e-commerce, where purchases are usually planned and made in bulk with delivery taking 1 to 7 days, to quick commerce, which promotes instant, need-based buying. This transition is affecting financial discipline among youth and reducing their dependence on local kirana stores. The research is based on both primary data, collected through surveys of young consumers in Patna, and secondary data from reports and existing studies. Overall, the study aims to provide a clearer understanding of how quick commerce is shaping spending habits and consumer behavior in a growing urban market.

**Keywords:** Quick Commerce (Q-commerce), Consumer Behavior, Spending Patterns, Impulse Buying, Purchasing Behavior, Discounts and Promotions.

### 1. Introduction

It stands out that many investigations look at average shoppers without zooming in on younger users, particularly those still studying, when it comes to fast shopping apps. Young minds tend toward repeated tiny buys or sudden decisions, yet these actions slip through the cracks of current analysis. Not much attention lands on places such as Patna or Bihar either. Work usually centers on big urban hubs, leaving towns behind despite shifts in earnings, digital reach, and how money moves there. Real habits stay hidden unless deeper work happens close to where life unfolds. Lately, getting things online feels almost instant. Think about apps such as Blinkit, Zepto, or Instamart stuff shows up shockingly fast. Speed matters, sure, yet it's the simplicity that hooks most. Tap a screen a few times, wait less than half an hour, dinner spices appear at your door. Teens and

twenty somethings lean into this hard, mainly because life moves quick already. Born into tech, juggling classes, part time gigs, social plans - they don't want shopping eating their time. Old ways? Standing in line, pushing carts down aisles - that now seems odd. Phones do the work instead, quietly, while you scroll or nap or study. Not magic, just smarter timing. Most rely on fast deliveries to get what they need every day. Not just the way they buy stuff shifted - spending habits changed too, along with decision timing. Instant drop-offs, deals that pop up, alerts buzzing in, plus shops open past bedtime allow buys at any hour. That ease leads some younger folks and college students to grab items without planning first. Regular stores used to mean waiting, thinking it over; now everything happens in a flash, almost without effort. Worries grow around how



people handle cash, especially when tiny buys pile up. Though each little purchase feels okay, together they stretch budgets too far, nudging savings off track. In places such as Patna, where going online is catching on fast, timing makes it even more noticeable. Looking closely at young shoppers there shows how speed-focused apps quietly shift their choices day by day. Surprisingly, what sways shopping choices isn't just price - ease, deals, or phone tools play a part too. Not every purchase follows a plan; some happen on impulse, shaped by digital nudges. Behind these patterns lies a shift - how youth manage money now ties closely to tech they carry daily. [1]

### 1.1. Most students are using quick commerce apps

Most students now use quick commerce apps regularly, which shows how popular they have become among young people. Apps like Blinkit, Zepto, and Swiggy Instamart are commonly used to order groceries, snacks, and daily items. The main reason is convenience students can order anything with a few taps and get it delivered in minutes, saving time and effort. Many students use these apps regularly, some even every day, while others use them a few times a week. This shows that these apps are no longer just for emergencies but have become part of daily life. They are especially helpful for students who are busy and don't have time to go to shops. Discounts, offers, and easy payment options also make these apps more attractive. Overall, students are choosing quick commerce because it is fast, simple, and convenient, showing a clear change in shopping habits. [2]

### 1.2. What influences students the most

Many things influence students when they use quick commerce apps, but the most important are speed and convenience. Students like these apps because they can order anything in a few minutes and get it delivered quickly without going out. This saves time and is very helpful for those with busy schedules. Discounts and offers are another big reason. Deals, cashback, and price cuts make students feel they are saving money, so they often buy more, even if they didn't plan to. Notifications and alerts also matter, as they remind users about offers and push them to open

the app and buy something quickly. Easy-to-use apps and simple payment options make shopping even more convenient. Also, late-night delivery is useful for students who prefer ordering at night. Overall, fast delivery, convenience, and attractive offers strongly influence students, often leading them to shop more frequently and sometimes without planning. [3]

### 1.3. How students in Patna are using these apps

Students in Patna use quick commerce apps in a simple and regular way. Most of them order daily items like groceries, snacks, and drinks, especially when they need something quickly. These apps save time and effort, which is why students prefer them. Many students use these apps several times a week, and some even use them every day. Instead of buying in bulk, they place small orders whenever needed. For example, if they run out of snacks or milk, they just order it online instead of going to a nearby shop. This shows a shift toward quick, on-demand shopping. Students also use these apps at night, especially while studying or relaxing. Fast delivery, easy payment, and notifications make the whole process very convenient. Sometimes they order not just because they need something, but also because it feels easy and comfortable. Overall, quick commerce apps have become a normal part of students' daily lives, helping them make quick and easy purchases anytime. [4]

### 1.4. Research Gap

- 1) **Ignoring College Students as a Separate Group:** Most studies combine students and working people into one group, but their financial situations are very different. Students usually depend on fixed weekly or monthly allowances and have strict budgets. Because of this, their spending habits are not the same as those who earn a regular income. This difference shows that student buying behavior should be studied separately.
- 2) **Lack of Focus on Tier-2 Cities:** Right now, almost all the data we have on quick commerce comes from big metro cities like Delhi or Bangalore. There is a huge gap when it comes to tier-2 cities like Patna. The way delivery apps work, local market accessibility, and how young people use these platforms here are completely different from



metro areas, so we really need more localized studies. [5]

- 3) **Missing Data on Average Spend:** There isn't much concrete information on how much a student actually spends in a single order. We need to figure out the actual average order value (AOV) when young people use these 10-minute delivery apps, especially since most of us are trying to manage limited funds.
- 4) **No Specifics on What is Actually Being Bought:** Most past studies just mention broad categories like "daily essentials" or "groceries." They don't dig into what youth are actually adding to their carts like late-night snacks, cold drinks, personal care items, or study supplies. Also, there is a gap in understanding if these purchases are actual needs or just impulse buys triggered by the convenience of the app.

## 2.Literature Review

Quick commerce (Q-commerce) has grown out of traditional e-commerce, but it works in a faster and more focused way. Instead of large warehouses, it uses nearby dark stores and keeps only essential items, which helps deliver products very quickly. Here, speed matters more than offering a wide variety of products, and this has changed how delivery systems and retail work today. The COVID-19 pandemic played a big role in its growth, as people started preferring quick, safe, and contactless shopping for daily needs. Because of this, customers now expect faster service and more convenience, leading to a shift in buying habits toward instant satisfaction (Venawat, 2025). [6] The growth of mobile internet and e-commerce has made shopping easier and more convenient for people. However, the COVID-19 pandemic disrupted traditional retail stores and encouraged more people to buy groceries online. This change in shopping habits increased the need for faster delivery services. As a result, quick commerce (Q-commerce) developed to meet this demand by focusing on speed and convenience. Today, consumers expect quick and hassle-free service, which has played an important role in the rapid growth of Q-commerce in India (Ranjekar & Roy, 2023). Technological progress and the growing

use of the internet have helped quick commerce (Q-commerce) grow rapidly in India. It has changed consumer behavior by making shopping more convenient, with fast delivery and easy-to-use apps, which increases customer satisfaction and loyalty. People now expect quicker service and smoother transactions. However, the sector still faces challenges such as poor infrastructure, strict regulations, and strong competition. To continue growing successfully, Q-commerce companies need better planning, innovation, and supportive policies to overcome these issues and sustain their development (Singh, 2024). Quick commerce apps like Zepto and Blinkit have changed the way people shop by making it very quick and convenient. Because of fast delivery and attractive offers, people often buy things on impulse without much planning. These apps make shopping easy and accessible, but they can also lead to spending more money, sometimes at higher prices than local stores. After such unplanned purchases, people may feel regret, dissatisfaction, or even guilt. This shows that while quick commerce is helpful, it also has some negative effects on consumer behavior (S. & Sharma, 2024). Quick commerce (Q-commerce) platforms influence people to buy things impulsively by using features like notifications, limited-time offers, and instant rewards. These features create a sense of urgency and excitement, making users take quick decisions without much thinking. This behavior is especially common among younger users, who are more attracted to convenience and fast services. As a result, many purchases are made based on emotions rather than actual need, showing how Q-commerce platforms play an important role in encouraging impulsive buying (Tareen 2025). [7] Quick commerce (Q-commerce) platforms have changed the way people shop. People now buy things more often because these apps offer fast delivery, discounts, and easy suggestions. Instead of sticking to one brand, users choose products based on what is available, cheaper, or more convenient at that time. This shows that convenience and offers matter more than brand loyalty. As a result, people are becoming less loyal to specific brands and more dependent on these platforms for their everyday shopping needs

(Jeevanthiga and Nithya 2026). [8]

### 2.1.Objective of Study

- 1) Assess adoption and usage frequency of quick commerce platforms among youth in Patna.
- 2) Examine the shift from planned to unplanned (impulse) spending in grocery and daily-need purchases.
- 3) Analyse how convenience, discounts, app notifications and late-night availability influence impulse buying.
- 4) Understand the impact on overall monthly spending, savings habits and perceived overspending.
- 5) Compare the changing role of traditional e-commerce and local kirana stores versus quick commerce.

### 2.2.Research Methodology

This study adopts a descriptive research design to examine the impact of quick commerce (Q-commerce) platforms on the spending patterns of youth in Patna. The study focuses on analyzing how factors such as convenience, fast delivery, discounts, and app notifications influence purchasing decisions, particularly impulse buying behavior among young consumers. The research is primarily based on primary data, which was collected through a structured questionnaire. The questionnaire consisted of close-ended questions designed to gather information on demographic details, monthly income or allowance, frequency of using Q-commerce platforms, types of products purchased, and whether purchases were planned or unplanned. Additionally, questions related to spending patterns, budget allocation, and the impact on savings were included. A convenience sampling technique was employed for the selection of respondents. Participants were chosen based on their accessibility and willingness to participate in the study. [9] The sample comprised approximately 150 respondents, mainly college students and young individuals residing in Patna who actively use Q-commerce platforms. In addition to primary data, secondary data was collected from various sources, including research papers, academic journals, articles, and online publications, to support and strengthen the study. The collected data was analyzed using basic statistical tools, such as

percentages and frequency distribution. For effective presentation and interpretation, the data was represented through tables, bar charts, and pie charts. This analytical approach facilitated the identification of patterns related to platform usage, impulse buying behavior, and overall spending trends among youth.

### 3.Data Analysis & Explanation

#### 3.1.Most respondents are active users of quick commerce platforms, showing high adoption among youth

Most students are active users of quick commerce apps, showing that these platforms are very popular among youth. According to the data, about 80% of students use 10–30-minute delivery apps. This shows that quick commerce is no longer new but has become a regular part of their daily lives. Looking at how often they use these apps, about 35% use them occasionally, while 31% use them 2-3 times a week. Around 26% use them weekly, and 9% use them daily. This means most students use these apps regularly, and many depend on them several times a week for their needs. Apps like Blinkit, Zepto, and Swiggy Instamart are the most commonly used, with Blinkit being the top choice. Students prefer these apps because they are fast, easy to use, and provide daily essentials quickly. In terms of what they buy, most students order snacks and beverages (26%) and groceries (25%), along with items like personal care and dairy products (14% each). This shows that they use these apps not just in emergencies but also for everyday needs. Overall, the data shows that quick commerce has become a normal part of students' lives, changing how they shop by focusing more on speed and convenience.

#### 3.2.Convenience and fast delivery are the main reasons for using these platforms

Convenience and fast delivery are the main reasons why students prefer quick commerce apps. The data shows that around 70-75% of students choose these apps mainly because of fast delivery. Getting products within 10-30 minutes is very useful, especially when they need something quickly without going out. Convenience is also a big reason. About 55-60% of students like these apps because they can order anytime from anywhere. It saves time and effort, which is helpful for students who are busy with

classes and studies. The apps are easy to use and offer simple payment options, making shopping even more comfortable. The way students use these apps also shows this trend. Around 31% use them 2–3 times a week, 26% use them weekly, and 9% use them daily. Even those who use them occasionally still depend on them when needed. This means students are not just using these apps for emergencies but as part of their regular routine. Looking at what they buy, most students order snacks and beverages (26%) and groceries (25%), along with items like personal care and dairy (14% each). These are usually things they need quickly, not planned in advance. Also, 40–45% of students use these apps at night, which shows that late-night delivery adds to the convenience. Overall, fast delivery and ease of use make these apps very popular, and they have become an important part of students' daily lives.

### 3.3. Shift from Planned to Impulse Spending

The data clearly shows that students are moving from planned shopping to impulse buying when using quick commerce apps. Earlier, they used to plan their purchases and buy in bulk from nearby shops or online stores. But now, because of fast delivery and easy ordering, they often buy things without planning. Impulse buying has become quite common. Around 34% said they sometimes buy unplanned items, and 27% said they do this often or very often. Also, about 27% spend 20-40% of their money on unplanned purchases, 15% spend 40-60%, and 10% spend more than 60% impulsively. This shows that many students are influenced by quick decisions while shopping. The main reasons for this are discounts, offers, and notifications. Around 60-65% of students are influenced by offers, and about 50% are affected by notifications. Late-night delivery (40-45%) also encourages students to order when they feel bored or have cravings. Convenience is another big reason. Since items can be delivered within minutes, students don't feel the need to plan ahead. Most of them place small and frequent orders, especially in the ₹200-₹500 range, instead of buying in bulk. Because of this habit, 61% of students said their spending has increased. Even though each order is small, frequent purchases add up. Overall, students are shifting from planned buying to quick and

unplanned purchases, which makes shopping easier but also increases spending and reduces control over money. As shown in Figure 1.

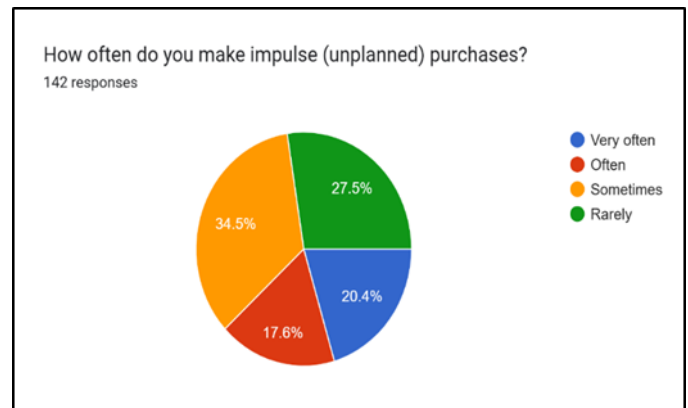


Figure 1 Impulse Purchase Responses

### 3.4. Role of Discounts, Notifications & Convenience

Discounts, notifications, and convenience strongly affect how students shop on quick commerce apps. These factors not only attract users but also make them use the apps more often and buy things without planning. Discounts and offers have the biggest impact. About 71% of users said that offers influence their decisions. Also, 41% agree and 30% strongly agree that discounts make them buy more. Because of this, many students feel they are saving money, even when they are buying unnecessary items. Around 30% of these users have 20-40% unplanned spending, which shows that discounts lead to impulse buying. Notifications also play a role. While 58% say they are not affected, others still get influenced, 25% sometimes and 17% yes. Those who are influenced by notifications show higher impulse spending (37%) compared to those who are not (23%). This means notifications can push users to open apps and make quick purchases. Convenience is another major reason. Around 55-60% of students prefer these apps because they can order anytime from anywhere. Fast delivery within minutes makes it even easier to buy things instantly. Also, 40-45% of students use these apps at night, which increases unplanned buying. This is also seen in spending patterns. Most students place small orders (₹200-₹500) but do it frequently, and 61% said their spending has increased. Overall,

discounts, notifications, and convenience make shopping easy, but they also lead to more frequent and unplanned spending among students. As shown in Figure 2 & 3. [10]

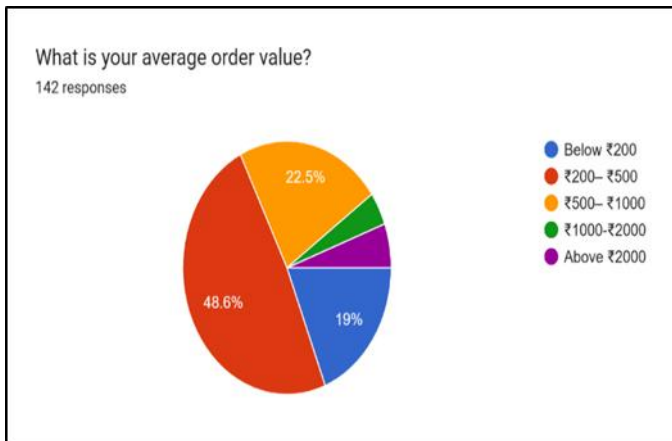


Figure 2 Average Order Value

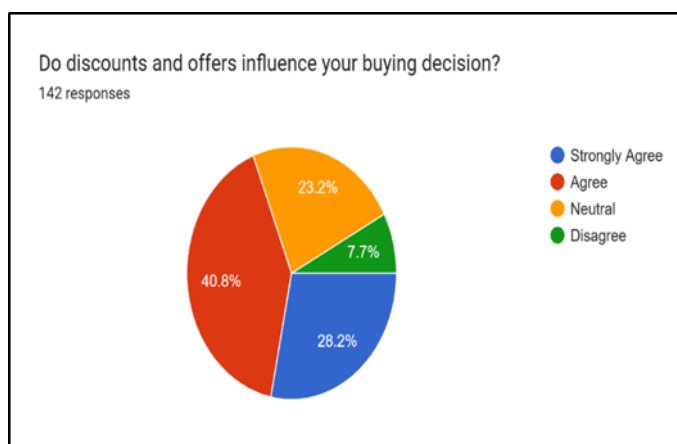


Figure 3 Discount and Offers Influence Your Buying Decision Responses

### 3.5. Usage Pattern of Quick Commerce Platforms

The way students use quick commerce apps shows that these platforms have become a regular part of their daily life. The data shows not only high usage but also frequent use, which means students are slowly becoming dependent on these apps for their everyday needs. Looking at how often they use these apps, about 35% (39 students) use them occasionally, while 31% (35 students) use them 2–3 times a week. Around 26% (29 students) use them once a week, and 9% (10 students) use them daily. This clearly shows that most students are using these apps regularly, not

just in emergencies but as a normal habit. The type of products they order also explains their usage. Most students buy snacks and beverages (26%) and groceries (25%), along with items like personal care and dairy (14% each). These are everyday items that are often needed quickly, which is why students prefer ordering them instead of going to shops. When it comes to spending per order, most students place small orders. About 51% spend ₹200–₹500, while 19% spend below ₹200 and another 19% spend ₹500–₹1000. Very few spend more than this. This shows that students prefer small and affordable purchases. However, because they order frequently, their total monthly spending increases. About 39% spend below ₹1000 per month, while 30% spend ₹1000–₹2000, and some even spend more. This shows that small but repeated purchases add up over time. Overall, students are using quick commerce apps regularly for small, everyday needs. These apps have made shopping fast and easy, but they have also changed buying habits from planned shopping to quick and frequent purchases. As shown in Figure 4.

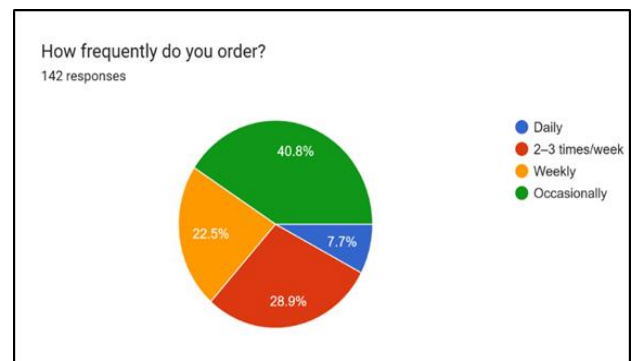


Figure 4 Frequently Do You Order Responses

#### 1) Key Findings

- a) **Quick commerce platforms are widely used by youth:** Quick commerce apps are widely used by young people, with about 80% (105 out of 131 students) using 10-30-minute delivery services. This shows that these apps are very popular among youth, especially students. Among them, Blinkit is the most preferred, followed by Zepto and Swiggy Instamart.
- b) **Many users engage in impulse or unplanned purchases:** The data shows that

unplanned spending varies among users. About 49% (69 users) said less than 20% of their spending is unplanned, which means many still try to control their purchases. However, others show higher impulse buying-27% spend 20-40%, 15% spend 40-60%, and 10% spend more than 60% without planning. When it comes to overspending, 34% feel that these apps make them spend more, while 40% believe they can control their spending. This shows that some users are aware of overspending, but others may not realize how small, frequent purchases add up over time. [11]

- c) Discounts, offers, and notifications strongly influence buying behavior:** Discounts and offers strongly influence buying behavior. About 71% of users are affected by them, and many agree that discounts encourage them to buy more. Around 30% of these users have 20-40% unplanned spending, showing that offers lead to impulse purchases. For notifications, the effect is mixed. While 58% say they are not affected, some users still respond to them. Those who said “yes” have higher impulse spending (37%) compared to those who said “no” (23%). This means notifications may not affect everyone, but they strongly influence those who pay attention to them.
- d) Order Value and Spending Pattern:** The data shows that most students place small orders on quick commerce apps. About 51% spend ₹200–₹500 per order, while 19% spend below ₹200 and another 19% spend ₹500–₹1000. Only a few spend higher amounts. Students who order more frequently (2–3 times a week) mostly fall in the ₹200–₹500 range, showing that they prefer small but regular purchases. When it comes to monthly spending, 39% spend below ₹2000, and 30% spend ₹2000–₹3000 and a smaller group going beyond ₹3000. This shows that even though each order is small, frequent buying increases total monthly spending.
- e) Usage Pattern of Quick Commerce**

**Platforms:** students use quick commerce apps quite often. About 35% use them occasionally, 31% use them 2–3 times a week, 26% use them weekly, and 9% use them daily. This shows that many users prefer frequent, small orders instead of buying in bulk from local shops. In terms of products, snacks and beverages are the most popular (26%), followed closely by groceries (25%). Items like personal care (14%) and dairy products (14%) are also commonly ordered. This shows that students mainly use these apps for quick, everyday needs, especially small and instant purchases.

- f) Shift from Traditional Shopping Methods:** The data shows a clear shift away from local kirana stores. About 51% of users say they now depend less on kirana shops, while 32% see no change and 16% feel their habits are the same. This suggests that many students are moving towards quick commerce apps for their daily needs. In terms of spending, 61% of respondents said their spending has increased after using these apps. Earlier, people used to plan and buy items in bulk, but now they make small and frequent orders, which increases total spending over time.

Also, most users prefer quick commerce over traditional online shopping because of its fast delivery (10–30 minutes). Overall, this shows a clear shift in shopping habits from planned buying at local stores to quick, app-based purchases for convenience.

## 2) Limitations

- Non-probability sampling and a sample size of around 150 respondents, how far the findings can be generalised to all youth in Patna.
- Self-reported data may suffer from under- or over-estimation of spending and impulse purchases.
- The cross-sectional design captures behaviour at one-time point and cannot track long-term change.
- Use of convenience sampling may lead to biased results.
- Future studies could use larger, more



representative samples, include income or family background controls, or compare multiple cities.

### Conclusion

In conclusion, quick commerce has changed the way young people shop by making it faster and more convenient. It has become a regular part of students' daily lives, helping them easily buy groceries, snacks, and other essentials. However, this convenience also has a downside, as it often leads to impulse buying and less control over spending. Even though each order is not very expensive, frequent purchases increase total monthly expenses and can affect financial discipline. This shows that while quick commerce is useful, students need to be careful with their spending. Using these apps wisely can help maintain a balance between convenience and saving money. [12]

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